AMERICAN RADIO

Summer 1991 Supplement

James H. Duncan, Jr.

AMERICAN RADIO

SUMMER 1991 SUPPLEMENT

(Arbitron Rating Period: 20 June - 11 September)

Compiled and edited by:

JAMES H. DUNCAN, JR. and
BETH A. BARNHORST
DUNCAN'S AMERICAN RADIO, INC.
BOX 90284
INDIANAPOLIS, IN 46290
(317) 844-0988 or
(317) 630-2888
(317) 684-1937 (fax)

November 1991

Volume XVI Number 3

I N T R O D U C T I O N

I am pleased to present the sixth edition of American Radio Summer Supplement - 1991 Edition. This book is designed to supplement the primary editions of American Radio by providing updated summaries of the 97 markets which Arbitron surveys on a quarterly basis.

The Summer Supplement is issued every November.

Your support of my work is sincerely appreciated. Please feel free to make comments or suggestions at any time. I urge you to do so. I can be reached at this address:

James H. Duncan, Jr.
Duncan's American Radio, Inc.
P.O. Box 90284
Indianapolis, IN 46290
(317) 844-0988

ALL ARBITRON AUDIENCE ESTIMATES ARE COPYRIGHTED (1991) BY THE ARBITRON RATINGS COMPANY AND MAY NOT BE QUOTED OR REPRODUCED WITHOUT THE PRIOR PERMISSION OF ARBITRON.

Copyright © 1991 by James H. Duncan, Jr.

This book may not be reproduced, in whole or party by mimeograph or any other means, without permission.

PRINTED IN THE UNITED STATES OF AMERICA.

Subscribers may quote American Radio for sales and advertising purposes. However, you must be an Arbitron subscriber if any of their data is involved. Secondly, I must be notified. I always give permission, but I like to make certain that my work is being properly quoted. The source "American Radio by James Duncan, Jr." must always be cited.

Every effort has been made to make this book as accurate as humanly possible. However, we are responsible for errors only to the extent that subscribers will be notified if such action is justified.

TABLE OF CONTENTS

Individual Market Reports

Akron
Albany
Albuquerque
Allentown-Bethlehem
Atlanta
Austin
Bakersfield
Baltimore
Baton Rouge
Birmingham

Boston
Buffalo
Charleston SC
Charlotte
Chattanooga
Chicago
Cincinnati
Cleveland
Colorado Springs
Columbia SC

Columbus OH
Dallas-Ft. Worth
Dayton
Denver
Des Moines
Detroit
El Paso
Fresno
Grand Rapids
Greensboro-Winston Salem

Greenville NC
Greenville-Spartanburg SC
Harrisburg
Hartford
Honolulu
Houston
Huntsville
Indianapolis
Jackson
Jacksonville

Johnson City-Kingsport
Kansas City
Knoxville
Lansing
Las Vegas
Little Rock
Los Angeles
Louisville

Madison
McAllen-Brownsville
Memphis
Miami-Ft. Lauderdale
Milwaukee
Minneapolis-St. Paul
Mobile
Nashville
Nassau-Suffolk
New Orleans

New York
Norfolk
Oklahoma City
Omaha
Orlando
Philadelphia
Phoenix
Pittsburgh
Portland OR
Providence

Raleigh
Richmond
Riverside-San Bernardino
Roanoke
Rochester
Sacramento
Saginaw
St. Louis
Salinas-Monterey-SC
Salt Lake City

San Antonio
San Diego
San Francisco
San Jose
Seattle
Shreveport
Spokane
Springfield MA
Syracuse
Tampa-St. Petersburg

Toledo
Tucson
Tulsa
Washington
West Palm Beach
Wichita
Wilkes Barre-Scranton
York
Youngstown

AKRON

Arbitron Rank/Pop (12+): 68/542,700
MSA Rank/Pop: 76/654,000
Cleveland ADI
Average Person Ratings: 15.9
Market TSL: 21.25 hours

Stations: 28/7
Diaries: 968/561:1/57.4%
Sample Target: 980
% Below Line: 56.0
% Not Listed: 16.4

1990 Revenue: $13,700,000
HH Inc.: $30,618
Retail $: 4.4 Bil
Pop per Station: 77,528
#1 Biller: WKDD-F $3,700,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1.	WQAR-F	(C)	66/ 7.6	6.0	4.5	5.3	----	5.8	112/1186	649/12.0	12.5	0.0	5.4	52	688	WQAR-F
2.	WNIR-F	(T)	60/ 6.9	7.5	7.4	6.8	----	7.2	92/884	632/11.6	13.5	0.0	6.3	61	663	WNIR-F
3.	WPHR-F	(CHR)	53/ 6.1	6.4	4.1	5.1	----	5.4	75/1228	947/17.4	17.4	0.0	8.5	83	1128	WPHR-F
	WKDD-F	(CHR)	53/ 6.1	5.0	4.0	6.7	----	6.2	111/1836	1023/18.9	20.6	0.0	5.4	52	866	WKDD-F
5.	WMJI-F	(O)	44/ 5.1	5.5	4.6	5.3	----	5.1	107/1353	651/12.0	13.6	0.0	5.9	57	726	WMJI-F
	WONE-F	(AOR)	44/ 5.1	5.2	6.3	7.7	----	6.1	71/1160	707/13.0	15.6	0.0	9.5	92	1068	WONE-F
7.	WDOK-F	(SAC)	40/ 4.6	6.9	6.9	5.5	----	6.0	69/1038	650/12.0	13.2	0.0	3.8	37	456	WDOK-F
8.	WZAK-F	(B)	39/ 4.5	3.2	4.8	3.5	----	4.0	56/602	421/ 7.8	7.3	0.0	7.5	73	862	WZAK-F
9.	WNCX-F	(CL AOR)	36/ 4.2	3.0	3.8	3.8	----	3.7	51/994	623/11.5	10.3	0.0	4.5	44	586	WNCX-F
10.	WMMS-F	(AOR)	35/ 4.1	4.2	5.7	4.5	----	4.6	78/1458	803/14.8	12.9	0.0	6.6	64	887	WMMS-F
11.	WLTF-F	(AC)	33/ 3.8	4.4	4.1	3.1	----	3.8	47/864	610/11.2	11.7	0.0	2.3	22	603	WLTF-F
	WAKR	(FS/N/T)	33/ 3.8	4.8	7.4	5.2	----	5.3	35/761	668/12.3	13.9	0.0	3.3	32	824	WAKR
13.	WQXK-F	(C)	27/ 3.1	2.8	1.3	3.0	----	2.5	56/705	275/ 5.1	5.6	0.0	2.4	23	301	WQXK-F
14.	WRMR	(BB)	26/ 3.0	3.0	3.6	3.8	----	3.3	39/537	311/ 5.7	7.3	0.0	2.5	24	266	WRMR
	WQMX-F	(AC)	26/ 3.0	3.2	4.4	2.5	----	3.3	53/796	455/ 8.4	7.5	0.0	2.3	22	265	WQMX-F

12+ FM SHARE (METRO): 85.60% (618 of 722) (SUM 90: NA)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	WPHR-F>>	WONE-F	WKDD-F	WMJI-F	WMJI-F	WNIR-F>	WAKR <	WNIR-F	WGAR-F	WPHR-F	WAKR >>
2	WZAK-F	WKDD-F	WGAR-F	WKDD-F	WKDD-F	WGAR-F<	WNIR-F	WGAR-F	WKDD-F	WZAK-F<	WHBC-F
	WKDD-F	WNCX-F	WONE-F	WONE-F	WONE-F	WMJI-F	WKDD-F	WKDD-F	WNIR-F<	WGAR-F	WKDD-F
4		WGAR-F<	WMJI-F	WNCX-F	WNCX-F<	WDOK-F	WGAR-F	WPHR-F<	WPHR-F<	WMJI-F<	WGAR-F
5		WPHR-F	WPHR-F	WMMS-F	WDOK-F	WAKR	WMJI-F	WONE-F<	WONE-F	WKDD-F	WWWE
6				WLTF-F				WNCX-F		WONE-F	

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1	WPHR-F>>	WPHR-F	WZAK-F	WPHR-F	WLTF-F
2	WKDD-F>	WKDD-F	WONE-F	WKDD-F	WDOK-F
3	WQXK-F	WONE-F	WLTF-F	WLTF-F	WKDD-F
4	WMMS-F	WZAK-F	WKDD-F	WONE-F	WMJI-F
	WGAR-F	WLTF-F	WNCX-F	WMJI-F	WZAK-F
	WONE-F		WQMX-F		WQMX-F
					WONE-F

	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	WGAR-F>>	WGAR-F	WNCX-F	WGAR-F	WMJI-F
2	WZAK-F	WNCX-F	WONE-F	WONE-F	WNCX-F
	WKDD-F	WONE-F	WMMS-F>	WNCX-F	WONE-F
4	WPHR-F	WMMS-F	WKDD-F	WMJI-F	WMMS-F
	WONE-F	WKDD-F		WKDD-F	WKDD-F
6					

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WHLO	640	Akron/Cleveland	0.7/2.3/ 11/ 260
WSLR	1350	Akron	1.9/5.8/ 19/ 397
WCLV-F	95.5	Cleveland	0.9/3.1/ 11/ 247
WHBC-F	94.1	Canton/Akron	1.0/4.7/ 44/1038
WHK	1420	Cleveland	
WJMO-F	92.3	Cleveland Hghts	0.9/3.7/ 9/ 227
WKBN-F	98.9	Youngstown	
WKNR	1220	Cleveland	0.3/2.9/ 17/ 433
WNWV-F	107.3	Elyria/Clevlnd	1.0/4.8/ 14/ 374
WQAL-F	104.1	Cleveland	2.3/8.7/ 41/ 737
WQKT-F	104.5	Wooster	
WRQK-F	106.9	Canton/Akron	0.9/4.1/ 34/ 823
WWWE	1100	Cleveland	2.3/7.8/ 52/ 869

RADIO STATIONS

WAKR ,	1590,	5 KW (DA-N) ,	MOR/Full Service	MBS, $50.00 (Mc-Guild)	Ragan Henry
WHLO ,	640,	5 KW/500 W (DA-2),	Religion	ABC, $14.00 (---)	Mortenson
WSLR ,	1350,	5 KW (DA-1) ,	Country	ABC, $22.00 (Katz)	Barnstable
WKDD-F,	96.5,	50 KW @ 441 ,	CHR	, $73.00 (Katz)	Barnstable
WNIR-F,	100.1,	3 KW @ 328 ,	Talk	CBS, $40.00 (K & P)	(KENT)
WONE-F,	97.5,	12 KW @ 890 ,	AOR	ABC, $52.00 (Mc-Guild)	Ragan Henry
WQMX-F,	94.0,	16 KW @ 878 ,	AC	, $35.00 (Banner)	(MEDINA)

Other ranked stations -- see Canton or Cleveland

American Radio Summer 1991 Supplement, Copyright 1991

ALBANY-SCHENECTEDY-TROY

Arbitron Rank/Pop (12+): 54/725,600
MSA Rank/Pop: 62/861,000
ADI # 53
Average Person Ratings: 17.2
Market TSL: 22.75 hours

Stations: 26/26
Diaries: 1107/655:1/56.7%
Sample Target: 1115
% Below Line: 0.0
% Not Listed: 15.7

1990 Revenue: $21,900,000
HH Inc.: $34,434
Retail $: 7.4 Bil
Pop per Station: 27,907
#1 Biller: WPYX-F $4,400,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WGNA-F	(C)	139/11.2	8.8	8.5	9.6	10.0	9.5	223/2244	1310/18.1	19.6	19.2	8.5	103	1136	WGNA-F
2. WFLY-F	(CHR)	120/ 9.6	10.1	8.6	10.2	7.4	9.6	148/2187	1652/22.8	25.8	21.0	15.1	183	2188	WFLY-F
3. WGY	(FS)	109/ 8.7	8.3	8.9	7.4	8.4	8.3	167/2213	1438/19.8	20.4	20.5	7.8	94	1285	WGY
4. WROW-F	(SAC)	97/ 7.8	7.0	9.1	10.9	7.9	8.7	114/1662	1221/16.8	15.3	16.0	5.9	71	691	WROW-F
5. WKLI-F	(AC)	88/ 7.1	8.0	7.6	7.5	7.9	7.6	92/1356	1282/17.7	17.6	16.7	5.4	65	1071	WKLI-F
6. WPYX-F	(AOR)	80/ 6.4	4.9	6.7	9.4	10.2	6.8	110/2061	1318/18.2	18.8	22.8	7.4	90	1310	WPYX-F
7. WQBK-F	(CL AOR)	76/ 6.1	6.9	5.9	3.3	4.4	5.6	97/1311	1079/14.9	18.2	14.5	6.8	83	1335	WQBK-F
8. WGY -F	(O)	70/ 5.6	6.2	5.5	5.9	4.8	5.8	109/2255	1489/20.5	18.2	18.8	5.7	69	901	WGY -F
9. WVKZ-F	(AOR)	45/ 3.6	2.6	2.5	3.0	3.0	2.9	54/933	797/11.0	9.0	7.8	6.0	73	877	WVKZ-F
10. WQBK	(N/T)	41/ 3.3	3.0	3.9	3.6	3.8	3.5	42/554	517/ 7.1	7.7	8.3	3.0	36	704	WQBK
11. WPTR	(T)	27/ 2.2	1.9	2.9	1.3	1.6	2.1	29/564	531/ 7.3	7.6	7.3	1.4	17	564	WPTR
12. WABY	(BB)	24/ 1.9	2.5	2.9	1.8	2.5	2.3	24/327	327/ 4.5	4.7	5.5	2.1	26	344	WABY
13. WTRY	(O)	23/ 1.8	2.1	2.5	3.3	3.9	2.4	28/602	523/ 7.2	6.7	10.8	1.7	21	496	WTRY
WROW	(EZ)	23/ 1.8	2.8	1.3	1.4	1.7	1.8	29/528	455/ 6.3	6.7	6.8	0.7	8	251	WROW
15.															

12+ FM SHARE (METRO): 74.10% (778 of 1050) (SUM 90: 72.03%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLY-F>>	1 WFLY-F	1 WFLY-F	1 WKLI-F	1 WGNA-F	1 WGY <	1 WGY	1 WFLY-F<	1 WGNA-F	1 WFLY-F	1 WGY >>
2 WKLI-F	2 WPYX-F<	2 WKLI-F	2 WGNA-F	2 WKLI-F	2 WGNA-F	2 WGNA-F>	2 WGNA-F	2 WFLY-F	2 WGNA-F	2 WGNA-F>>
3	3 WQBK-F	3 WPYX-F	3 WGY -F	3 WGY -F	3 WROW-F>>	3 WROW-F<	3 WKLI-F<	3 WROW-F	3 WGY	3 WPYX-F
4	4 WKLI-F	4 WQBK-F<	4 WPYX-F	4 WPYX-F	4 WGY -F	4 WPYX-F	4 WROW-F	4 WQBK-F	4 WKLI-F	4 WROW-F
5	5 WVKZ-F	5 WGNA-F	WFLY-F	5 WFLY-F	5 WQBK	5 WFLY-F	5 WGY	5 WKLI-F	5 WQBK-F	5
6	6 WGNA-F	6 WGY -F	6 WQBK-F	6 WQBK-F	6	6 WKLI-F	6 WPYX-F	6 WPYX-F	6	6
7	7	7	7	7 WGY	7	7	7 WGY -F	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFLY-F>>	1 WFLY-F>	1 WKLI-F	1 WFLY-F	1 WGNA-F	1 WQBK-F	1 WQBK-F	1 WPYX-F	1 WPYX-F	1 WPYX-F
2 WKLI-F	2 WKLI-F>	2 WFLY-F>	2 WKLI-F>	2 WKLI-F>	2 WPYX-F>	WPYX-F>	2 WQBK-F>	2 WQBK-F>	2 WGNA-F
3 WVKZ-F	3 WGNA-F	3 WGNA-F>	3 WGNA-F	3 WFLY-F	3 WVKZ-F	3 WVKZ-F	3 WFLY-F	3 WGNA-F	3 WGY -F
WPYX-F	4 WVKZ-F	4 WQBK-F	4 WGY -F>	4 WGY -F	4 WFLY-F>>	WFLY-F>	4 WKLI-F	4 WGY -F	4 WQBK-F
5	WPYX-F	WGY -F	5 WQBK-F<	5 WROW-F	5	5 WKLI-F	WGNA-F	WFLY-F<	5 WKLI-F
6	6 WQBK-F	6 WVKZ-F	6 WPYX-F	6 WGY <	6	WGNA-F	6 WVKZ-F	6 WKLI-F	6 WGY
7	7 WGY -F	WPYX-F	7	7 WQBK-F	7	7	7	7	7 WFLY-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCSS	1490	Amsterdam	0.8/1.7/ 10/ 172
WEQX-F	102.7	Manchester	1.4/4.6/ 31/ 492
WGNA	1460	Albany/Troy	0.1/1.6/ 1/ 121
WHRL-F	103.1	Albany	0.9/3.2/ 12/ 251
WKAJ	900	Saratoga Sprngs	0.5/1.3/ 6/ 116
WKOL-F	97.7	Amsterdam	0.4/1.3/ 13/ 236
WQKZ-F	98.5	Catskill	0.6/1.1/ 12/ 162
WQQY-F	102.3	Saratoga Sprngs	0.6/1.9/ 8/ 176
WSHZ-F	98.3	Rotterdam/Albny	1.1/5.1/ 24/ 562

RADIO STATIONS

WABY ,	1400,	1 KW ,	Nostalgia	UNISUP UNIULT,	$16.00	(Durpetti)	Bendat	
WCKL ,	560,	1 KW (DAYS) ,	MOR	APR,	$10.00	(Savalli)	(CATSKILL)	
WGY ,	810	50 KW ,	MOR/Full Service	CBS,	$78.00	(Eastman)	Empire	
WPTR ,	1540,	50 KW (DA-1) ,	News/Talk	ABC MBS,	$21.00	(Torbet)		
WQBK ,	1300,	5 KW (DA-2) ,	Talk	NBC ABC,	$25.00	(Banner)		
WROW ,	590,	5 KW/1 KW (DA2),	See WROW-FM					
WTRY ,	980,	5 KW (DA-N) ,	Oldies	MBS UNIULT,	$35.00	(Mc-Guild)	Merv Griffin	
WGNA-F,	107.7,	13 KW @ 980 ,	Country	UNIULT,	$54.00	(Katz)	Barnstable	
WGY -F,	99.5,	15 KW @ 927 ,	Oldies	ABC,	$38.00	(Eastman)	Empire	
WHRL-F,	103.1,	1.5 KW @ 500 ,	NAC/EZ	MBS,	$16.00	(---)		
WKLI-F,	100.9,	3 KW @ 300 ,	AC	,	$61.00	(Durpetti)	Bendat	
WPYX-F,	106.5,	16 KW @ 902 ,	AOR	ABC,	$87.00	(Mc-Guild)	Merv Griffin	
WQBK-F,	103.9,	3 KW @ 300 ,	Classic AOR	CBS UNIPWR,	$33.00	(Banner)		
WROW-F,	95.5,	12 KW @ 1023 ,	EZ	ABC,	$43.00	(Christal)	Radio Terrace	
WVKZ-F,	96.7,	3 KW @ 239 ,	CHR/AOR	SHN SOURCE,	$22.00	(Banner)		
WFLY-F,	92.3,	17 KW @ 850 ,	CHR	ABC,	$50.00	(Torbet)		

ALBUQUERQUE

Arbitron Rank/Pop (12+): 78/467,500
MSA Rank/Pop: 99/507,000
ADI # 51
Average Person Ratings: 18.1
Market TSL: 24.00 hours

Stations: 25/22
Diaries: 957/488:1/55.1%
Sample Target: 885
% Below Line: 6.0
% Not Listed: 12.6

1990 Revenue: $18,000,000
HH Inc.: $27,783
Retail $: 4.0 Bil
Pop per Station: 21,250
#1 Biller: KKOB $3,400,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. KRST-AF (C)	128/15.1	13.0	18.3	16.7	----	15.8	169/1868	1383/29.6	25.9	0.0	15.2	134	1432	KRST-AF
2. KKSS-F (CHR)	71/ 8.4	7.4	7.0	7.7	----	7.6	99/1427	949/20.3	19.8	0.0	11.4	104	1127	KKSS-F
3. KKOB (FS)	69/ 8.1	9.4	9.3	8.9	----	8.9	99/1473	970/20.7	22.0	0.0	7.7	70	792	KKOB
4. KKOB-F (AC)	59/ 7.0	7.0	10.1	10.5	----	8.6	80/1334	1001/21.4	20.4	0.0	6.9	63	902	KKOB-F
5. KZRR-F (AOR)	52/ 6.1	5.1	6.5	6.3	----	6.0	74/944	701/15.0	15.4	0.0	4.2	38	526	KZRR-F
6. KLSK-F (CL AOR)	51/ 6.0	6.7	5.7	3.7	----	5.5	81/1125	758/16.2	19.1	0.0	9.3	85	945	KLSK-F
7. KZKL-AF (O)	49/ 5.8	5.5	4.7	7.9	----	6.0	50/708	663/14.2	13.4	0.0	5.8	53	717	KZKL-AF
8. KOLT-F (C)	44/ 5.2	2.5	3.1	2.3	----	3.3	73/1196	709/15.2	10.9	0.0	4.5	41	499	KOLT-F
9. KKJY-F (EZ)	35/ 4.1	4.0	4.4	3.9	----	4.1	51/679	492/10.5	10.7	0.0	1.5	14	263	KKJY-F
10. KMGA-F (SAC)	28/ 3.3	3.1	3.9	4.1	----	3.6	52/804	546/11.7	8.7	0.0	2.1	19	367	KMGA-F
11. KHFM-F (CL)	26/ 3.1	3.8	4.0	2.7	----	3.4	35/518	370/ 7.9	8.6	0.0	3.5	32	340	KHFM-F
12. KRBL-F (AOR)	23/ 2.7	4.3	2.5	2.4	----	3.0	64/697	405/ 8.7	10.6	0.0	5.1	47	607	KRBL-F
13. KBAC-F (AOR)	17/ 2.0	1.7	1.3	----	----	1.3	23/245	197/ 4.2	5.0	0.0	1.4	13	186	KBAC-F
14. KIDI-F (SP)	15/ 1.8	2.7	1.0	1.3	----	1.7	20/243	158/ 3.4	5.6	0.0	1.6	15	177	KIDI-F
15. KAMX-F (AC)	14/ 1.7	2.3	2.5	2.2	----	2.2	22/547	371/ 7.6	7.8	0.0	2.5	23	344	KAMX-F
16. KBOM-F (O)	11/ 1.3	1.0	0.9	----	----	0.8	28/385	152/ 3.3	3.3	0.0	0.4	4	45	KBOM-F
KXKS (SP)	11/ 1.3	3.3	0.8	1.8	----	1.8	11/145	145/ 3.1	3.4	0.0	2.7	25	214	KXKS
18. KABQ (SP)	10/ 1.2	1.0	1.1	1.5	----	1.2	10/143	143/ 3.1	3.4	0.0	0.3	3	112	KABQ
19. KIVA-F (CHR)	9/ 1.1	----	1.0	0.5	----	0.6	18/505	235/ 5.0	0.0	0.0	0.9	8	170	KIVA-F
20. KUCU-AF (BB)	8/ 1.0	2.5	1.5	1.8	----	1.7	15/264	205/ 0.0	4.7	0.0	0.6	2	106	KUCU-AF

12+ FM SHARE (METRO): 84.75% (628 of 741) (SUM 90: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKSS-F>>	1 KRST-AF>	1 KRST-AF>	1 KRST-AF>	1 KRST-AF>	1 KKOB	1 KRST-AF<	1 KRST-AF>>1	KRST-AF>	1 KKSS-F	1 KRST-F
2	2 KZRR-F	2 KLSK-F	2 KLSK-F	2 KMGA-F	2 KRST-AF>	2 KKOB >	2 KKOB-F	2 KKSS-F	2 KRST-AF>	KKOB >
3	3 KKSS-F	3 KZRR-F	3 KZKL-AF	3 KZKL-AF	3 KKJY-F	3 KKOB-F	3 KZRR-F	3 KKOB-F<	3 KLSK-F	3 KLSK-F
4	4 KLSK-F	KKOB-F<	4 KKOB-F	KKSS-F	4 KKOB-F	4 KZRR-F	KKSS-F<	4 KLSK-F	4 KKOB	KKJY-F
5	5 KKOB-F	5 KZKL-AF	5 KZRR-F>	5 KZRR-F	5 KZKL-AF	5 KZKL-AF	5 KKOB <	5 KZRR-F	5 KZRR-F	5
6	6 KZKL-AF	6 KKSS-F	6 KOLT-F	6 KKOB-F	KHFM-F<	6 KKSS-F	6 KZKL-AF	6 KZKL-AF	6	6
7	7	7	7	7	7 KOLT-F	7	7	KOLT-F	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRST-AF	1 KRST-AF>>1	KRST-AF>>1	KRST-AF>	1 KRST-AF>	1 KKSS-F>>	1 KRST-AF	1 KRST-AF	1 KRST-AF>	1 KRST-AF>
KKSS-F	2 KKOB-F>	2 KKOB-F	2 KKOB-F>	2 KKOB-F>	2 KRST-AF>	2 KZRR-F>	KZRR-F>	2 KZRR-F	2 KZRR-F
3 KOLT-F>	3 KOLT-F	3 KLSK-F>	3 KOLT-F	3 KLSK-F	3 KZRR-F	3 KKSS-F	3 KZKL-AF	3 KLSK-F	3 KLSK-F<
4 KRBL-F	KKSS-F	4 KZKL-AF	4 KZKL-AF	KKOB	4 KRBL-F	4 KLSK-F	KLSK-F>>	4 KZKL-AF	4 KZKL-AF>
KKOB-F	5 KLSK-F	KAMX-F	KLSK-F>	5 KZKL-AF	5 KBAC-F	5 KZKL-AF	5	5 KKSS-F	5 KKOB-F
6 KZRR-F	6 KZKL-AF	6	6 KKSS-F	6 KOLT-F	KMGA-F	6	6	6 KKOB-F	6
7	KRBL-F	7	7	KMGA-F	KLSK-F	7	7	7	7

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KKIM	1000	Albuquerque	0.6/2.4/ 5/ 135
KQEO	920	Albuquerque	0.7/4.0/ 6/ 198

AM STATIONS

KABQ, 1350, 5 KW/500 W (DA-2) , HISPANIC , $ 12.00 (Caballero)
KDEF, 1150, 5 KW/500 W (DA-2) , NOSTALGIA , $ 15.00 (Roslin)
KKOB, 770, 50 KW (DA-2) , MOR/FULL SER. , $ 82.00 (McGuild) Fairmont
KQEO, 920, 1 KW/500 W (DA-N) , OLDIES NBC, CNN, $ 16.00 (Banner) Spacecom
KRZY, 1450, 1 KW (DA-1) , SEE KRST-F
KXKS, 1190, 10 KW (DAYS) , HISPANIC UPI, APR, $ 15.00 (Caballero)

FM STATIONS

KAMX, 107.9, 23 KW @ 4131, AC ABC, $ 25.00 (HNWH) Coastal
KHFM, 96.3, 20 KW @ 4130, CLASSICAL , $ 25.00 (CMBS)
KIDI, 103.3, 21 KW @ 4186, HISPANIC , $ 13.00 (Katz)
KIVA, 105.1, 100 KW @ 1936, CHR , $ 22.00 (Banner) First City (SANTA FE)
KKJY, 100.3, 23 KW @ 4107, EZ , $ 20.00 (Torbet)
KKOB, 93.3, 22 KW @ 4150, AC , $ 76.00 (McGuild) Fairmont
KKSS, 97.3, 100 KW @ 1875, CHR , $ 23.00 (Durpetti) Sun Group (SANTA FE)

KLSK, 104.1, 100 KW @ 1875, CL AOR , $ 28.00 (Banner) (SANTA FE)
KMGA, 99.5, 23 KW @ 4130, SOFT AC UNISUP, UNIPWR , $ 23.00 (Banner) Spacecom
KMYI, 107.1, 25 KW @ 705, AC , $ 21.00 (Roslin) (ARMIJO)
KOLT, 105.9, 100 KW @ 1936, COUNTRY NBS, $ 20.00 (Christal) (SANTA FE)
KRBL, 98.5, 23 KW @ 4130, AOR , $ 17.00 (Torbet) (LOS ALAMOS)
KRST, 92.3, 22 KW @ 4160, COUNTRY , $ 65.00 (Katz) Commonwealth
KZKL, 101.7, 3 KW @ 92, OLDIES , $ 35.00 (Christal) (RIO RANCHO)
KZRR, 94.1, 23 KW @ 4130, AOR SOURCE, $ 52.00 (Eastman) Anchor

American Radio Summer 1991 Supplement, Copyright 1991

ALLENTOWN-BETHLEHEM

Arbitron Rank/Pop (12+): 64/584,900
MSA Rank/Pop: 71/687,000
Philadelphia ADI
Average Person Ratings: 18.7
Market TSL: 25.25 hours

Stations: 37/15
Diaries: 1165/502:1/56.9%
Sample Target: 1000
% Below Line: 21.3
% Not Listed: 11.1

1990 Revenue: $16,500,000
HH Inc.: $33,734
Retail $: 5.4 Bil
Pop per Station: 38,993
#1 Biller: WLEV-F $4,200,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WZZO-F	(AOR)	140/12.8	9.9	9.1	10.9	12.5	10.7	170/1862	1417/24.2	23.9	25.7	16.5	155	1719	WZZO-F
2. WFMZ-F	(EZ)	133/12.1	14.0	15.3	17.4	12.1	14.7	160/1428	1119/19.1	22.3	21.1	8.4	79	890	WFMZ-F
3. WLEV-F	(AC)	112/10.2	10.8	13.6	13.9	12.7	12.1	126/1641	1386/23.7	24.6	24.7	9.5	89	1078	WLEV-F
4. WAEB-F	(CHR)	82/ 7.5	6.9	6.9	6.7	7.3	7.0	91/1612	1373/23.5	21.8	21.2	8.6	81	1472	WAEB-F
5. WODE-F	(CHR)	70/ 6.4	6.6	5.9	6.4	6.5	6.3	79/1431	1200/20.5	19.6	20.0	8.3	78	1291	WODE-F
6. WAEB	(N/T)	54/ 4.9	5.3	7.2	4.3	4.7	5.4	54/810	782/13.4	11.8	12.0	4.4	41	513	WAEB
7. WXKW	(C)	48/ 4.4	3.3	3.2	3.6	7.2	3.6	51/505	489/ 8.4	7.8	9.8	2.1	20	383	WXKW
8. WYSP-F	(CL AOR)	34/ 3.1	3.0	2.7	3.2	2.0	3.0	41/766	629/10.8	10.4	7.3	3.8	36	671	WYSP-F
9. WEST	(BB)	32/ 2.9	3.0	4.1	3.4	5.1	3.3	32/325	325/ 5.6	3.8	6.8	3.9	37	300	WEST
10. WXTU-F	(C)	28/ 2.6	3.3	1.5	1.8	2.5	2.3	53/603	396/ 6.8	7.1	5.7	1.7	16	259	WXTU-F
11. WKAP	(O)	22/ 2.0	2.4	2.3	0.9	1.0	1.9	22/355	355/ 6.1	7.9	4.9	3.1	29	354	WKAP
12.															

12+ FM SHARE (METRO): 75.56% (736 of 974) (SUM 90: 71.02%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAEB-F	1 WZZO-F››	1 WZZO-F›	1 WLEV-F‹	1 WLEV-F‹	1 WFMZ-F›	1 WZZO-F	1 WZZO-F	1 WZZO-F	1 WZZO-F	1 WZZO-F‹
2 WODE-F›	2 WLEV-F‹	2 WLEV-F›	2 WZZO-F››	2 WZZO-F›	2 WLEV-F	2 WFMZ-F‹	2 WFMZ-F	2 WFMZ-F	2 WFMZ-F	2 WFMZ-F
3 WZZO-F	3 WAEB-F›	3 WAEB-F	3 WAEB-F	3 WFMZ-F	3 WAEB	3 WLEV-F›	3 WLEV-F	3 WLEV-F›	3 WAEB-F‹	3 WAEB ›
4	4 WODE-F	4 WODE-F	4 WFMZ-F‹	4 WAEB-F	4 WXKW	4 WAEB-F	4 WAEB-F	4 WAEB-F	4 WODE-F‹	4 WLEV-F
5	5	5	5 WODE-F	5 WODE-F	5	5 WAEB	5	5 WODE-F	5 WLEV-F	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZZO-F	1 WLEV-F›	1 WLEV-F››	1 WLEV-F›	1 WLEV-F›	1 WZZO-F››	1 WZZO-F››	1 WZZO-F››	1 WZZO-F››	1 WZZO-F››
WAEB-F	2 WZZO-F	2 WODE-F	2 WODE-F	2 WFMZ-F›	2 WODE-F	2 WYSP-F	2 WAEB-F	2 WLEV-F	2 WLEV-F›
3 WODE-F	WAEB-F	WAEB-F	3 WZZO-F	3 WODE-F	3 WYSP-F›	3 WAEB-F	3 WYSP-F	3 WYSP-F	3 WYSP-F
4 WLEV-F	4 WODE-F	4 WODE-F	WAEB-F	WAEB-F	4 WAEB-F	4	4 WLEV-F	4 WAEB-F	WAEB-F
5	5	5	5	5 WZZO-F	5	5	5	5	5

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WFMV-F	106.3	Blairstown	1.3/1.7/ 26/ 234
WQPA	1100	Bethlehem	0.5/1.2/ 5/ 73
WLSH	1410	Lansford	0.4/1.1/ 9/ 143
WODE	1230	Easton	1.1/3.4/ 12/ 226
WRNJ	1000	Hackettstown	0.5/1.2/ 6/ 71
WYNS	1160	Lehighton/Alntn	0.6/1.7/ 7/ 106
KYW	1060	Philadelphia	0.8/4.8/ 11/ 402
WABC	770	New York	1.1/3.4/ 15/ 308
WEAZ-F	101.1	Philadelphia	1.1/3.0/ 17/ 282
WEGX-F	106.1	Philadelphia	0.3/3.6/ 11/ 323
WFAN	660	New York	1.2/2.2/ 22/ 269
WFLN-F	95.7	Philadelphia	1.5/2.9/ 22/ 229
WIOQ-F	102.1	Philadelphia	0.8/3.1/ 11/ 242
WIOV-F	105.1	Ephrata/Lancastr	0.6/1.1/ 12/ 126
WKRZ-F	98.5	WilkesBarre/Scr	0.5/1.5/ 9/ 237
WKXW-F	101.5	Trenton	0.4/1.5/ 17/ 305
WMGH-F	105.5	Tamaqua	0.6/0.8/ 15/ 203
WMGK-F	102.9	Philadelphia	0.5/3.0/ 9/ 277
WMGS-F	92.9	Wilkes-Barr/Scr	0.3/1.3/ 4/ 87
WMMR-F	93.3	Philadelphia	0.9/5.9/ 15/ 460
WOGL-F	98.1	Philadelphia	1.6/5.4/ 33/ 457
WOR	710	New York	1.3/3.5/ 29/ 341
WWDB-F	96.5	Philadelphia	0.8/1.7/ 18/ 233
WWSH-F	97.9	Hazleton	0.3/0.8/ 4/ 80
WYCL-F	107.5	Boyertown	0.9/3.3/ 10/ 253
WYXR-F	104.5	Philadelphia	0.3/2.4/ 6/ 216

RADIO STATIONS

WAEB, 790, 1 KW (DA-2)	, NEWS/TALK	NBS, CBS ,	$ 25.00 (Katz)	CRB
WEEX, 1230, 1 KW (DA-2)	, OLDIES	SMN ,	$ 13.00 (Christal)	Roth
WEST, 1400, 1 KW	, NOSTALGIA	CBS ,	$ 18.00 (McGuild)	Zimmerman
WKAP, 1320, 5 KW/1 KW (DA-2)	, NOSTALIGA/MOR	UNSUP, APR ,	$ 14.00 (Durpetti)	Holt
WXKW, 1470, 5 KW (DA-N)	, COUNTRY	ABC,	$ 19.00 (Eastman)	
WAEB-F, 104.1, 50 KW @ 500,	CHR	UNIPWR ,	$ 47.00 (Katz)	CRB
WFMZ-F, 100.7, 17 KW @ 869,	EZ/BTFL	,	$ 50.00 (Torbet)	
WODE-F, 99.9, 50 KW @ 446,	OLDIES	,	$ 40.00 (Christal)	Roth
WLEV-F, 98.1, 50 KW @ 500,	AC	,	$ 73.00 (McGuild)	Zimmerman
WZZO-F, 95.1, 30 KW @ 631,	AOR	,	$ 59.00 (Durpetti)	Holt

OTHER RANKED STATIONS -- See Philadelphia or New York

ATLANTA

Arbitron Rank/Pop (12+): 12/2,347,800
MSA Rank/Pop: 9/2,870,000
ADI # 12
Average Person Ratings: 16.8
Market TSL: 22.00 hours

Stations: 24/23
Diaries: 2000/1174:1/51.1%
Sample Target: 1935
% Below Line: 0.4
% Not Listed: 11.7

1990 Revenue: $114,000,000
HH Inc.: $36,639
Retail $: 24.4 Bil
Pop per Station: 102,078
#1 Biller: WSB $13,400,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90		Birch Share	Birch AQH	Birch Cume	
1. WVEE-F	(B)	500/12.7	11.4	11.3	11.0	14.8	11.8	553/4789	4073/17.3	18.4	19.1		13.7	627	5164	WVEE-F
2. WPCH-F	(SAC)	289/ 7.3	7.9	7.5	7.5	8.0	7.6	327/4612	3963/16.9	18.0	17.5		6.3	287	3758	WPCH-F
3. WSB	(FS)	282/ 7.2	7.0	6.4	6.5	5.7	6.8	308/5210	4671/19.9	19.1	16.8		7.3	332	4125	WSB
4. WSB -F	(AC)	270/ 6.9	9.3	9.5	8.2	9.9	8.5	293/5047	4572/19.5	23.9	24.3		8.5	299	4588	WSB -F
5. WAPW-F	(CHR)	256/ 6.5	7.5	7.5	8.2	8.6	7.4	363/5333	4204/17.9	21.2	20.4		8.3	377	4958	WAPW-F
6. WFOX-F	(O)	247/ 6.3	6.7	5.6	5.5	5.8	6.0	337/5291	3791/16.1	18.1	16.9		4.4	201	3421	WFOX-F
7. WKLS-F	(AOR)	246/ 6.3	6.4	6.2	7.2	6.3	6.5	278/4434	3753/16.0	16.3	13.9		11.4	521	5239	WKLS-F
8. WYAY-FF	(C)	230/ 5.8	7.6	5.4	6.6	5.5	6.3	439/5411	3269/14.0	15.7	13.9		5.3	180	2933	WYAY-FF
9. WZGC-F	(CL AOR)	209/ 5.3	4.6	4.0	3.8	4.0	4.4	249/4430	3842/16.4	14.7	11.9		8.0	273	5086	WZGC-F
10. WKHX-F	(C)	183/ 4.7	5.1	4.5	4.9	5.1	4.8	266/3850	2761/11.8	13.7	12.1		5.2	236	2913	WKHX-F
11. WSTR-F	(AC)	175/ 4.4	3.4	4.2	5.1	4.4	4.3	179/3554	3281/14.0	13.1	14.3		3.2	145	2546	WSTR-F
12. WGST	(N/T)	134/ 3.4	3.3	3.3	4.3	4.1	3.6	143/2402	2220/ 9.5	9.9	10.6		4.1	187	2213	WGST
13. WALR-F	(B/AC)	126/ 3.2	2.6	3.2	2.3	0.5	2.8	152/2378	1929/ 8.2	7.8	2.9		4.0	183	2606	WALR-F
14. WAOK	(G)	98/ 2.5	2.7	3.6	3.3	2.7	3.0	99/1347	1297/ 5.5	5.3	5.8		2.0	92	980	WAOK
15. WQXI	(BB)	61/ 1.6	0.9	0.5	0.6	0.5	0.9	63/919	892/ 3.8	2.3	2.0		0.8	35	639	WQXI
16. WCNN	(N/T)	38/ 1.0	1.1	2.8	1.5	0.8	1.5	43/1479	1411/ 6.0	6.0	5.7		0.6	26	915	WCNN
17.																
18.																
19.																
20.																

12+ FM SHARE (METRO): 79.05% (2747 of 3475) (SUM 90: 83.08%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAPW-F	1 WVEE-F›	1 WVEE-F›	1 WVEE-F›	1 WVEE-F›	1 WSB	1 WVEE-F›	1 WVEE-F›	1 WVEE-F›	1 WVEE-F›	1 WVEE-F››
2 WVEE-F››	2 WKLS-F	2 WSB -F	2 WFOX-F‹	2 WFOX-F‹	2 WPCH-F	2 WSB	2 WPCH-F	2 WPCH-F	2 WSB	2 WSB -F››
3 WKLS-F	3 WAPW-F	3 WKLS-F‹	3 WSB -F	3 WSB -F	3 WFOX-F	3 WSB -F‹	3 WSB -F	3 WAPW-F‹	3 WAPW-F	3 WSB ››
4	4 WZGC-F	4 WFOX-F	4 WZGC-F	4 WYAY-FF‹	4 WYAY-FF	4 WYAY-FF	4 WSB ‹	4 WZGC-F	4 WSB -F	4 WALR-F
5	5 WSB -F	5 WZGC-F	5 WYAY-FF	5 WZGC-F‹	5 WSB -F‹	5 WPCH-F‹	5 WKLS-F‹	WSB -F	5 WALR-F	5 WYAY-FF
6	6 WSTR-F	6 WAPW-F‹	6 WSTR-F‹	6 WPCH-F	6 WVEE-F	6 WKLS-F‹	6 WFOX-F	WFOX-F‹	6 WKLS-F	6 WPCH-F
7	7 WYAY-FF	7 WYAY-FF	7 WKLS-F	7 WSTR-F‹	7 WKHX-F	7 WFOX-F	7 WAPW-F	7 WKLS-F	7 WYAY-FF	7 WKLS-F
8	8	8	8	8 WKLS-F	8	8	8	8 WYAY-FF	8	8 WZGC-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WVEE-F	1 WVEE-F›	1 WVEE-F›	1 WVEE-F›	1 WVEE-F
2 WAPW-F››	2 WSB -F	2 WSB -F‹	2 WSB -F	2 WSB -F›
3 WSB -F	3 WSTR-F‹	3 WSTR-F›	3 WSTR-F	3 WSTR-F‹
4 WSTR-F‹	4 WAPW-F	4 WZGC-F	4 WPCH-F	4 WPCH-F
5 WPCH-F	5 WZGC-F	5 WKLS-F	WAPW-F	5 WFOX-F
6 WKLS-F	6 WKLS-F	6 WPCH-F	6 WFOX-F‹	6 WYAY-FF
7 WZGC-F	7 WPCH-F	7	7 WZGC-F	7 WZGC-F
8	8	8	8	8

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKLS-F	1 WVEE-F	1 WVEE-F	1 WVEE-F	1 WVEE-F‹
2 WVEE-F›	WKLS-F›	2 WKLS-F	2 WKLS-F	2 WFOX-F
3 WAPW-F››	3 WZGC-F	3 WZGC-F›	3 WFOX-F	3 WZGC-F
4 WZGC-F	4 WAPW-F	4 WYAY-FF	4 WZGC-F	4 WYAY-FF‹
5 WYAY-FF	5 WYAY-FF	5 WSB -F‹	5 WYAY-FF	5 WKLS-F
6	6 WSB -F‹	6 WFOX-F	6 WAPW-F‹	6 WKHX-F‹
7	7 WALR-F	7	7 WSB -F	7 WSB -F
8	8	8	8	WSB ‹
				9 WPCH-F
				WGST

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WGKA	1190	Atlanta	0.8/1.1/ 31/ 252
WGUN	1010	Atlanta	0.5/1.2/ 22/ 331
WIGO	1340	Atlanta	0.5/1.2/ 18/ 292
WKHX	590	Atlanta	0.1/0.4/ 4/ 103
WNIV	970	Atlanta	0.5/1.3/ 21/ 303
WYZE	1480	Atlanta	0.5/1.4/ 20/ 322
WVFJ-F	93.3	Manchester	0.4/1.2/ 20/ 445

American Radio Summer 1991 Supplement, Copyright 1991

ATLANTA

RADIO STATIONS

AM STATIONS

WAOK,	1380,	5 KW	, Gospel/Black	NBN NBC,	$ 50.00	(Mc-Guild)	Summit
WCNN,	680,	50 KW/10 KW (DA-N),	News	CNN, UNISUP,	$ 41.00	(Schubert)	
WGKA,	1190,	10 KW (DAYS)	, Classical		, $ 36.00	(CMBS)	
WGST,	640,	50 KW/1 KW (DA-2)	, News/Talk	ABC MBS,	$ 84.00	(Eastman)	Jacor
WIGO,	1340,	1 KW	, Black	SBN,	$ 38.00	(Roslin)	
WKHX,	590,	5 KW (DA-N) -- See WKHX-FM					
WNIV,	970,	5 KW (DAYS, DA)	, Religion		, $ 22.00	(---)	
WQXI,	790,	5 KW/1 KW (DA-N) -- See WSTR-FM					
WSB ,	750,	50 KW	, Full Service	APR,	$195.00	(Christal)	Cox

FM STATIONS

WALR,	104.7,	100 KW @ 981	, Black AC	UNISUP,	$ 70.00	(Schubert)	(ATHENS)
WAPW,	99.7,	100 KW @ 1032	, CHR		, $170.00	(Durpetti)	Susquehanna
WFOX,	97.1,	100 KW @ 1570	, Oldies		, $154.00	(HMR)	Shamrock
WKHX,	101.5,	100 KW @ 984	, Country		, $179.00	(Katz)	Cap Cities/ABC
WKLS,	96.1,	100 KW @ 984	, AOR		, $180.00	(Katz)	Great American
WPCH,	94.9,	100 KW @ 984	, EZ	CBS,	$169.00	(Eastman)	Jacor
WSB ,	98.5,	100 KW @ 1022	, AC		, $220.00	(Christal)	Cox
WSTR,	94.1,	100 KW @ 1022	, AC		, $163.00	(Banner)	Jeff-Pilot
WVEE,	103.3,	100 KW @ 1022	, Black	SOURCE,	$198.00	(Mc-Guild)	Summit
WYAI,	104.1,	60 KW @ 1218 -- Simulcast with WYAY (licensed to LaGrange)					
WYAY,	106.7,	100 KW @ 1400	, Country		, $170.00	(Mc-Guild)	NewCity(GAINESVILLE)
WZGC,	92.9,	100 KW @ 914	, Classic AOR		, $149.00	(HMMH)	Cook Inlet

AUSTIN

Arbitron Rank/Pop (12+): 61/636,000
MSA Rank/Pop: 66/762,000
ADI # 71
Average Person Ratings: 15.0
Market TSL: 20.25 hours

Stations: 22/20
Diaries: 1067/596:1/52.6%
Sample Target: 1050
% Below Line: 0.9
% Not Listed: 19.6

1990 Revenue: $24,000,000
HH Inc.: $31,525
Retail $: 6.4 Bil
Pop per Station: 31,800
#1 Biller: KASE-F $4,700,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. KASE-F	(C)	151/15.8	13.4	12.2	15.8	19.6	14.3	190/2273	1709/26.9	21.2	28.8	14.5	155	1738	KASE-F
2. KLBJ-F	(AOR)	79/ 8.3	8.1	7.0	9.0	8.6	8.1	89/1432	1199/18.9	20.0	21.4	8.6	91	1496	KLBJ-F
3. KKMJ-AF	(SAC)	77/ 8.0	7.3	9.7	9.0	7.6	8.5	79/1242	1137/17.9	18.5	17.3	6.7	71	824	KKMJ-AF
4. KHFI-F	(CHR)	60/ 6.3	7.3	7.6	7.9	7.6	7.3	63/1342	1198/18.8	18.9	22.2	10.1	107	1434	KHFI-F
5. KPEZ-F	(CL AOR)	57/ 6.0	7.0	5.1	5.5	5.7	5.9	63/920	827/13.0	16.9	14.0	5.7	61	968	KPEZ-F
6. KLBJ	(N/T)	51/ 5.3	6.0	6.5	3.8	4.3	5.4	60/1054	884/13.9	15.5	13.0	4.7	50	709	KLBJ
7. KVET-F	(C)	45/ 4.7	4.4	3.7	3.8	----	4.2	51/1017	842/13.2	10.9	0.0	4.8	51	930	KVET-F
8. KEYI-F	(AC)	43/ 4.5	3.3	4.5	4.0	4.0	4.1	50/1012	842/13.2	12.2	12.0	4.8	51	723	KEYI-F
KBTS-F	(CHR)	43/ 4.5	5.4	7.1	7.0	8.6	6.0	88/1889	1184/18.6	18.9	24.2	6.1	65	1538	KBTS-F
10. KQSR-F	(AOR)	35/ 3.7	4.7	4.8	3.3	2.1	4.1	36/572	523/ 8.2	10.6	5.6	3.7	39	693	KQSR-F
11. KLTD-F	(O)	25/ 2.6	4.1	2.0	1.6	2.2	2.6	38/773	532/ 8.4	9.3	7.4	2.2	23	403	KLTD-F
12. KMOW	(BB)	23/ 2.4	1.7	2.5	0.8	1.3	1.8	23/208	208/ 3.3	3.8	3.1	1.4	15	229	KMOW
13. KVET	(C)	19/ 2.0	1.1	1.1	1.8	3.6	1.8	20/298	273/ 4.3	2.8	7.1	0.5	5	172	KVET
14. KATQ-F	(C)	17/ 1.8	1.7	1.1	0.9	1.5	1.4	42/620	431/ 6.8	4.4	7.0	1.6	17	201	KATQ-F
15. KTAE	(C)	11/ 1.2	0.7	----	0.8	0.4	0.7	14/134	78/ 1.2	1.1	1.3	0.6	6	90	KTAE
16. KTXZ	(SP)	10/ 1.0	1.4	1.6	1.8	1.6	1.4	10/177	177/ 2.8	1.9	2.6	0.8	8	221	KTXZ
17.															
18.															
19.															

12+ FM SHARE (METRO): 83.09% (639 of 769) (SUM 90: 83.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHFI-F	1 KLBJ-F	1 KASE-F	1 KASE-F>	1 KASE-F>	1 KASE-F>	1 KASE-F>	1 KASE-F>	1 KASE-F>	1 KASE-F>	1 KASE-F>
2 KASE-F	2 KASE-F	2 KLBJ-F>	2 KLBJ-F	2 KKMJ-AF	2 KKMJ-AF>	2 KLBJ-F	2 KKMJ-AF	2 KKMJ-AF	2 KLBJ-F	2 KLBJ >
3 KBTS-F	3 KPEZ-F>	3 KPEZ-F	3 KKMJ-AF	3 KLBJ-F	3 KLBJ	3 KKMJ-AF	3 KLBJ-F	3 KLBJ-F	3 KHFI-F	3 KVET-F
4	4 KHFI-F	4 KKMJ-AF	4 KPEZ-F	4 KPEZ-F	4 KVET-F>	4 KLBJ	4 KPEZ-F	4 KPEZ-F	4 KPEZ-F<	KKMJ-F
5	KEYI-F	5 KHFI-F<	5 KQSR-F	5 KQSR-F	5 KMOW	5 KVET-F	5 KLBJ	5 KHFI-F<	5 KBTS-F	5 KLBJ-F
6	6	6 KEYI-F	6 KEYI-F	6 KLBJ <	6	6 KHFI-F	6 KHFI-F	6 KLBJ	6 KKMJ-AF<	6
7	7	7	7	7 KEYI-F	7	7	7	7	7 KEYI-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KLBJ-F	1 KEYI-F	1 KEYI-F	1 KASE-F>	1 KASE-F>	1 KLBJ-F>>	1 KLBJ-F	1 KPEZ-F	1 KLBJ-F<	1 KASE-F>
2 KASE-F	KASE-F<	2 KASE-F	2 KEYI-F	2 KKMJ-AF>	2 KPEZ-F	2 KPEZ-F	2 KASE-F	2 KASE-F	2 KPEZ-F<
3 KEYI-F	3 KLBJ-F>	3 KQSR-F	3 KLBJ-F	3 KEYI-F	3 KHFI-F	3 KASE-F>>	3 KLBJ-F>>	3 KPEZ-F>	3 KLBJ-F
4 KHFI-F>	4 KHFI-F	4 KKMJ-AF	4 KKMJ-AF	4 KQSR-F	4 KASE-F	4 KHFI-F	4 KQSR-F	4 KLBJ <	4 KKMJ-AF
5 KPEZ-F>	5 KKMJ-AF	KLBJ-F>	5 KHFI-F	5 KLBJ-F	5 KBTS-F	5 KLBJ	5 KKMJ-AF	5 KKMJ-AF	KLBJ
6 KKMJ-AF	6	6 KHFI-F	6	KHFI-F	6	KBTS-F	KLBJ	6	6
KBTS-F	7	7	7	7	7	7	7	7	7

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KELG	1440	Elgin	0.5/1.1/ 5/ 67
KIXL	970	Del Valle/Austn	0.5/2.3/ 5/ 164
KRGT-F	92.1	Hutto/Austin	0.4/1.6/ 5/ 150
KSMG-F	105.3	Seguin/SanAnton	0.4/1.2/ 4/ 82
WOAI	1200	San Antonio	0.5/2.2/ 13/ 340

RADIO STATIONS

KLBJ ,	590,	5 KW/1 KW (DA-N),	News/Talk	CBS MBS, $36.00	(Eastman)	
KTXZ ,	1560,	2.5 KW (DA-2) ,	Hispanic	UNIULT, $13.00	(---)	
KVET ,	1300,	5 KW/1 KW (DA-2),	Country	ABC, $25.00	(Katz)	
KATQ-F,	94.7,	100 KW @ 1257 ,	Country	, $21.00	(Durpetti)	(LULING)
KBTS-F,	93.3,	100 KW @ 1949 ,	CHR	, $58.00	(Christal)	Booth/Genesis (KILLEEN)
KEYI-F,	103.5,	100 KW @ 1257 ,	AC	, $50.00	(Banner)	Degree (SAN MARCOS
KQSR-F,	107.1,	46 KW @ 516 ,	AOR	, $25.00	(Mc-Guild)	Beasley (BASTROP)
KVET-F,	98.1,	100 KW @ 702 ,	Country	, $45.00	(NA)	Spur Austin
KKMJ-F,	95.5,	100 KW @ 1001 ,	Soft AC	, $75.00	(HMR)	Tremont
KLBJ-F,	93.7,	97 KW @ 1050 ,	AOR	, $68.00	(Eastman)	
KLTD-F,	99.1,	19 KW @ 1814 ,	Oldies	UNIULT, $24.00	(Torbet)	Shamrock-Lynett (LAMPASAS)
KPEZ-F,	102.3,	3 KW @ 300 ,	Classic AOR	, $35.00	(Christal)	Clear Channel
KHFI-F,	96.7,	100 KW @ 951 ,	CHR	, $29.00	(Banner)	Rusk (GEORGETOWN)
KASE-F,	100.7,	100 KW @ 1190 ,	Country	, $100.00	(Katz)	

American Radio Summer 1991 Supplement, Copyright 1991

BAKERSFIELD

Arbitron Rank/Pop (12+): 95/366,900
MSA Rank/Pop: 91/544,000
ADI # 142
Average Person Ratings: 15.4
Market TSL: 20.75 hours

Stations: 30/23
Diaries: 857/428:1/48.6%
Sample Target: 790
% Below Line: 6.0
% Not Listed: 11.7

1990 Revenue: $14,700,000
HH Inc.: $34,834
Retail $: 3.3 Bil
Pop per Station: 15,952
#1 Biller: KUZZ-AF $3,000,000

	12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUN 90	Birch Share	Birch AQH	Birch Cume	
1.	KUZZ-F	(C)	92/16.3	12.4	16.3	14.4	----	14.8	109/1263	1036/28.2	25.3	0.0	16.1	94	893	KUZZ-F
2.	KKXX-F	(CHR)	49/ 8.7	11.5	13.9	13.8	----	12.0	61/904	829/22.6	24.0	0.0	16.8	98	1099	KKXX-F
3.	KERN	(N/T)	48/ 8.5	6.8	7.3	5.7	----	7.1	49/580	563/15.3	15.7	0.0	4.5	26	462	KERN
4.	KWAC	(SP)	38/ 6.7	5.1	6.3	5.6	----	5.9	38/383	383/10.4	7.9	0.0	5.0	29	412	KWAC
5.	KGFM-F	(EZ)	32/ 5.7	6.1	6.0	6.4	----	6.1	34/370	351/ 9.6	11.8	0.0	4.5	28	359	KGFM-F
6.	KKBB-F	(CL AOR)	27/ 4.8	5.6	4.3	3.4	----	4.5	27/410	399/10.9	11.2	0.0	6.3	37	419	KKBB-F
7.	KERN-F	(O)	22/ 3.9	4.9	3.3	5.2	----	4.3	23/465	412/11.2	12.7	0.0	3.4	20	336	KERN-F
8.	KLLY-F	(AC)	20/ 3.5	3.6	5.2	3.0	----	3.8	21/308	282/ 7.7	10.7	0.0	3.8	21	338	KLLY-F
9.	KRAB-F	(AOR)	19/ 3.4	2.0	1.8	3.0	----	2.5	19/277	277/ 7.5	5.8	0.0	3.8	22	332	KRAB-F
10.	KAFY	(SP)	18/ 3.2	4.6	4.7	5.9	----	4.6	18/271	271/ 7.4	7.4	0.0	3.9	23	331	KAFY
11.	KCWR	(C)	15/ 2.7	3.1	3.5	4.6	----	3.5	18/340	265/ 7.2	7.5	0.0	4.1	24	527	KCWR
12.	KNZR	(N/T)	14/ 2.5	2.7	2.2	1.5	----	2.2	14/267	237/ 6.5	7.9	0.0	0.7	4	205	KNZR
	KIWI-F	(CL)	14/ 2.5	2.2	1.3	2.1	----	2.0	14/185	185/ 5.0	5.7	0.0	0.9	5	88	KIWI-F
14.																
15.																

12+ FM SHARE (METRO): 66.13% (330 of 499) (SUM 90: NA)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	KKXX-F>>	KUZZ-F>	KUZZ-F>>	KUZZ-F>>	KUZZ-F>	KUZZ-F	KUZZ-F>	KUZZ-F>	KUZZ-F>>	KKXX-F>	KWAC
2	KUZZ-F>	KKXX-F	KKXX-F	KERN	KERN	KERN >	KERN	KERN >	KKXX-F	KUZZ-F	KUZZ-F
3	KBOS-F	KKBB-F	KWAC	KWAC	KWAC	KGFM-F>	KWAC	KKXX-F	KERN		KKXX-F>
4		KRAB-F	KKBB-F	KKBB-F	KKBB-F	KWAC	KKXX-F	KWAC	KWAC		KERN
5			KERN	KKXX-F					KGFM-F		
6				KERN-F							

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1	KUZZ-F	KUZZ-F	KLLY-F	KUZZ-F>	KUZZ-F>
2	KKXX-F>	KKXX-F	KWAC	KKXX-F>	KWAC
3	KKBB-F	KLLY-F	KUZZ-F	KWAC	KLLY-F
4		KWAC	KKXX-F	KLLY-F	KKXX-F
5		KKBB-F	KRAB-F		KGFM-F
6			KERN-F		

	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	KUZZ-F	KUZZ-F>	KUZZ-F>	KUZZ-F>	KUZZ-F>
2	KKXX-F	KKBB-F>	KKBB-F>	KERN-F	KERN >
3	KKBB-F>	KWAC	KWAC	KKBB-F	KKBB-F
4	KWAC	KRAB-F	KRAB-F	KWAC	KWAC
	KRAB-F	KKXX-F	KERN	KKXX-F	
6					

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KCHJ	1010	Delano	0.9/2.7/ 6/ 134
KCHT-F	99.3	Bakersfield	1.1/5.2/ 6/ 217
KERI	1180	Wasco	0.7/4.7/ 6/ 201
KGEO	1230	Bakersfield	1.4/4.8/ 8/ 181
KHIS-F	96.5	Bakersfield	0.5/4.3/ 4/ 184
KKRV-F	102.3	Kernville	0.9/2.4/ 5/ 88
KMYX-F	103.9	Taft	1.1/3.1/ 7/ 127
KTIE-F	107.1	Bakersfield	1.6/4.6/ 11/ 179
KBOS-F	94.9	Tulare	1.8/3.9/ 30/ 614
KFI	640	Los Angeles	0.9/2.3/ 11/ 186
KFSO-F	92.9	Visalia	0.5/1.4/ 29/ 399
KJOI-F	98.9	Dinuba	0.4/1.5/ 25/ 319
KJUG-F	106.7	Tulare	0.4/1.0/ 83/ 782
KMJ	580	Fresno	1.8/3.3/ 37/ 370
KNX	1070	Los Angeles	0.4/2.6/ 4/ 170

RADIO STATIONS

KAFY, 970, 1 KW/5 KW (DA-1)	, HISPANIC		UPI	, $ 20.00 (Caballero)		
KERN, 1410, 1 KW	, NEWS/TALK	ABC	TALKNT	, $ 20.00 (Christal)		American General
KGEO, 1230, 1 KW	, OLDIES	CBS	UNISUP	, $ 16.00 (McGuild)		
KCWR, 550, 5 KW (DA-2) -- SEE KUZZ-F						
KWAC, 1490, 1 KW	, HISPANIC			, $ 28.00 (Lotus)		
KERN-F, 94.1, 5 KW @ 1310,	OLDIES			, $ 24.00 (Christal)		American General
KGFM-F, 101.5, 5 KW @ 1280,	EZ/BTFL		UNISUP	, $ 29.00 (McGuild)		
KIWI-F, 92.1, 3 KW @ 164,	CLASSICAL			, $ 21.00 (CMBS)		
KKBB-F, 97.7, 3 KW @ 328,	CLASSIC AOR			, $ 30.00 (Eastman)		(SHAFTER)
KKXX-F, 105.3, 35 KW @ 584,	CHR			, $ 34.00 (Banner)		(DELANO)
KLLY-F, 95.3, 2 KW @ 394,	AC		APR	, $ 20.00 (HNWH)		Buckley
KRAB-F, 106.3, 2 KW @ 374,	AOR		UNISUP	, $ 15.00 (Durpetti)		(GREENACRES)
KUZZ-F, 107.9, 6 KW @ 1358,	COUNTRY			, $ 59.00 (Katz)		Buck Owens
KHIS-F, 96.5, 50 KW @ 500,	RELIGION			, $ N/A (---)		
KTIE-F, 107.1, 3 KW @ 160,	??			, $ N/A (K & P)		

BALTIMORE

Arbitron Rank/Pop (12+): 17/2,019,800
MSA Rank/Pop: 17/2,400,000
ADI # 22
Average Person Ratings: 17.6
Market TSL: 23.50 hours

Stations: 35/22
Diaries: 1894/1066:1/49.4%
Sample Target: 1830
% Below Line: 14.1
% Not Listed: 12.2

1990 Revenue: $62,300,000
HH Inc.: $36,013
Retail $: 18.0 Bil
Pop per Station: 91,809
#1 Biller: WBAL $10,100,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WBAL	(N/T)	298/ 8.3	9.0	8.6	8.8	9.0	8.2	316/4392	4113/20.4	18.7	21.7	8.1	311	3917	WBAL
2. WXYV-F	(B)	292/ 8.2	8.6	9.6	8.1	9.5	8.6	299/3569	3391/16.8	16.8	16.0	10.3	392	4929	WXYV-F
3. WPOC-F	(C)	253/ 7.1	7.0	5.8	7.4	5.4	6.8	304/3377	2741/13.6	15.4	10.8	6.5	249	2372	WPOC-F
4. WLIF-AF	(SAC)	245/ 6.9	6.9	8.1	8.7	6.9	7.7	260/3416	3175/15.7	15.8	15.7	5.8	211	2638	WLIF-AF
5. WIYY-F	(AOR)	243/ 6.8	7.8	7.3	6.8	7.6	7.2	282/3670	3137/15.5	16.7	17.2	8.8	336	3781	WIYY-F
6. WQSR-F	(O)	209/ 5.9	5.7	4.5	5.7	4.9	5.2	223/3016	2821/14.0	13.9	11.0	4.5	171	2256	WQSR-F
7. WBSB-F	(CHR)	200/ 5.6	4.0	5.0	5.0	6.6	4.9	212/3386	3023/15.0	14.0	19.1	3.8	144	3107	WBSB-F
8. WWMX-F	(AC)	182/ 5.1	6.0	5.1	6.6	5.4	5.7	198/3285	3065/15.2	14.9	16.6	5.3	204	3042	WWMX-F
9. WCBM	(T)	115/ 3.2	2.9	3.6	3.2	3.2	3.2	117/1405	1389/ 6.9	5.8	6.4	2.4	90	927	WCBM
10. WWIN-F	(B/AC)	108/ 3.0	4.1	3.3	3.3	2.5	3.4	108/2001	2001/ 9.9	9.5	7.0	4.6	174	1901	WWIN-F
11. WPGC-F	(CHR)	99/ 2.8	1.5	2.1	2.8	2.0	2.3	106/1830	1736/ 8.6	7.0	6.7	3.0	114	2138	WPGC-F
12. WHFS-F	(AOR)	96/ 2.7	3.2	2.3	2.7	2.9	2.7	98/1398	1344/ 6.7	8.2	7.1	5.1	196	2453	WHFS-F
13. WITH	(BB)	85/ 2.4	2.1	2.7	2.3	1.8	2.4	85/852	852/ 4.2	3.7	3.9	1.5	58	844	WITH
14. WWIN	(REL)	83/ 2.3	1.6	1.8	0.7	1.1	1.6	83/983	983/ 4.9	4.5	4.3	2.3	86	753	WWIN
15. WRBS-F	(REL)	66/ 1.9	1.6	0.9	1.9	1.3	1.6	69/815	772/ 3.8	3.8	3.4	1.4	55	579	WRBS-F
16. WWDC-F	(AOR)	64/ 1.8	1.4	2.1	1.3	1.5	1.6	86/1921	1562/ 7.7	7.1	7.0	1.4	55	1506	WWDC-F
17. WGRX-F	(CL AOR)	58/ 1.6	2.5	2.0	2.6	2.4	2.2	93/2074	1417/ 7.0	8.8	8.5	3.3	125	2179	WGRX-F
18. WBGR	(O)	48/ 1.3	1.6	1.3	2.2	2.4	1.8	52/573	553/ 2.7	3.0	4.9	1.2	44	709	WBGR
19.															
20.															

12+ FM SHARE (METRO): 75.97% (2378 of 3130) (SUM 90: 75.90%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WXYV-F>	1 WIYY-F	1 WXYV-F	1 WQSR-F<	1 WQSR-F	1 WBAL >	1 WBAL	1 WLIF-AF	1 WXYV-F<	1 WBAL >	1 WXYV-F
2 WBSB-F	2 WXYV-F>	2 WIYY-F	2 WXYV-F	2 WLIF-AF	2 WLIF-AF	2 WPOC-F	2 WXYV-F	2 WIYY-F	2 WXYV-F>	2 WBAL
3 WIYY-F	3 WBSB-F	3 WWMX-F<	3 WWMX-F<	3 WPOC-F	3 WPOC-F	3 WXYV-F	3 WPOC-F	3 WLIF-AF	3 WWIN-F	3 WLIF-F
4 WPGC-F	4 WWMX-F	4 WPOC-F<	4 WLIF-AF	4 WXYV-F	4 WQSR-F>	4 WIYY-F	4 WIYY-F	4 WQSR-F<	4 WIYY-F<	4 WWIN-F
5	5 WPOC-F	5 WQSR-F<	WIYY-F<	5 WWMX-F	5 WCBM	5 WLIF-AF<	5 WBAL <	5 WPOC-F	5 WBSB-F	5 WPOC-F
6	6 WHFS-F<	6 WBSB-F	6 WPOC-F	6 WIYY-F	6 WWMX-F	6 WQSR-F<	6 WQSR-F	6 WBAL	6 WQSR-F	6
7	7 WPGC-F	7 WLIF-AF	7 WBSB-F	7 WBAL <	7	7 WBSB-F	7 WWMX-F	7 WWMX-F	7	7
8	8	8	8	8 WBSB-F	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WXYV-F	1 WXYV-F	1 WXYV-F	1 WXYV-F	1 WLIF-AF
2 WIYY-F	2 WIYY-F	2 WIYY-F<	2 WWMX-F	2 WXYV-F
3 WBSB-F>	3 WBSB-F	3 WWMX-F	3 WLIF-AF	3 WWMX-F
4 WWMX-F	4 WWMX-F>	4 WBSB-F	4 WBSB-F	4 WQSR-F
5 WHFS-F	5 WLIF-AF	5 WLIF-AF>	5 WIYY-F	5 WPOC-F
6 WWIN-F	6 WWIN-F	6 WWIN-F	6 WPOC-F	6 WBSB-F
7 WLIF-AF	7 WPOC-F	WPOC-F	7 WQSR-F	7 WIYY-F
8 WPOC-F	8	8	8	8

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIYY-F	1 WIYY-F>	1 WIYY-F>	1 WIYY-F>	1 WQSR-F
2 WXYV-F>	2 WXYV-F	2 WPOC-F	2 WQSR-F	2 WPOC-F<
3 WPGC-F	3 WPOC-F	3 WXYV-F	3 WXYV-F<	3 WIYY-F
WPOC-F	4 WPGC-F	4 WPGC-F	4 WPOC-F>	4 WBAL
5 WBSB-F	5 WHFS-F	5 WWDC-F	5 WBAL	5 WLIF-AF
6 WHFS-F	WBSB-F<	WHFS-F	6 WBSB-F<	6 WXYV-F
7 WWDC-F	7 WWDC-F	WQSR-F<	7 WWMX-F	7 WWMX-F
8	8	8 WBSB-F	8	8

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCAO	600	Baltimore	1.0/3.3/ 45/ 740
WEBB	1360	Baltimore	0.6/2.1/ 20/ 418
WHVY-F	103.1	Grasonvl/Bltmor	1.0/2.3/ 37/ 535
WTTR	1470	Westminster	0.5/0.7/ 18/ 154
WYST	1010	Baltimore	0.1/0.6/ 2/ 125
WYST-F	92.3	Baltimore	0.9/5.5/ 34/1179
WASH-F	97.1	Washington	0.6/2.3/ 31/ 552
WAVA-F	105.1	Arlington/Wash	0.7/3.7/ 35/ 935
WGAY-F	99.5	Washington	1.1/2.4/ 41/ 495
WHUR-F	96.3	Washington	1.1/4.4/ 40/ 941
WKYS-F	93.9	Washington	0.3/1.8/ 19/ 433
WLTT-F	94.7	Bethesda/Washg	0.4/1.4/ 19/ 383
WMZQ-F	98.7	Washington	0.4/1.7/ 28/ 534
WRQX-F	107.3	Washington	0.7/3.3/ 28/ 870
WTOP	1500	Washington	1.1/5.4/ 41/1139
WWMD-F	104.7	Hagerstown	0.4/0.7/ 23/ 347

American Radio Summer 1991 Supplement, Copyright 1991

BALTIMORE

RADIO STATIONS

AM STATIONS

WBAL, 1090, 50 KW (DA-N) , NEWS/TALK	CBS, $ 135.00 (HNWH)	Hearst
WBGR, 860 ,2.5 KW/100 W (DA-1), GOSPEL/RELIGION	NBN, $ 45.00 (Roslin)	Mortenson
WCAO, 600, 5 KW (DA-1) , COUNTRY	NBC, $ 52.00 (Mc-Guild)	Summit
WCBM, 680, 10 KW/5 KW (DA-2) , TALK	ABC, $ 48.00 (Katz)	
WEBB, 1360, 5 KW/1.7 KW (DA-1), BLACK	SBN, $ 33.00 (Roslin)	
WITH, 1230, 1 KW , NOSTALGIA	MBS, $ 38.00 (---)	
WWIN, 1400, 1 KW , GOSPEL	, $ 32.00 (Durpett1)	Ragan Henry
WYST, 1010, 1 KW (DAYS) , OLDIES	APR, $ 30.00 (MMR)	United

FM STATIONS

WBSB, 104.3, 50 KW @ 420, CHR	ABC, $ 135.00 (Banner)	Scripps-Howard
WGRX, 100.7, 16 KW @ 861, CLASSIC AOR	ABC, $ 55.00 (Durpett1)	Shamrock-Lynett (WESTMINSTER)
WIYY, 97.9, 13 KW @ 946, AOR	ABC, $ 117.00 (HNWH)	Hearst
WLIF, 101.9, 13 KW @ 960, EZ/SOFT AC	, $ 168.00 (Christal)	Infinity
WPOC, 93.1, 16 KW @ 860, COUNTRY	, $ 110.00 (Banner)	Nationwide
WQSR, 105.7, 50 KW @ 492, OLDIES	, $ 102.00 (MMR)	Sconnix
WRBS, 95.1, 50 KW @ 500, RELIGION	, $ 20.00 (---)	
WWIN, 95.9, 3 KW @ 300, URBAN/CHR	, $ 60.00 (Durpett1)	Ragan Henry
WWMX, 106.5, 7 KW @ 1217, AC	, $ 170.00 (Katz)	Capitol-Goodman
WXYV, 102.7, 50 KW @ 437, BLACK	, $ 138.00 (McGuild)	Summit
WYST, 92.3, 10 KW @ 560, AC	APR, $ 66.00 (MMR)	United

OTHER RANKED STATIONS -- SEE WASHINGTON

American Radio Summer 1991 Supplement, Copyright 1991

BATON ROUGE

Arbitron Rank/Pop (12+): 80/431,900

MSA Rank/Pop: 92/543,000
ADI # 94

Average Person Ratings: 15.6
Market TSL: 20.75 hours

Stations: 19/14
Diaries: 914/473:1/53.7%
Sample Target: 885
% Below Line: 12.3
% Not Listed: 11.4

1990 Revenue: $12,200,000
HH Inc.: $28,134
Retail $: 4.0 Bil
Pop per Station: 30,850
#1 Biller: WYNK-AF $2,700,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WYNK-AF	(C)	109/16.1	15.7	13.4	17.5	13.9	15.7	253/2944	1143/26.5	29.4	25.9	18.7	130	1223	WYNK-AF
2. KQXL-F	(B)	78/11.6	14.1	12.1	14.1	10.1	13.0	119/1331	905/21.0	19.5	17.1	16.1	116	1016	KQXL-F
3. WXOK	(B)	72/10.7	7.4	9.7	8.4	9.2	9.1	83/882	733/17.0	15.7	15.4	6.2	45	577	WXOK
4. WFMF-F	(CHR)	63/ 9.3	10.4	12.1	8.1	11.1	10.0	108/2021	1158/26.8	24.0	25.5	12.2	88	1396	WFMF-F
5. WJBO	(N/T)	44/ 6.5	5.2	5.1	5.5	3.7	5.6	48/692	613/14.2	12.3	9.7	2.6	19	484	WJBO
6. WTGE-F	(AOR)	35/ 5.2	5.8	3.9	4.0	5.8	4.7	80/1148	725/16.8	16.8	13.7	5.7	41	514	WTGE-F
7. WCKW-F	(CL AOR)	34/ 5.0	3.4	3.7	3.4	3.0	3.9	59/1171	656/15.2	11.3	9.8	4.7	34	535	WCKW-F
WGGZ-F	(O)	34/ 5.0	7.0	5.3	4.8	5.5	5.5	43/1132	661/15.3	14.6	17.4	4.3	31	526	WGGZ-F
9. WKJN-F	(C)	31/ 4.6	5.1	4.1	5.0	4.8	4.7	76/1199	557/12.9	13.5	13.8	4.2	30	658	WKJN-F
10. KHOM-F	(O)	17/ 2.5	1.7	3.3	5.0	5.9	3.1	35/913	365/ 8.5	7.1	14.0	3.5	25	310	KHOM-F
KDEA-F	(SAC)	17/ 2.5	3.1	1.7	1.8	2.0	2.3	64/943	276/ 6.4	6.4	5.3	0.8	6	160	KDEA-F
12. KRVE-F	(AC)	15/ 2.2	1.7	1.4	3.1	2.7	2.1	19/330	320/ 7.4	3.8	5.4	1.5	11	299	KRVE-F
13. WNDC	(G)	14/ 2.1	2.3	4.0	2.3	1.7	2.7	15/278	238/ 5.5	4.4	6.2	1.2	9	123	WNDC
14.															
15.															

12+ FM SHARE (METRO): 75.71% (452 of 597) (SUM 90: 77.78%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFMF-F>>	1 WYNK-AF	1 WYNK-AF>	1 WYNK-AF>	1 WYNK-AF>	1 WYNK-AF	1 WYNK-AF>	1 WYNK-AF>	1 WYNK-AF	1 KQXL-F	1 WJBO <
2 KQXL-F>	2 KQXL-F	2 KQXL-F>	2 KQXL-F	2 KQXL-F	2 WXOK	2 KQXL-F<	2 WXOK	2 KQXL-F>	2 WFMF-F	2 WYNK-F
3 WXOK	3 WFMF-F	3 WFMF-F	3 WXOK	3 WXOK	3 WJBO	3 WXOK	3 WJBO	3 WFMF-F>	3 WYNK-AF	3 KQXL-F
4	4 WTGE-F	4 WXOK	4 WFMF-F	4 WFMF-F	4 KQXL-F>	4 WFMF-F>	4 KQXL-F	4 WXOK	4 WXOK >	4 WXOK
5	5 WCKW-F	5 WCKW-F	5 WCKW-F	5 WCKW-F	5 WGGZ-F	5 WJBO	5 WFMF-F	WTGE-F<	5 WJBO	5
6	WXOK	WTGE-F	WTGE-F	WTGE-F	6	6	6	6 WGGZ-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WYNK-AF>>	1 WYNK-AF>	1 KQXL-F	1 WYNK-AF>	1 WYNK-AF>
2 WFMF-F	2 KQXL-F	2 WYNK-AF	2 KQXL-F	2 KQXL-F
3 WKJN-F	3 WFMF-F>	3 WFMF-F	3 WFMF-F	3 WXOK
KQXL-F	4 WXOK	4 WXOK >	4 WXOK	4 WFMF-F
5	5 WKJN-F	5 WGGZ-F	5 WGGZ-F	5 WGGZ-F
6	6	6	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQXL-F>	1 WYNK-AF	1 WTGE-F	1 WYNK-AF	1 WYNK-AF>
2 WYNK-AF>	2 WTGE-F	2 WYNK-AF	2 KQXL-F	2 WCKW-F
3 WCKW-F	3 WCKW-F	3 WCKW-F	3 WCKW-F	WTGE-F
WXOK	KQXL-F	4 WFMF-F	WTGE-F>	4 WJBO
WTGE-F	5 WFMF-F	5 WJBO	5 WXOK	5 KQXL-F
WFMF-F	6	6 WXOK	6 WFMF-F	6
		7 WKJN-F		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WIBR	1300	Baton Rouge	0.7/2.6/ 6/ 140
WLUX	1550	Baton Rouge	0.6/2.2/ 6/ 110
WXLT-F	94.1	McComb	1.5/4.6/ 10/ 281
WQUE-F	93.3	New Orleans	1.5/5.0/ 62/ 765
WWL	870	New Orleans	0.7/3.7/ 29/ 599

RADIO STATIONS

WJBO ,	1150,	5 KW (DA-1)	, Talk	CBS TALKNT,	$20.00	(HNWH)	Jenne
WLUX ,	1550,	5 KW (DAYS)	, Religion	,	$10.00	(---)	Swaggert
WNDC ,	910,	1 KW (DA-1)	, Gospel	,	$12.00	(Eastman)	
WTKL ,	1260,	1 KW (DAYS)	, EZ	NBC,	$13.00	(In House)	
WXOK ,	1460,	5 KW/1 KW (DA-3)	, Black	NBC,	$20.00	(Banner)	
KRVE-F,	96.3,	3 KW @ 328	, AC	,	$15.00	(---)	(BRUSLY)
KQXL-F,	106.5,	50 KW @ 484	, Black	SBN ABC,	$25.00	(Banner)	(NEW ROADS)
WFMF-F,	102.5,	100 KW @ 1250	, CHR	UNIPWR,	$46.00	(HWNH)	Jenne
WGGZ-F,	98.1,	100 KW @ 1500	, Oldies	CBS, ABC ,	$39.00	(Katz)	
WKJN-F,	103.3,	100 KW @ 1003	, Country	MBS,	$44.00	(Christal)	(HAMMOND)
WTGE-F,	100.7,	100 KW @ 690	, AOR	ABC,	$32.00	(Eastman)	
WXLT-F,	94.1,	100 KW @ 983	, Soft AC	,	$14.00	(Christal)	(McCOMB, MS)
WYNK-F,	101.5,	100 KW @ 1500	, Country	ABC,	$64.00	(Katz)	Narragansett

American Radio Summer 1991 Supplement, Copyright 1991

BIRMINGHAM

Arbitron Rank/Pop (12+): 53/775,600
MSA Rank/Pop: 58/942,000
ADI # 47
Average Person Ratings: 16.2
Market TSL: 22.00 hours

Stations: 22/16
Diaries: 1226/633:1/53.3%
Sample Target: 1155
% Below Line: 6.6
% Not Listed: 8.6

1990 Revenue: $24,700,000
HH Inc.: $27,025
Retail $: 7.0 Bil
Pop per Station: 48,475
#1 Biller: WZZK-AF $6,000,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WZZK-AF (C)	193/15.4	18.2	16.9	17.0	16.0	16.9	287/3596	2113/27.2	30.4	32.0	17.4	228	2049	WZZK-AF
2. WZRR-F (AOR)	134/10.7	8.9	7.4	9.4	7.6	9.1	173/2270	1635/21.1	16.2	16.7	13.4	180	1673	WZRR-F
3. WENN-F (B)	119/ 9.5	9.7	11.7	10.6	11.9	10.4	177/2064	1459/18.8	18.1	18.9	15.8	213	2089	WENN-F
4. WAPI-F (CHR)	116/ 9.2	5.8	8.1	7.7	10.0	7.7	156/2271	1651/21.3	17.1	23.7	8.8	118	1692	WAPI-F
5. WMJJ-F (AC)	113/ 9.0	8.8	8.6	9.6	9.2	9.0	132/1904	1534/19.8	20.3	17.7	7.8	105	1389	WMJJ-F
6. WERC (N/T)	75/ 6.0	5.8	8.9	5.4	6.0	6.5	76/999	983/12.7	14.2	12.4	4.6	62	695	WERC
7. WATV (B)	62/ 4.9	5.0	4.7	4.9	4.8	4.9	63/741	736/ 9.5	9.6	9.5	3.6	48	507	WATV
8. WAPI (BB)	60/ 4.8	3.9	3.4	4.8	3.4	4.2	63/776	736/ 9.5	10.1	9.4	2.2	29	440	WAPI
9. WAGG (G)	49/ 3.9	2.9	2.5	3.0	3.5	3.1	53/543	511/ 6.6	5.8	5.6	2.4	32	297	WAGG
10. WBMH-F (C)	46/ 3.7	5.7	5.1	4.9	5.7	4.8	54/1012	762/ 9.8	15.8	17.3	4.2	57	866	WBMH-F
11. WTUG-F (B)	41/ 3.3	2.0	----	----	----	1.3	78/895	504/ 6.5	3.3	0.0	2.9	39	577	WTUG-F
12. WOJC-F (REL)	37/ 2.9	2.2	2.4	2.8	4.1	2.6	65/1027	527/ 6.8	8.3	8.8	3.0	41	487	WOJC-F
13. WJLD (B)	28/ 2.2	3.3	2.2	3.2	2.7	2.7	28/628	610/ 7.9	8.0	8.2	1.9	26	459	WJLD
14.														
15.														

12+ FM SHARE (METRO): 73.72% (847 of 1149) (SUM 90: 73.60%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	WAPI-F>>	WZRR-F>	WZZK-AF<	WZZK-AF	WZZK-AF>	WZZK-AF>	WZZK-AF>	WZZK-AF>	WZZK-AF	WENN-F	WERC
2	WENN-F>	WAPI-F	WZRR-F	WZRR-F	WZRR-F	WERC	WERC	WZRR-F	WZRR-F	WZZK-AF	WZZK-F
3	WTUG-F	WZZK-AF	WMJJ-F	WMJJ-F	WMJJ-F	WMJJ-F	WMJJ-F	WMJJ-F	WAPI-F<	WAPI-F<	WATV <
	WZRR-F	WENN-F	WENN-F<	WENN-F>	WENN-F>	WAPI	WZRR-F	WAPI-F	WMJJ-F	WZRR-F>	WENN-F
5		WMJJ-F	WAPI-F	WAPI-F>	WAPI-F>	WATV	WAPI-F	WENN-F	WENN-F>	WDJC-F	WZRR-F
6				WATV	WATV	WENN-F	WENN-F	WERC	WAPI	WAGG	WMJJ-F

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	WZRR-F>	WZZK-AF<	WZZK-AF>	WZZK-AF>	WZZK-AF>	WAPI-F>>	WZRR-F>	WZRR-F>>	WZRR-F>	WZRR-F
2	WAPI-F	WZRR-F<	WAPI-F<	WMJJ-F	WMJJ-F	WZRR-F>	WAPI-F	WZZK-AF	WZZK-AF	WZZK-AF>
3	WMJJ-F	WAPI-F	WMJJ-F	WZRR-F	WENN-F	WENN-F	WENN-F	WENN-F>	WMJJ-F	WMJJ-F<
4	WTUG-F	WMJJ-F	WENN-F	WAPI-F<	WAPI-F	WMJJ-F>	WZZK-AF>	WAPI-F	WENN-F	WENN-F>
5	WENN-F	WENN-F	WZRR-F	WENN-F	WZRR-F	WTUG-F	WMJJ-F	WAGG	WAPI-F	WBMH-F
6	WZZK-AF			WATV		WBMH-F	WBMH-F			

OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME TSA
WAYE	1220	Birmingham	0.6/2.4/ 8/ 188
WFFN-F	95.3	Cordova	1.0/1.2/ 12/ 105
WVOK	690	Birmingham	1.1/7.0/ 17/ 635
WHMA-F	100.5	Anniston/Gadsdn	0.3/2.4/ 41/ 708
WQEN-F	103.7	Gadsden/Annistn	0.3/2.6/ 61/1004
WQSB-F	105.1	Albertville	0.3/1.7/ 63/ 842
WRSA-F	96.9	Decatur/Hntsvle	1.0/2.3/ 52/ 570
WZBQ-F	102.5	Jasper	1.4/7.4/ 51/1279

RADIO STATIONS

WAGG ,	1320,	5 KW (DAYS) ,	Gospel	SBN, $ 30.00	(HNWH)	
WAPI ,	1070,	50 KW/5 KW (DA-N),	Nostalgia	NBC, $ 27.00	(Christal)	Dittman
WATV ,	900,	1 KW ,	Black	ABC, $ 30.00	(Banner)	
WAYE ,	1220,	1 KW (DAYS) ,	Gospel	UNIULT, $ 15.00	(---)	Willis
WERC ,	960,	5 KW (DA-N) ,	News/Talk	ABC, $ 42.00	(Banner)	Sun Group
WJLD ,	1400,	1 KW ,	Black	SMN,MBS, $ 21.00	(K & P)	
WVOK ,	690,	50 KW/30 W ,	Country	CBS, $ 19.00	(Eastman)	Dick
WZZK ,	610,	5 KW/1 KW(DA-N),	--- See WZZK-F			
WAPI-F,	94.5,	100 KW @ 1214 ,	CHR	ABC, $ 74.00	(Christal)	Dittman
WDJC-F,	93.7,	100 KW @ 1007 ,	Religion	, $ 22.00	(Crawford)	Crawford
WENN-F,	107.7,	100 KW @ 1037 ,	Black	SBN, $ 55.00	(HNWH)	
WBMH-F,	106.9,	100 KW @ 1150 ,	Country	ABC, $ 40.00	(Mc-Guild)	Sun Group
WMJJ-F,	96.5,	100 KW @ 1026 ,	AC	CBS, $109.00	(Banner)	Capitol Johnson
WZRR-F,	99.5,	100 KW @ 870 ,	Classic AOR	, $ 60.00	(Eastman)	Dick
WZZK-F,	104.7,	100 KW @ 1300 ,	Country	, $140.00	(Katz)	NewCity

American Radio Summer 1991 Supplement, Copyright 1991

BOSTON

Arbitron Rank/Pop (12+): 9/3,195,600

MSA Rank/Pop: 10/3,740,000
ADI # 6
Average Person Ratings: 17.8
Market TSL: 23.50 hours

Stations: 37/29
Diaries: 2334/1369:1/46.8%
Sample Target: 2300
% Below Line: 3.2
% Not Listed: 12.6

1990 Revenue: $120,500,000
HH Inc.: $35,763
Retail $: 33.9 Bil
Pop per Station: 110,193
#1 Biller: WXKS-F $15,100,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WRKO	(N/T)	472/ 8.3	7.3	7.0	7.9	7.0	7.5	594/7518	5603/17.5	17.8	17.7	5.2	307	3858	WRKO
2. WZOU-F	(CHR)	406/ 7.1	6.8	6.9	7.2	6.9	7.0	521/9347	6572/20.6	20.2	19.2	10.8	638	7171	WZOU-F
3. WBCN-F	(AOR)	317/ 5.6	5.9	4.7	5.2	5.8	5.3	424/6861	4870/15.2	15.8	14.5	7.3	434	5288	WBCN-F
4. WBZ	(T)	313/ 5.5	5.4	6.5	5.3	5.1	5.7	445/7120	4872/15.2	14.8	14.7	5.4	319	4066	WBZ
5. WXKS-F	(CHR)	284/ 5.0	5.8	6.7	5.7	7.0	5.8	331/7395	5877/18.4	19.4	18.2	7.9	466	7240	WXKS-F
6. WSSH-F	(AC)	275/ 4.8	5.1	4.4	4.1	4.1	4.6	369/4949	3558/11.1	13.7	10.8	3.9	233	3079	WSSH-F
7. WODS-F	(O)	265/ 4.7	4.2	4.2	5.8	4.8	4.7	368/6873	4224/13.2	14.5	11.9	4.0	237	3271	WODS-F
8. WZLX-F	(CL AOR)	238/ 4.2	3.9	3.4	3.1	4.9	3.7	298/4899	3567/11.2	12.5	12.8	4.2	251	3734	WZLX-F
9. WVBF-F	(AC)	234/ 4.1	3.9	3.0	2.4	2.0	3.3	263/3496	2899/ 9.1	9.7	7.3	3.5	207	2585	WVBF-F
10. WBMX-F	(AC)	225/ 4.0	3.4	2.5	2.5	3.2	3.1	302/5230	3947/12.4	11.8	9.5	4.2	247	3388	WBMX-F
11. WHDH	(T)	223/ 3.9	4.6	4.2	4.0	3.7	4.2	257/4529	3859/12.1	13.2	11.6	4.1	244	2860	WHDH
12. WMJX-F	(AC)	199/ 3.5	3.7	4.6	4.9	5.2	4.2	214/4453	3869/11.8	13.7	12.8	3.0	178	2424	WMJX-F
13. WEEI	(S/T)	156/ 2.7	4.1	5.9	4.0	3.8	4.2	176/4271	3760/11.8	16.1	13.0	2.5	150	2962	WEEI
14. WCRB-F	(CL)	155/ 2.7	1.9	2.1	2.1	2.1	2.2	189/3307	2724/ 8.5	6.1	6.7	2.1	124	1535	WCRB-F
15. WAAF-F	(AOR)	151/ 2.7	2.2	1.6	2.0	1.7	2.1	328/4670	2226/ 7.0	7.6	6.1	3.8	226	2699	WAAF-F
16. WXKS	(BB)	140/ 2.5	2.8	2.0	1.9	2.0	2.3	142/1903	1855/ 5.8	5.5	3.6	1.1	66	807	WXKS
17. WBOS-F	(AOR)	128/ 2.2	1.8	2.0	1.7	2.4	1.9	160/3049	2251/ 7.0	6.5	6.3	1.9	112	1442	WBOS-F
18. WPLM-F	(BB)	112/ 2.0	2.0	2.2	1.7	1.4	2.0	245/3736	1838/ 5.5	5.5	4.0	2.8	164	1533	WPLM-F
19. WCGY-F	(AOR)	99/ 1.7	1.4	1.3	1.4	1.8	1.5	137/2938	2097/ 6.6	5.5	5.8	2.0	118	1833	WCGY-F
20. WCDJ-F	(J/NA)	89/ 1.6	2.0	2.0	2.9	3.8	2.1	114/2552	1964/ 6.1	5.7	10.7	2.2	128	1673	WCDJ-F
21. WFNX-F	(AOR)	75/ 1.3	1.9	1.7	1.5	1.5	1.6	85/2066	1793/ 5.6	5.9	5.3	1.8	105	1701	WFNX-F
22. WILD	(B)	67/ 1.2	1.5	1.7	2.0	2.1	1.6	67/778	778/ 2.4	2.9	3.0	2.3	135	1034	WILD
23.															
24.															
25.															

12+ FM SHARE (METRO): 69.48% (3456 of 4974) (SUM 90: 70.51%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZOU-F>>	1 WBCN-F	1 WBCN-F	1 WBCN-F	1 WBCN-F<	1 WRKO >	1 WBZ	1 WRKO	1 WRKO	1 WZOU-F<	1 WBZ >>
2 WXKS-F	2 WXKS-F	2 WXKS-F	2 WODS-F	2 WODS-F	2 WBZ >	2 WRKO >	2 WSSH-F<	2 WZOU-F	2 WRKO	2 WHDH
3 WAAF-F	3 WZLX-F	3 WZLX-F<	3 WBMX-F	3 WVBF-F	3 WSSH-F	3 WVBF-F<	3 WZOU-F	3 WBCN-F	3 WBZ	3 WRKO >>
4	4 WZOU-F>	4 WZOU-F<	4 WVBF-F	4 WBMX-F	4 WODS-F	4 WEEI <	4 WBCN-F	4 WXKS-F	4 WHDH >	4 WCAP
5	5 WAAF-F<	5 WBMX-F<	5 WXKS-F<	5 WRKO <	WHDH >	5 WZOU-F	5 WXKS-F	5 WSSH-F<	5 WZLX-F	5 WODS-F
6	6 WBMX-F	6 WODS-F	6 WSSH-F	6 WSSH-F<	6 WXKS	WBCN-F	WODS-F<	6 WZLX-F	6 WBCN-F	6 WVBF-F
7	7 WVBF-F	7 WVBF-F	7 WZLX-F	7 WMJX-F	WVBF-F	7 WHDH	7 WVBF-F	7 WODS-F	7 WXKS-F	7 WEEI
8	8	8	WRKO	8	WCRB-F	8	8	8 WBMX-F	8	8 WMJX-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WZOU-F<	1 WXKS-F	1 WXKS-F	1 WXKS-F	1 WBMX-F
2 WXKS-F>	2 WZOU-F	2 WBMX-F	2 WBMX-F	2 WVBF-F
3 WBMX-F	3 WBMX-F	3 WMJX-F<	3 WZOU-F	3 WSSH-F<
4 WZLX-F	4 WBCN-F	4 WBCN-F	4 WVBF-F	4 WODS-F
5 WBCN-F	5 WMJX-F	5 WVBF-F<	WSSH-F	5 WMJX-F
6 WAAF-F	6 WVBF-F	6 WZOU-F	WODS-F	6 WXKS-F>
7 WVBF-F	7 WZLX-F	7 WBOS-F	7 WMJX-F	7 WZOU-F
WMJX-F	8	8 WODS-F	8	8

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAAF-F<	1 WBCN-F	1 WBCN-F>	1 WBCN-F>	1 WBCN-F>
2 WZLX-F	2 WZLX-F>	2 WZLX-F>	2 WZLX-F>	2 WODS-F<
3 WBCN-F>	3 WAAF-F>	3 WFNX-F	3 WODS-F<	3 WRKO
4 WZOU-F	4 WXKS-F<	WCGY-F	4 WRKO	4 WZLX-F<
5 WXKS-F	5 WZOU-F	5 WVBF-F	WAAF-F	5 WVBF-F>
6	6 WCGY-F	WRKO	6 WXKS-F	6 WBOS-F
7	7 WFNX-F	7 WXKS-F<	WVBF-F<	7 WSSH-F
8	8	8 WBOS-F	8 WZOU-F	8

American Radio Summer 1991 Supplement, Copyright 1991

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCAP	980	Lowell	0.4/1.5/ 29/ 546
WESX	1230	Salem	0.4/1.2/ 26/ 439
WEZE	1260	Boston	0.4/1.1/ 22/ 442
WJDA	1300	Quincy	0.5/1.4/ 31/ 432
WLYT-F	92.5	Haverhill/Bstn	0.4/2.2/ 49/1693
WROL	950	Boston	0.4/2.0/ 35/ 825
WSSH	1510	Boston	0.4/0.7/ 21/ 219
WCIB-F	101.9	Falmouth/Hynnis	0.4/0.7/ 44/ 535
WCTK-F	98.1	New Bedford	0.4/1.1/111/1615
WHJY-F	94.1	Providence	0.4/2.1/177/3072
WKPE-F	104.7	Orleans	0.3/1.3/ 32/ 806
WOKQ-F	97.5	Dover/Portsmth	0.5/1.5/148/2017
WPRO-F	92.3	Providence	0.4/1.7/239/4051
WSNE-F	93.3	Taunton/Prvdnce	0.5/1.0/138/2256
WWBB-F	101.5	Providence	0.3/1.2/158/2444

RADIO STATIONS

AM STATIONS

WBZ ,	1030,	50 KW (DA-1)	, TALK	ABC,	$ 220.00	(Group W)	
WEEI,	590,	5 KW (DA-1)	, SPORTS	ABC,CNN,	$ 138.00	(N/A)	
WHDH,	850,	50 KW (DA-2)	, TALK	NBC TALKNT,	$ 130.00	(Banner)	
WILD,	109C,	5 KW (DAYS)	, BLACK	SBN,	$ 40.00	(Roslin)	
WKKU,	1510,	50 KW (DA-2)	, COUNTRY	UNISUP UNIULT,	$ 30.00	(HNWH)	Noble
WMEX,	1150,	5 KW (DA-2)	, BUSINESS NEWS	ABC BRN,	$ 36.00	(McGuild)	Greater Media
WRKO,	680,	50 KW (DA-2)	, TALK	MBS UNIULT,	$ 178.00	(Katz)	Atlantic Ventures
WROL,	950,	5 KW (DAYS)	, RELIGION	,	$ 21.00	(---)	
WXKS,	1430,	5 KW/1 KW (DA-N)	, NOSTALGIA	UNISUP UNIULT,	$ N/A	(HMR)	Pyramid

FM STATIONS

WBCN,	104.1,	22 KW @ 740,	AOR	,	$ 300.00	(Torbet)	Infinity
WBOS,	92.9,	9 KW @ 1152,	CL. AOR/VARIOUS	,	$ 80.00	(Katz)	Ackerly
WCGY,	93.7,	50 KW @ 430,	AOR/CLASSIC AOR	ABC,	$ 60.00	(K & P)	Curt Gowdy
WCRB,	102.5,	15 KW @ 920,	CLASSICAL	,	$ 90.00	(CMBS)	
WFNX,	101.7,	1.6 KW @ 441,	AOR	,	$ 58.00	(---)	
WHRB,	95.3,	3 KW @ 110,	VARIOUS	,	$ 30.00	(---)	
WCDJ,	96.9,	12 KW @ 1010,	JAZZ/NAC	,	$ 90.00	(Durpetti)	Emmis
WMJX,	106.7,	24 KW @ 719,	SOFT AC	,	$ 145.00	(McGuild)	Greater Media
WODS,	103.3,	16 KW @ 887,	OLDIES	CBS,	$ 165.00	(CBS)	CBS
WPLM,	99.1,	50 KW @ 430,	NOSTALGIA	UNIULT,	$ 45.00	(N/A)	(PLYMOUTH)
WBMX,	98.5,	8 KW @ 1190,	AC	UNIPWR,	$ 125.00	(Katz)	Atlantic Ventures
WSSH,	99.5,	39 KW @ 550,	SOFT AC	UNISUP,	$ 170.00	(HNWH)	Noble
WVBF,	105.7,	14 KW @ 954,	AC	,	$ 80.00	(Banner)	Fairbanks
WXKS,	107.9,	23 KW @ 722,	CHR	,	$ 280.00	(HMR)	Pyramid
WZLX,	100.7,	20 KW @ 724,	CLASSIC AOR	,	$ 156.00	(HNWH)	Cook Inlet
WZOU,	94.5,	12 KW @ 1053,	CHR	,	$ 150.00	(Eastman)	Ardman

WAAF -- SEE WORCESTER

American Radio Summer 1991 Supplement, Copyright 1991

BUFFALO-NIAGARA FALLS

Arbitron Rank/Pop (12+): 39/995,200

MSA Rank/Pop: 55/1,190,000 (Buffalo)
ADI # 38

Average Person Ratings: 17.7
Market TSL: 23.25 hours

Stations: 27/22
Diaries: 1448/687:1/53.1%
Sample Target: 1355
% Below Line: 3.6
% Not Listed: 10.9

1990 Revenue: $30,300,000
HH Inc.: $27,650
Retail $: 8.2 Bil
Pop per Station: 45,256
#1 Biller: WBEN $4,400,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WYRK-F	(C)	195/11.1	11.6	9.6	8.4	8.7	10.2	236/2312	1904/19.1	19.1	14.2	10.4	171	1308	WYRK-F
2. WBEN	(FS/N/T)	159/ 9.0	7.2	9.6	7.8	5.6	8.4	165/2211	2104/21.1	20.3	16.7	7.6	124	1700	WBEN
3. WKSE-F	(CHR)	139/ 7.9	8.2	8.0	6.9	7.6	7.8	156/2669	2422/24.3	22.8	23.0	12.9	211	2377	WKSE-F
WGRF-F	(AOR)	139/ 7.9	7.3	8.0	6.9	6.8	7.5	183/2462	1940/19.5	18.5	16.1	7.9	129	1925	WGRF-F
5. WJYE-F	(SAC)	120/ 6.8	7.1	7.4	10.6	10.9	8.0	138/1833	1661/16.7	18.5	22.4	5.4	88	1596	WJYE-F
6. WHTT-F	(O)	113/ 6.4	6.6	7.1	7.6	6.2	6.9	122/1834	1674/16.8	18.2	16.5	4.5	74	1191	WHTT-F
7. WBLK-F	(B)	107/ 6.1	6.2	6.1	5.9	7.0	6.1	107/1020	996/10.0	11.7	11.0	11.8	194	1811	WBLK-F
8. WBUF-F	(AC)	90/ 5.1	6.5	3.9	6.6	6.9	5.5	104/1875	1643/16.5	15.5	14.7	3.6	59	1147	WBUF-F
9. WMJQ-F	(CHR)	89/ 5.1	4.7	6.3	5.8	6.6	5.5	137/2699	1781/17.9	17.2	21.0	5.8	96	1728	WMJQ-F
10. WUFX-F	(AOR)	88/ 5.0	5.6	5.6	5.6	6.1	5.4	98/1955	1772/17.8	16.0	17.0	6.8	112	1672	WUFX-F
11. WGR	(N/T)	69/ 3.9	4.8	4.2	4.5	3.0	4.3	74/1619	1493/15.0	15.5	11.8	2.6	42	1229	WGR
12. WECK	(BB)	47/ 2.7	3.6	3.0	3.1	4.3	3.1	47/630	625/ 6.3	8.2	8.6	2.6	43	680	WECK
13. WEZQ-F	(EZ)	30/ 1.7	1.5	1.1	1.5	1.2	1.5	43/616	512/ 5.1	4.4	4.0	1.2	20	248	WEZQ-F
14.															
15.															

12+ FM SHARE (METRO): 75.49% (1183 of 1567) (SUM 90: 79.36%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKSE-F>>	1 WGRF-F>	1 WGRF-F>	1 WHTT-F	1 WYRK-F	1 WYRK-F	1 WBEN >	1 WYRK-F	1 WYRK-F>	1 WBLK-F	1 WBEN >>
2 WMJQ-F	2 WKSE-F	2 WYRK-F<	WGRF-F	2 WHTT-F	2 WBEN >	2 WYRK-F>	2 WJYE-F	2 WGRF-F<	2 WYRK-F	2 WYRK-F
WBLK-F	3 WBLK-F	3 WKSE-F<	3 WYRK-F	3 WGRF-F	3 WJYE-F	3 WGRF-F	3 WBEN <	3 WKSE-F<	3 WKSE-F	3 WBLK-F>>
4	4 WMJQ-F<	4 WHTT-F	4 WBLK-F	4 WJYE-F	4 WHTT-F>	4 WHTT-F<	4 WGRF-F	4 WJYE-F	4 WGRF-F	4 WGR <
5	5 WUFX-F	5 WUFX-F	5 WBUF-F	5 WBLK-F	5 WGR	5 WJYE-F<	5 WKSE-F	5 WBUF-F<	WGR	5 WGRF-F
6	6 WYRK-F	WBLK-F	6 WJYE-F	6 WBUF-F	6 WBUF-F	6 WKSE-F	6 WHTT-F	6 WBEN <	6 WBEN	6
7	7 WBUF-F	7 WBUF-F	7 WUFX-F	7 WBEN	7 WECK	7	7 WBUF-F	7 WMJQ-F	7	7
8	8	8	8	8 WUFX-F	8	8	8	8 WHTT-F	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WGRF-F	1 WKSE-F	1 WBLK-F	1 WKSE-F<	1 WYRK-F
2 WKSE-F	WGRF-F	2 WBUF-F	2 WGRF-F<	2 WJYE-F
3 WMJQ-F>	3 WBLK-F	3 WKSE-F	3 WBUF-F	3 WBUF-F<
4 WUFX-F	4 WMJQ-F	4 WGRF-F	4 WYRK-F<	4 WBLK-F<
5 WYRK-F	WBUF-F	5 WYRK-F	5 WBLK-F	5 WHTT-F
6 WBUF-F	6 WUFX-F	WUFX-F	6 WJYE-F	6 WKSE-F
WBLK-F	7 WYRK-F	7 WMJQ-F	7 WMJQ-F<	7 WGRF-F
8 WJYE-F	8	8 WHTT-F	8 WHTT-F	8
		9 WJYE-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGRF-F	1 WGRF-F>>	1 WGRF-F>>	1 WGRF-F>	1 WYRK-F
2 WKSE-F>	2 WKSE-F	2 WBLK-F	2 WHTT-F	2 WGRF-F
3 WUFX-F	3 WUFX-F	3 WBEN	3 WYRK-F	3 WHTT-F>
4 WMJQ-F	4 WBLK-F	4 WUFX-F	WUFX-F	4 WBEN
5 WYRK-F>	5 WMJQ-F	5 WMJQ-F	5 WKSE-F	5 WUFX-F
6 CFNY-F	6 WYRK-F	WKSE-F	6 WBLK-F<	6 WBLK-F<
7	7 WBEN	7 WYRK-F	7 WBEN	7 WJYE-F
8	8	WJYE-F	8	8

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WDCX-F	99.5	Buffalo	0.7/3.0/ 17/ 356
WHLD	1270	Niagara Falls	0.3/2.5/ 5/ 250
WHTT	1120	Buffalo	0.7/2.8/ 13/ 277
WJJL	1440	Niagara Falls	0.5/1.3/ 8/ 130
WLVL	1340	Lockport	1.1/2.9/ 19/ 288
WUFO	1080	Amherst	1.0/2.0/ 18/ 204
WWKB	1520	Buffalo	0.9/4.9/ 17/ 579
WXBX	1400	Buffalo	0.6/2.3/ 11/ 252
WXRL	1300	Lancaster/Buffl	0.9/3.2/ 15/ 343
CFNY-F	102.1	Brampton ON	1.0/3.3/ 18/ 333
CHTZ-F	97.7	St. Catherines	0.7/3.6/ 14/ 415
CJFT	530	Ft. Erie ON	0.2/0.0/ 0/ 0
CJFT-F	101.1	Ft.Erie Ontario	1.4/3.9/ 31/ 439
WKLX-F	98.9	Rochester	0.3/0.7/ 26/ 244

American Radio Summer 1991 Supplement, Copyright 1991

BUFFALO-NIAGARA FALLS

AM STATIONS

WBEN,	930,	50 KW (DA-N)	, Full Service	CBS CNN,	$ 80.00	(Eastman)	
WECK,	1230,	1 KW	, Nostalgia	NBS UNISUP,	$ 28.00	(Durpetti)	Williams
WXBX,	1400,	1 KW	, Oldies	,	$ 20.00	(Torbet)	Metroplex
WGR ,	550,	5 KW (DA-N)	, News/Talk	ABC,	$ 50.00	(Katz)	
WHTT,	1120,	1 KW (DAYS)	, See WHTT-F				
WUFO,	1080,	1 KW (DAYS)	, Black	SBN,	$ 18.00	(Roslin)	Sheridan
WWKB,	1520,	50 KW (DA-1)	, Business News	UNIULT, BRN,	$ 35.00	(HNWH)	Price
WXRL,	1300,	2.4 KW/2.5KW(DA-2,	Country	MBS,	$ 24.00	(---)	

FM STATIONS

WBLK-F,	93.7,	50 KW @ 400,	Black	CBS,	$ 40.00	(Durpetti)	
WEZQ-F,	107.7,	12 KW @ 800,	EZ	UNIPWR,	$ 32.00	(---)	(WETHERSFIELD)
WBUF-F,	92.9,	91 KW @ 580,	AC	,	$ 80.00	(McGuild)	Lincoln
WDCX-F,	99.5,	110 KW @ 640,	Religion	,	$ 21.00	(---)	Crawford
WQRF-F,	96.9,	16 KW @ 890,	AOR	,	$ 66.00	(Katz)	
WHTT-F,	104.1,	50 KW @ 390,	Oldies	,	$ 60.00	(MMR)	Pyramid
WJYE-F,	96.1,	50 KW @ 475,	EZ/Soft AC	UNISUP,	$ 58.00	(Durpetti)	Williams
WKSE-F,	98.5,	46 KW @ 420,	CHR	ABC,	$ 57.00	(HNWH)	Price
WMJQ-F,	102.5,	110 KW @ 1340,	CHR	SOURCE,	$ 52.00	(Eastman)	
WUFX-F,	103.3,	49 KW @ 340,	Classic AOR	CBS,	$ 48.00	(Torbet)	Metroplex
WYRK-F,	106.5,	50 KW @ 390,	Country	,	$ 68.00	(McGuild)	Stoner

FORMAT CODES

- AC - Adult Contemporary
- AOR - Album Oriented Rock
- B - Black (audience predominately black - over 75%)
- BB - Big Band, Nostalgia
- C - Country
- CHR - Contemporary Hit Radio, Top 40, Contemporary
- CL - Classical
- CL AOR - Classic AOR, Classic Rock
- E - Ethnic
- EZ - EZ Listening, Beautiful Music, Some Very soft AC
- G - Gospel
- J/NAC - Jazz and New Adult Contemporary
- M/FS - Middle of Road, (MOR) Full Service
- N - News
- O - Oldies (1955 to current)
- R - Religion, Christian
- SAC - Soft Adult Contemporary
- SP - Hispanic/Spanish
- T - Talk
- U - Urban (majority of audience is non-white)
- ? - Others or Unknown

CHARLESTON, SC

Arbitron Rank/Pop (12+): 82/420,800
MSA Rank/Pop: 94/518,000
ADI # 106
Average Person Ratings: 16.3
Market TSL: 21.75 hours

Stations: 26/22
Diaries: 943/446:1/49.0%
Sample Target: 855
% Below Line: 3.8
% Not Listed: 10.6

1990 Revenue: $10,600,000
HH Inc.: $27,801
Retail $: 3.4 Bil
Pop per Station: 19,127
#1 Biller: WEZL-F $2,500,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90		Birch Share	Birch AQH	Birch Cume	
1. WEZL-F (C)	89/12.9	13.1	12.7	12.5	----	12.8	91/1248	1148/27.3	24.3	0.0		15.9	121	1099	WEZL-F
2. WSSX-F (CHR)	71/10.3	8.8	7.7	7.1	----	8.5	77/1185	1004/23.9	23.9	0.0		11.3	86	1155	WSSX-F
3. WTMA (N/T)	51/ 7.4	5.0	6.1	6.9	----	6.3	52/598	563/13.4	11.7	0.0		4.3	33	387	WTMA
4. WAVF-F (AOR)	47/ 6.8	5.7	6.6	8.0	----	6.8	64/856	740/17.6	15.1	0.0		7.5	57	705	WAVF-F
5. WXTC-F (AC)	44/ 6.4	5.0	4.4	5.9	----	5.4	48/764	622/14.8	15.5	0.0		4.6	35	424	WXTC-F
6. WXLY-F (O)	36/ 5.2	5.2	4.1	4.2	----	4.7	38/600	493/11.7	11.5	0.0		4.6	35	447	WXLY-F
7. WDXZ-F (B)	32/ 4.7	6.7	6.9	4.9	----	5.8	51/647	430/10.2	12.8	0.0		7.9	60	533	WDXZ-F
8. WWWZ-F (B)	30/ 4.4	5.3	5.5	3.8	----	4.8	38/644	536/12.7	15.1	0.0		4.7	36	756	WWWZ-F
9. WSUY-F (AC)	29/ 4.2	5.6	5.3	4.2	----	4.8	33/481	449/10.7	13.1	0.0		3.9	30	374	WSUY-F
10. WYBB-F (CL AOR)	27/ 3.9	3.0	2.5	2.2	----	2.9	30/567	511/12.1	11.9	0.0		5.8	44	616	WYBB-F
11. WPAL (B)	22/ 3.2	4.1	6.4	3.0	----	4.2	23/341	331/ 7.9	10.2	0.0		4.2	32	504	WPAL
12. WUJM-AF (B)	20/ 2.9	4.2	3.5	4.4	----	3.8	25/557	488/11.6	12.6	0.0		5.1	39	703	WUJM-AF
13. WTUA-F (?)	18/ 2.6	0.5	1.0	2.0	----	1.5	49/430	176/ 4.2	1.3	0.0					WTUA-F
14. WQIZ (REL)	16/ 2.3	1.2	1.6	2.1	----	1.8	19/178	104/ 2.5	1.5	0.0		1.3	10	100	WQIZ
15. WMGL-F (J)	14/ 2.0	1.8	2.5	2.9	----	2.3	14/251	251/ 6.0	7.3	0.0		2.1	16	269	WMGL-F
16. WWDM-F (B)	13/ 1.9	----	1.8	1.8	----	1.4	77/925	195/ 4.6	0.0	0.0		0.8	6	148	WWDM-F
17. WVVO (N/T)	11/ 1.6	2.2	0.9	----	----	1.2	11/108	108/ 2.6	3.7	0.0		0.8	6	92	WVVO
18. WMCJ (B)	10/ 1.5	3.1	2.2	3.2	----	2.5	10/111	111/ 2.6	2.3	0.0		1.4	11	114	WMCJ
19. WJYQ-F (CL)	9/ 1.3	1.1	0.7	----	----	0.8	11/139	119/ 2.8	2.3	0.0		0.5	4	46	WJYQ-F
20.															

12+ FM SHARE (METRO): 80.33% (494 of 615) (SUM 90: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WSSX-F>>	1 WSSX-F	1 WEZL-F	1 WEZL-F>	1 WEZL-F>	1 WEZL-F>	1 WEZL-F>	1 WEZL-F	1 WEZL-F>	1 WSSX-F	1 WEZL-F>
2 WDXZ-F	2 WAVF-F	2 WSSX-F	2 WXTC-F	2 WXTC-F	2 WTMA >	2 WSSX-F	2 WTMA	2 WSSX-F	2 WEZL-F	2 WSSX-F
3	3 WEZL-F	3 WAVF-F	3 WXLY-F<	3 WXLY-F	3 WXLY-F	3 WTMA	3 WSSX-F	3 WAVF-F	WDXZ-F>	3 WAVF-F
4	4 WXTC-F<	4 WXTC-F	4 WSSX-F	4 WSSX-F	4 WXTC-F	4 WAVF-F	4 WXTC-F<	4 WTMA	4 WWWZ-F	4
5	5 WYBB-F	5 WXLY-F	5 WTMA	5 WTMA <	5	5 WXTC-F	5 WAVF-F	5 WXTC-F	5 WAVF-F	5
6	6 WDXZ-F	6 WWWZ-F	WAVF-F	6 WAVF-F	6	6	6 WXLY-F	6	6	6
7	7	WDXZ-F	7 WWWZ-F	7	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WSSX-F>	1 WSSX-F	1 WXTC-F>	1 WXTC-F	1 WXTC-F
2 WXTC-F	2 WXTC-F>	2 WSSX-F	2 WSSX-F	2 WEZL-F>
WDXZ-F>	3 WDXZ-F	3 WWWZ-F	WEZL-F>	3 WXLY-F
4 WSUY-F	4 WWWZ-F	4 WEZL-F	4 WWWZ-F	WSSX-F
WAVF-F	WSUY-F	5 WSUY-F	WSUY-F	5 WWWZ-F
6	WEZL-F	6 WDXZ-F	6 WDXZ-F	6 WSUY-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WSSX-F	1 WAVF-F	1 WAVF-F	1 WEZL-F	1 WEZL-F>
WAVF-F>>	2 WSSX-F	2 WYBB-F	2 WAVF-F	2 WXLY-F
3 WEZL-F>>	3 WEZL-F	3 WEZL-F>	3 WSSX-F>	WAVF-F
4 WDXZ-F	4 WYBB-F>	4 WSSX-F	4 WYBB-F	4 WYBB-F
5	5 WDXZ-F	5 WXLY-F	WXLY-F	WTMA
6	6	WWWZ-F	6	6 WSSX-F
		WTMA		
		WDXZ-F		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBUB-F	107.5	St. George	0.6/3.5/ 8/ 204
WOKE	1340	Charleston	0.7/2.5/ 5/ 106
WZJY	1480	MtPlsnt/Charlst	0.6/2.1/ 4/ 90
WHLZ-F	92.5	Manning	1.0/4.3/ 35/ 444
WHTK-F	99.7	Pt. Royal	0.4/3.6/ 17/ 353
WLOW-F	106.9	Bluffton	0.4/1.1/ 31/ 213

RADIO STATIONS

WPAL ,	730,	1 KW/100 W	, Black	NBN ABC, $19.00	(Roslin)	
WQIZ ,	810,	5 KW (DAYS)	, Gospel	SBN, $12.00	(Eastman)	
WTMA ,	1250,	5 KW/1 KW	, News/Talk	ABC TALKNT, $14.00	(Katz)	
WZJY ,	1480,	1 KW (DAYS)	, Gospel	CNN UNIULT, $10.00	(---)	
WAVF-F,	96.1,	100 KW @ 538	, AOR	, $37.00	(Christal)	
WDXZ-F,	104.5,	28 KW @ 656	, Black	, $20.00	(K & P)	(MT PLEASANT)
WEZL-F,	103.5,	100 KW @ 661	, Country	MBS, $60.00	(Banner)	Apollo
WKQB-F,	107.5,	100 KW @ 984	, CHR	, $40.00	(Eastman)	(ST GEORGE)
WJYQ-F,	105.5,	1 KW @ 469	, Classical	, $15.00	(CMBS)	(MONCKS CORNER)
WMGL-F,	101.7,	6 KW @ 300	, Jazz/NAC	ABC, $15.00	(Roslin)	(Ravenal)
WSSX-F,	95.1,	100 KW @ 360	, CHR	, $34.00	(Katz)	Faircom
WSUY-F,	100.7,	3 KW @ 300	, AC	UNISUP, $18.00	(Katz)	
WUJM-F,	94.3,	1.4 KW @ 480	, Black	MBS, $23.00	(Christal)	Jones-Eastern
						(GOOSE CREEK)
WWWZ-F,	93.5,	1.1 KW @ 460	, Black	SBN, $30.00	(HNWH)	(SUMMERVILLE)
WXLY-F,	102.5,	100 KW @ 550	, Oldies	SNN UNIULT, $31.00	(Eastman)	
WXTC-F,	96.9,	100 KW @ 1770	, AC	, $45.00	(Mc-Guild)	
WYBB-F,	98.1,	50 KW @ 479	, Classic AOR	, $19.00	(Durpetti)	Martin (FOLLY BCH)

WWDM-F -- See Columbia

American Radio Summer 1991 Supplement, Copyright 1991

CHARLOTTE

Arbitron Rank/Pop (12+): 41/944,300

MSA Rank/Pop: 43/1,140,000
ADI # 31

Average Person Ratings: 16.9
Market TSL: 22.50 hours

Stations: 25/18
Diaries: 1450/651:1/52.1%
Sample Target: 1250
% Below Line: 4.4
% Not Listed: 13.4

1990 Revenue: $33,200,000
HH Inc.: $31,722
Retail $: 8.7 Bil
Pop per Station: 52,461
#1 Biller: WSOC-AF $6,100,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WSOC-F	(C)	236/14.8	11.4	15.2	12.3	14.4	13.4	382/4025	2432/25.8	24.3	25.0	14.9	239	2266	WSOC-F
2. WPEG-F	(B)	216/13.5	12.5	10.9	12.3	11.6	12.3	287/2551	1763/18.7	17.7	17.5	16.3	261	2222	WPEG-F
3. WRFX-F	(AOR)	116/ 7.3	8.3	6.6	7.6	7.5	7.4	176/2332	1547/16.4	19.5	16.5	9.5	153	2258	WRFX-F
4. WTDR-F	(C)	104/ 6.5	6.2	5.8	4.4	4.7	5.7	207/2642	1369/14.5	10.8	9.7	4.7	75	1072	WTDR-F
5. WCKZ-F	(CHR)	103/ 6.5	7.3	7.5	6.6	7.5	7.0	186/3167	1846/19.5	18.3	20.8	8.4	135	2473	WCKZ-F
6. WBT -F	(AC)	93/ 5.8	5.0	5.7	5.4	4.6	5.5	155/2702	1618/17.1	16.8	13.7	5.0	80	1758	WBT -F
7. WBT	(FS)	86/ 5.4	6.0	6.7	5.7	4.8	5.9	95/1309	1104/11.7	12.9	10.6	6.0	96	1010	WBT
8. WEZC-F	(SAC)	83/ 5.2	6.0	3.8	7.2	4.7	5.5	148/2086	1144/12.1	15.2	11.8	4.4	71	1231	WEZC-F
9. WMXC-F	(AC)	72/ 4.5	5.2	4.1	4.8	5.6	4.7	100/1699	1163/12.3	14.0	12.4	4.3	69	1119	WMXC-F
10. WWMG-F	(O)	65/ 4.1	4.8	4.3	5.0	5.0	4.6	97/1650	1014/10.7	11.4	10.9	2.5	40	937	WWMG-F
11. WXRC-F	(AOR)	51/ 3.2	3.1	2.5	1.8	1.9	2.7	95/1397	618/ 6.5	7.7	5.3	2.9	46	721	WXRC-F
12. WGKL-F	(O)	25/ 1.6	0.8	0.5	2.5	3.2	1.4	42/897	536/ 5.7	4.4	11.5	0.1	11	315	WGKL-F
13.															
14.															
15.															

12+ FM SHARE (METRO): 90.66% (1252 of 1381) (SUM 90: 89.57%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WCKZ-F	1 WPEG-F>	1 WPEG-F	1 WSOC-F	1 WSOC-F	1 WSOC-F>	1 WSOC-F	1 WSOC-F>	1 WSOC-F	1 WPEG-F>	1 WPEG-F>>
2 WPEG-F	2 WRFX-F	2 WSOC-F>	2 WPEG-F>	2 WPEG-F>	2 WBT	2 WRFX-F	2 WPEG-F>	2 WPEG-F>	2 WSOC-F	2 WSOC-F>>
3	3 WSOC-F>	3 WRFX-F	3 WRFX-F	3 WRFX-F	3 WEZC-F	3 WPEG-F>	3 WEZC-F<	3 WBT -F<	3 WCKZ-F>	3 WBT
4	4 WBT -F<	4 WTDR-F<	4 WBT -F<	4 WTDR-F	4 WPEG-F	4 WBT	4 WTDR-F	4 WCKZ-F<	4 WBT -F<	4 WRDX-F
5	5 WTDR-F	5 WBT -F	5 WMXC-F<	5 WBT -F	5 WWMG-F	5 WTDR-F	5 WBT -F	5 WTDR-F	5 WBT	5
6	6 WCKZ-F	6 WMXC-F	6 WTDR-F	6 WMXC-F<	6	6	6 WRFX-F<	6 WRFX-F	6	6
7	7	7	7	7 WEZC-F	7	7	7 WMXC-F	WEZC-F	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WPEG-F>>	1 WPEG-F>	1 WPEG-F<	1 WPEG-F	1 WSOC-F
2 WCKZ-F	2 WSOC-F	2 WSOC-F>	2 WSOC-F>	2 WPEG-F>
3 WBT -F>	3 WBT -F	3 WMXC-F<	3 WBT -F	3 WEZC-F<
4 WTDR-F	4 WMXC-F>	4 WBT -F>	4 WMXC-F	4 WBT -F
WRFX-F	5 WRFX-F<	5 WRFX-F	5 WEZC-F>	5 WMXC-F
6 WXRC-F	6 WTDR-F	6 WTDR-F<	6 WWMG-F	
WSOC-F	WCKZ-F	7	7	
WMXC-F				

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRFX-F	1 WPEG-F	1 WPEG-F	1 WRFX-F	1 WSOC-F
WCKZ-F<	2 WRFX-F>	2 WRFX-F>	WPEG-F	2 WPEG-F<
3 WPEG-F	3 WSOC-F	3 WSOC-F>	3 WSOC-F>	3 WRFX-F>
4 WTDR-F>	4 WTDR-F	4 WXRC-F	4 WTDR-F>	4 WTDR-F>
5 WXRC-F	5 WCKZ-F	5 WTDR-F>	5 WCKZ-F	5 WWMG-F
6 WSOC-F	6 WXRC-F	6 WMXC-F	6 WXRC-F	6 WBT
7 WBT -F	7	7	7	7

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WGIV	1600	Charlotte	0.6/1.9/ 9/ 177
WGSP	1310	Charlotte	1.0/2.6/ 16/ 243
WGTL	870	Kannapolis	0.4/0.9/ 7/ 87
WRDX-F	106.5	Salisbury/Chrlt	1.3/3.0/ 39/ 527
WSAT	1280	Salisbury	0.3/1.4/ 5/ 135
WSOC	930	Charlotte	0.3/1.9/ 5/ 240
WFGW	1010	Black Mountain	0.1/0.0/ 0/ 0
WFMX-F	105.7	Statesville	1.3/3.8/ 93/1195
WKRR-F	92.3	Asheboro	0.4/1.8/ 43/ 734
WKSI-F	98.7	Greensboro/W-S	0.4/1.5/ 23/ 451
WKZL-F	107.5	Winston-Salem	0.4/1.0/ 23/ 459
WMIT-F	106.9	Black Mountain	1.2/4.1/ 68/ 818
WTQR-F	104.1	Winston-Salem	0.6/1.3/139/1370

RADIO STATIONS

WBT , 1110, 50 KW (DA-N) , NEWS/TALK/MOR	CBS , $ 74.00 (Banner)	Jeff-Pilot	
WBT-F , 107.9, 100 KW @ 1694, AC	, $ 53.00 (Banner)	Jeff-Pilot	
WCKZ-F, 101.9, 100 KW @ 988, CHR/URBAN	ABC , $ 50.00 (HNWH)	Beasley	
WEZC-F, 102.9, 100 KW @ 1535, SOFT AC	UNIULT , $ 45.00 (Katz)	Keymarket (HICKORY)	
WPEG-F, 97.9, 50 KW @ 390, BLACK	CBS, UNIPWR , $ 69.00 (Katz)	Broadcast Partners (CONCORD)	
WMXC-F, 104.7, 100 KW @ 1230, AC	, $ 74.00 (MMR)	EZ	
WRFX-F, 106.5, 100 KW @ 1003, AOR	, $ 95.00 (McGuild)	Pyramid (KANNAPOLIS)	
WRDX-F, 99.7, 100 KW @ 1044, AC	, $ 24.00 (Southern)	(SALISBURY)	
WSOC-F, 103.7, 100 KW @ 1059, COUNTRY	, $ 125.00 (Durpetti)	Cox	
WTDR-F, 96.9, 100 KW @ 1548, COUNTRY	, $ 46.00 (Christal)	Trumper	
WWMG-F, 96.1, 100 KW @ 1745, AC/OLDIES	CBS , $ 51.00 (Christal)	Voyager (SHELBY)	
WXRC-F, 95.7, 100 KW @ 1020, AOR	ABC , $ 25.00 (N/A)	(HICKORY)	
WGKL-F, 95.1, 100 KW @ 1542, CHR	SMN , $ 45.00 (Torbet)		

CHATTANOOGA

Arbitron Rank/Pop (12+): 97/364,700
MSA Rank/Pop: 107/443,000
ADI # 84
Average Person Ratings: 16.5
Market TSL: 22.00 hours

Stations: 18/18
Diaries: 841/434:1/48.4%
Sample Target: 800
% Below Line: 0.0
% Not Listed: 11.6

1990 Revenue: $12,100,000
HH Inc.: $27,424
Retail $: 3.0 Bil
Pop per Station: 20,261
#1 Biller: WUSY-F $2,800,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WUSY-F	(C)	108/18.0	20.4	19.8	19.7	14.6	19.5	255/2448	1112/30.5	32.1	27.7	18.0	116	1182	WUSY-F
2. WJTT-F	(B)	73/12.1	9.7	9.2	9.3	7.1	10.1	80/657	543/14.9	14.1	12.2	15.2	98	584	WJTT-F
3. WSKZ-F	(CHR)	55/ 9.2	7.5	9.6	10.3	11.6	9.1	95/1691	811/22.2	21.1	26.7	7.9	51	924	WSKZ-F
4. WDEF-F	(EZ)	52/ 8.7	10.7	11.0	9.3	11.1	9.9	74/920	622/17.1	20.4	20.7	6.5	42	490	WDEF-F
5. WDOD-F	(C)	49/ 8.2	3.3	6.7	6.5	5.3	6.2	60/1056	671/18.4	15.4	15.6	5.4	35	423	WDOD-F
6. WLMX-F	(AC)	41/ 6.8	8.5	6.2	7.3	9.3	7.2	42/687	652/17.6	17.5	20.7	9.8	63	769	WLMX-F
7. WFXS-F	(CL AOR)	28/ 4.7	3.7	3.0	4.7	5.0	4.0	33/522	423/11.6	9.4	8.6	5.7	37	481	WFXS-F
8. WNOO	(B)	20/ 3.3	4.2	2.6	5.2	4.5	3.8	20/202	194/ 5.3	6.0	7.5	2.0	13	199	WNOO
9. WJRX-F	(REL)	18/ 3.0	2.5	3.4	1.0	----	2.5	18/344	288/ 7.9	5.1	0.0	2.8	18	247	WJRX-F
10. WGOW	(N/T)	15/ 2.5	1.3	3.3	1.3	1.7	2.1	16/301	283/ 7.8	5.5	4.5	2.2	14	177	WGOW
11. WSGC-F	(O)	12/ 2.0	3.3	3.3	2.9	3.1	2.9	31/505	305/ 8.4	8.7	7.8	3.9	25	407	WSGC-F
WDOD	(BB)	12/ 2.0	1.2	1.2	2.8	1.2	1.8	13/251	186/ 5.1	5.0	5.6	1.1	7	112	WDOD
13.															
14.															
15.															

12+ FM SHARE (METRO): 84.93% (451 of 531) (SUM 90: 83.83%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJTT-F>>	1 WJTT-F<	1 WUSY-F	1 WUSY-F	1 WUSY-F>	1 WUSY-F>	1 WUSY-F>	1 WUSY-F>	1 WUSY-F>	1 WJTT-F>	1 WUSY-F>>
2 WSKZ-F	2 WUSY-F<	2 WJTT-F	2 WSKZ-F	2 WDEF-F	2 WDEF-F	2 WDEF-F	2 WJTT-F	2 WUSY-F>	2 WUSY-F>	2 WJTT-F
3	3 WSKZ-F>	3 WSKZ-F>	3 WJTT-F	3 WJTT-F	3 WDOD-F>	3 WJTT-F	3 WSKZ-F	3 WDOD-F	3 WSKZ-F	3 WFXS-F
4	4 WFXS-F>	4 WLMX-F	4 WLMX-F	4 WLMX-F	4 WLMX-F	4 WDOD-F	4 WJTT-F	4 WSKZ-F	4 WFXS-F	4 WDOD-F
5	5 WLMX-F	5 WDOD-F	5 WDOD-F	5 WDOD-F	5 WJTT-F	5 WSKZ-F	5 WDOD-F	5 WLMX-F<	WDOD-F	5
6	6	6 WFXS-F	6 WFXS-F	6 WDEF-F	6	6 WLMX-F	6 WLMX-F	6 WDEF-F	6	6
			7 WDEF-F							

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WJTT-F>	1 WUSY-F	1 WUSY-F>	1 WUSY-F	1 WUSY-F>
2 WUSY-F>	WJTT-F>	2 WJTT-F	2 WJTT-F>	2 WJTT-F
3 WSKZ-F	3 WSKZ-F	3 WSKZ-F>	3 WSKZ-F	3 WSKZ-F
WLMX-F>>	4 WLMX-F	4 WLMX-F>	WLMX-F	WLMX-F
5	5	5 WJRX-F	5	5 WDEF-F
6	6	6	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WJTT-F	1 WSKZ-F	1 WSKZ-F>	1 WSKZ-F	1 WUSY-F>
2 WFXS-F	2 WFXS-F	2 WFXS-F	2 WFXS-F	2 WSKZ-F
3 WSKZ-F	3 WJTT-F	3 WUSY-F	3 WJTT-F	3 WDOD-F
4 WUSY-F>>	4 WUSY-F	4 WJTT-F>	4 WUSY-F	4 WFXS-F
5	5	5 WDOD-F	5	5 WJTT-F
6	6	6	6	6 WLMX-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBDX-F	102.7	Trenton/Chtnoog	1.7/6.1/ 12/ 291
WDEF	1370	Chattanooga	1.3/3.3/ 8/ 139
WEPG	910	S Pittsburg	0.7/1.4/ 4/ 52
WFLI	1070	Lookout Mountn	1.7/4.2/ 11/ 188
WKXJ-F	97.3	S.Pittsbrg/Chtn	0.8/3.8/ 13/ 240
WQCH	1590	Lafayette	1.8/2.6/ 11/ 109

RADIO STATIONS

WDEF, 1370, 5 KW (DA-N)	, MOR/FULL SER.	CBS, NBC , $ 25.00 (MMR)		Park
WDOD, 1310, 5 KW (DA-N)	, NOSTALGIA	UNIULT , $ N/A (Banner)		Bahakel
WFLI, 1070, 50 KW/1 KW (DA-2)	, RELIGION	ABC , $ 12.00 (---)		Burns
WGOW, 1150, 5 KW/1 KW (DA-N)	, TALK	SUN, MBS , $ 16.00 (Christal)		Bloomington
WNOO, 1260, 5 KW (DAYS)	, BLACK	SBN , $ 14.00 (Eastman)		
WDEF-F, 92.3, 100 KW @ 1180, EZ		ABC , $ 35.00 (MMR)		Park
WDOD-F, 96.5, 100 KW @ 1076, COUNTRY		UNIULT , $ 36.00 (Banner)		Bahakel
WFXS-F, 102.3, 3 KW @ 285, CLASSIC AOR		, $ 16.00 (Eastman)		(SODDY-DAISY)
WJTT-F, 94.3, 2.8 KW @ 325, BLACK		CBS , $ 20.00 (HNWH)		(REDBANK)
WKXJ-F, 97.3, 27 KW @ 616, AC		, $ 20.00 (Roslin)		
WLMX-F, 105.5, 3 KW @ 262, AC		ABC , $ 45.00 (Eastman)		Baum (ROSSVILLE, GA)
WSGC-F, 101.9, .7 KW @ 702, OLDIES		, $ 17.00 (---)		(RINGGOLD, GA)
WSKZ-F, 106.5, 100 KW @ 1076, CHR		, $ 56.00 (Christal)		Bloomington
WUSY-F, 100.7, 100 KW @ 1190, COUNTRY		NBC , $ 56.00 (Katz)		

American Radio Summer 1991 Supplement, Copyright 1991

CHICAGO

Arbitron Rank/Pop (12+): 3/6,769,100
MSA Rank/Pop: 3/8,240,000
ADI # 3
Average Person Ratings: 19.0
Market TSL: 24.75 hours

Stations: 36/36
Diaries: 3473/1949:1/48.5%
Sample Target: 3310
% Below Line: 0.0
% Not Listed: 10.4

1990 Revenue: $232,900,000
HH Inc.: $33,675
Retail $: 61.0 B11
Pop per Station: 188,030
#1 Biller: WGN $38,000,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WGN	(T/FS)	1081/ 8.4	8.2	7.8	9.3	8.2	8.4	1325/15955	12671/18.7	17.7	19.2	8.2	1050	11452	WGN
2. WGCI-F	(B)	1037/ 8.1	6.6	7.4	7.2	7.9	7.3	1055/10060	9899/14.6	13.1	14.3	10.6	1345	12417	WGCI-F
3. WBBM-F	(CHR)	632/ 4.9	5.8	6.9	6.2	5.2	5.9	643/11743	11306/16.7	18.6	16.9	7.4	945	14224	WBBM-F
4. WVAZ-F	(B/AC)	599/ 4.7	4.3	4.8	4.5	4.4	4.6	605/7433	7247/10.7	10.5	10.8	4.5	571	5427	WVAZ-F
5. WWBZ-F	(AOR)	590/ 4.6	3.9	1.4	1.4	1.8	2.8	662/9168	8222/12.1	10.6	7.4	5.8	733	8156	WWBZ-F
6. WUSN-F	(C)	580/ 4.5	3.3	3.8	4.0	2.8	3.9	618/7362	6960/10.3	9.7	7.5	4.0	505	6043	WUSN-F
7. WJJD	(BB)	524/ 4.1	3.6	2.4	3.7	3.1	3.5	558/6116	5542/ 8.2	7.8	6.9	2.6	329	3787	WJJD
8. WBBM	(N)	490/ 3.8	3.9	5.2	4.4	4.1	4.3	536/11850	10278/15.2	16.1	15.2	3.4	439	8703	WBBM
9. WLUP-F	(AOR)	448/ 3.5	3.6	3.5	4.2	4.8	3.7	458/8465	8162/12.1	12.7	13.2	3.8	489	9585	WLUP-F
10. WCKG-F	(CL AOR)	438/ 3.4	3.4	3.9	4.1	4.8	3.7	447/8389	8124/12.0	12.7	13.6	4.0	514	9083	WCKG-F
11. WNUA-F	(J/NA)	432/ 3.4	3.1	2.3	2.3	3.2	2.8	437/6272	6113/ 9.0	8.6	8.2	3.3	426	5564	WNUA-F
12. WLIT-F	(SAC)	431/ 3.4	3.9	3.5	3.2	2.6	3.5	436/6043	5927/ 8.8	9.1	6.4	1.9	248	3059	WLIT-F
13. WJMK-F	(O)	416/ 3.2	3.4	2.8	3.1	3.4	3.1	450/8589	7722/11.4	11.5	11.2	1.7	222	3838	WJMK-F
14. WMAQ	(N)	408/ 3.2	2.5	4.5	2.7	2.4	3.2	441/10283	8976/13.3	12.8	11.0	2.7	343	6882	WMAQ
15. WKQX-F	(AC)	388/ 3.0	2.8	2.8	2.8	3.2	2.8	394/7312	7107/10.5	12.2	11.9	2.1	263	6569	WKQX-F
16. WLUP	(T)	361/ 2.8	3.1	2.7	2.6	2.1	2.8	406/4889	4365/ 6.4	8.3	5.3	2.9	366	4311	WLUP
17. WXRT-F	(AOR)	338/ 2.6	3.3	3.6	2.8	2.7	3.1	347/5525	5471/ 8.0	7.8	7.3	3.8	486	5977	WXRT-F
18. WLS	(T)	337/ 2.6	1.8	2.5	2.2	2.3	2.3	420/5609	4408/ 6.5	5.2	5.8	2.0	260	3941	WLS
19. WPNT-F	(AC)	271/ 2.1	2.5	1.3	2.3	2.1	2.0	279/5380	5120/ 7.6	9.6	7.2	1.8	226	4236	WPNT-F
20. WTMX-F	(AC)	237/ 1.8	2.8	2.5	2.9	2.6	2.5	243/4255	4038/ 6.0	8.7	8.7	1.4	180	2426	WTMX-F
21. WOJO-F	(SP)	225/ 1.8	1.6	1.1	1.4	1.5	1.5	225/2510	2510/ 3.7	3.6	3.5	1.5	191	2272	WOJO-F
22. WYTZ-F	(CHR)	171/ 1.3	1.3	1.6	2.1	2.6	1.6	181/5661	5277/ 7.8	7.5	10.8	1.5	189	5826	WYTZ-F
23. WFMT-F	(CL)	139/ 1.1	1.1	1.5	0.9	1.4	1.1	141/3180	2949/ 4.4	5.0	5.2	1.9	243	2466	WFMT-F
24. WGCI	(B/O)	122/ 1.0	0.7	1.1	0.5	0.5	0.8	122/2073	2073/ 3.1	2.6	1.8	1.2	151	1923	WGCI
25. WVON	(B/T)	113/ 0.9	0.5	1.3	1.3	0.7	1.0	113/888	883/ 1.3	1.0	1.1	0.4	48	679	WVON
26. WNIB-F	(CL)	108/ 0.8	1.8	1.4	1.2	1.9	1.3	116/2712	2524/ 3.7	5.3	5.1	1.0	127	2737	WNIB-F
27. WTAQ	(SP)	103/ 0.8	0.7	0.4	0.4	0.7	0.6	103/1136	1136/ 1.7	1.2	1.3	0.4	54	1473	WTAQ
28.															
29.															
30.															

12+ FM SHARE (METRO): 67.90% (7809 of 11501) (SUM 90: 70.14%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBBM-F	1 WGCI-F›	1 WGCI-F›	1 WGCI-F	1 WGCI-F	1 WGN ››	1 WGN ›	1 WGCI-F	1 WGCI-F	1 WGCI-F›	1 WGN ››
2 WGCI-F›	2 WWBZ-F	2 WVAZ-F	2 WVAZ-F	2 WVAZ-F‹	2 WJJD	2 WGCI-F	2 WGN	2 WGN ‹	2 WGCI-F›	
3 WWBZ-F	3 WLUP-F	3 WWBZ-F	3 WUSN-F	3 WUSN-F	3 WBBM	3 WBBM	3 WUSN-F‹	3 WBBM-F	3 WWBZ-F‹	3 WBBM ›
4 WYTZ-F	4 WBBM-F‹	4 WLUP-F	4 WNUA-F	4 WGN	4 WUSN-F	4 WLUP-F	4 WWBZ-F	4 WWBZ-F	4 WVAZ-F	4 WLS ‹
5	5 WVAZ-F‹	5 WUSN-F‹	5 WJMK-F‹	5 WNUA-F	5 WMAQ	5 WJJD	WLUP	5 WUSN-F	5 WBBM-F›	5 WVAZ-F›
6	6 WCKG-F	6 WCKG-F	6 WLUP-F‹	6 WJMK-F	6 WLS	6 WMAQ	WBBM-F	WLUP	6 WMAQ	6 WJJD
7	7 WXRT-F	7 WBBM-F	7 WLUP ‹	7 WLUP-F	WLIT-F	7 WUSN-F	7 WJJD ‹	7 WVAZ-F	7 WUSN-F‹	7 WMAQ
8	8 WLUP	8 WNUA-F	8 WCKG-F	8 WKQX-F	8	8 WBBM-F	8 WLIT-F	8 WLIT-F	8 WLS	8 WUSN-F
9	9	WJMK-F	9	9	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WGCI-F›	1 WGCI-F›	1 WGCI-F	1 WGCI-F›	1 WGCI-F
2 WWBZ-F‹	2 WVAZ-F	2 WVAZ-F›	2 WVAZ-F›	2 WVAZ-F›
3 WBBM-F›	3 WWBZ-F‹	3 WKQX-F	3 WKQX-F	3 WKQX-F
4 WLUP-F	4 WBBM-F	4 WXRT-F‹	4 WJMK-F	WJMK-F
5 WVAZ-F‹	5 WLUP-F‹	5 WBBM-F‹	WBBM-F	5 WNUA-F‹
6 WCKG-F‹	6 WKQX-F	6 WWBZ-F	6 WWBZ-F‹	6 WLIT-F‹
7 WPNT-F	7 WCKG-F	7 WLIT-F	7 WNUA-F	7 WGN
8 WKQX-F	8	8	8 WLIT-F	8 WUSN-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WWBZ-F	1 WGCI-F‹	1 WGCI-F	1 WGCI-F	1 WUSN-F
2 WGCI-F›	2 WWBZ-F	2 WLUP-F	2 WWBZ-F‹	2 WGCI-F‹
3 WLUP-F	3 WLUP-F	3 WWBZ-F	3 WLUP-F	3 WLUP
4 WBBM-F	4 WCKG-F	4 WXRT-F	4 WLUP	4 WLUP-F
5 WCKG-F›	5 WLUP	WLUP	5 WUSN-F	WGN
6 WLUP	6 WXRT-F	6 WCKG-F	WCKG-F	6 WCKG-F‹
7 WVAZ-F	7 WBBM-F	7 WUSN-F	7 WXRT-F	7 WXRT-F
8	8	8	8	8

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WABT-F	103.9	Dundee/Schaumbg	0.3/1.3/ 38/ 869
WAIT	850	Crystal Lk/Chcg	0.6/1.6/ 87/1132
WBUS-F	99.9	Kankakee	0.3/1.7/ 62/1587
WIND	560	Chicago	0.5/1.6/ 73/1171
WYCA-F	92.3	Hammond	0.6/1.4/ 71/ 971
WYLL-F	106.7	Des Plaines/Chi	0.3/1.3/ 41/ 966
WYSY-F	107.9	Aurora	0.6/2.0/ 83/1551

RADIO STATIONS

AM STATIONS

WBBM,	780,	50 KW	, NEWS	CBS,	$ 260.00 (CBS)	CBS
WGCI,	1390,	5 KW (DA-2)	, GOSPEL/BLACK	SBN,	$ N/A (McGuild)	Gannett
WGN ,	720,	50 KW	, TALK/VARIETY	ABC,	$ 350.00 (Christal)	Tribune Co.
WIND,	560,	5 KW (DA-2)	, HISPANIC	,	$ 75.00 (Katz)	Tichenor
WJJD,	1160,	50 KW/5KW (DA-2)	, NOSTALGIA	UNIULT,	$ 88.00 (Katz)	Infinity
WJPC,	950,	1 KW/5KW (DA-N)	, BLACK	NBN,	$ 45.00 (---)	
WLS ,	890,	50 KW	, TALK	ABC,	$ 85.00 (Banner)	Cap. Cities/ABC
WLUP,	1000,	50 KW (DA-2)	, TALK/AOR	,	$ 130.00 (MMR)	Evergreen
WMAQ,	670,	50 KW	, NEWS	CNN NBC,	$ 130.00 (Group W)	Westinghouse
WSBC,	1240,	1 KW	, RELIGION/ETHNIC	,	$ 18.00 (---)	
WVON,	1450,	1 KW	, BLACK	MBS,	$ 46.00 (Roslin)	
WXEZ,	820,	50 KW/1 KW (DA-N)	, EZ	MBS,	$ N/A (---)	Century

FM STATIONS

WBBM,	96.3,	6 KW @ 1174,	CHR	CBS,	$ 150.00 (CBS)	CBS
WCKG,	105.9,	4 KW @ 1575,	CLASSIC AOR	,	$ 164.00 (Katz)	
WFMT,	98.7,	15 KW @ 1174,	CLASSICAL	,	$ 100.00 (HNWH)	
WWBZ,	103.5,	4 KW @ 1548,	AOR ABC	UNIPWR,	$ 106.00 (Eastman)	
WGCI,	107.5,	33 KW @ 605,	BLACK	,	$ 230.00 (McGuild)	Gannett
WJMK,	104.3,	4 KW @ 1568,	OLDIES	UNIPWR,	$ 210.00 (Katz)	Infinity
WKQX,	101.1,	6 KW @ 1174,	AC/CONTEMP	SOURCE,	$ 200.00 (HNWH)	Emmis
WLIT,	93.9,	4 KW @ 1581,	SOFT AC	,	$ 215.00 (Christal)	Viacom
WLNR,	106.3,	2 KW @ 297,	AC	,	$ 40.00 (---)	(LANSING)
WLUP,	97.9,	6 KW @ 1174,	AOR	,	$ 300.00 (MMR)	Evergreen
WNIB,	97.1,	8 KW @ 1190,	CLASSICAL	,	$ 105.00 (CMBS)	
WNUA,	95.5,	8 KW @ 1174,	JAZZ/NAC	,	$ 120.00 (Durpetti)	Pyramid
WOJO,	105.1,	6 KW @ 1170,	HISPANIC	,	$ 95.00 (Katz Hisp)	Tichenor
WTMX,	101.9,	4 KW @ 1561,	AC	,	$ 140.00 (McGuild)	Bonneville
WUSN,	99.5,	6 KW @ 1174,	COUNTRY	,	$ 155.00 (MMR)	Cook Inlet
WVAZ,	102.7,	6 KW @ 1174,	BLACK AC	UPI,	$ 185.00 (Durpetti)	Broadcast Partners
WXEZ,	100.3,	7 KW @ 1174,	EZ	MBS,	$ 175.00 (---)	Century
WXRT,	93.1,	7 KW @ 1308,	AOR	,	$ 160.00 (CBS)	
WYTZ,	94.7,	4 KW @ 1535,	CHR	ABC,	$ 158.00 (Banner)	Cap. Cities/ABC
WYSY,	107.9,	22 KW @ 734,	AC	,	$ 55.00 (N/A)	(AURORA)

CINCINNATI

Arbitron Rank/Pop (12+): 31/1,190,800
MSA Rank/Pop: 30/1,730,000
ADI # 30
Average Person Ratings: 16.6
Market TSL: 22.00 hours

Stations: 25/21
Diaries: 1540/773:1/52.9%
Sample Target: 1410
% Below Line: 1.9
% Not Listed: 9.8

1990 Revenue: $55,000,000
HH Inc.: $32,910
Retail $: 13.2 Bil
Pop per Station: 56,704
#1 Biller: WLW $13,700,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90		Birch Share	Birch AQH	Birch Cume	
1. WLW	(FS/T)	265/13.4	12.1	12.0	11.2	15.0	12.2	408/6057	4047/34.0	32.3	34.4		13.3	283	4390	WLW
2. WKRQ-F	(CHR)	187/ 9.4	9.7	10.3	9.8	8.9	9.8	246/4010	2994/25.1	25.2	24.6		10.3	219	3521	WKRQ-F
3. WUBE-AF	(C)	150/ 7.6	7.5	7.2	5.4	3.9	6.9	222/2564	1712/14.4	12.4	10.2		6.5	129	1424	WUBE-AF
4. WEBN-F	(AOR)	146/ 7.4	7.4	7.7	9.7	11.0	8.1	184/3005	2354/19.8	18.9	24.5		9.0	191	2584	WEBN-F
5. WIZF-F	(B)	125/ 6.3	4.5	6.1	7.2	7.5	6.0	132/1357	1292/10.8	10.2	10.3		8.3	175	1488	WIZF-F
6. WGRR-F	(O)	116/ 5.9	6.7	5.3	5.5	5.8	5.8	181/2949	2052/17.2	17.0	15.9		5.5	116	2069	WGRR-F
7. WOFX-F	(CL AOR)	110/ 5.5	4.5	3.9	3.0	5.3	4.2	135/2384	1777/14.9	14.8	15.1		5.2	111	1558	WOFX-F
8. WWNK-F	(AC)	102/ 5.1	5.6	4.7	5.4	4.7	5.2	140/2353	1849/15.5	16.0	13.8		4.1	86	1635	WWNK-F
9. WRRM-F	(AC)	95/ 4.8	5.1	4.6	4.8	4.8	4.8	106/1689	1429/12.0	14.5	12.4		4.2	88	1222	WRRM-F
10. WWEZ-F	(SAC)	91/ 4.6	5.5	4.6	7.1	6.1	5.4	113/1757	1368/11.5	13.5	14.8		3.7	79	1621	WWEZ-F
11. WCKY	(N/T)	78/ 3.9	3.2	4.3	4.5	3.3	4.0	99/1333	1089/ 9.1	8.1	6.9		3.3	69	1142	WCKY
12. WKRC	(FS/AC)	74/ 3.7	2.8	5.9	4.6	5.0	4.3	85/1948	1490/12.5	11.3	13.1		3.2	67	1320	WKRC
13. WZRZ-F	(AOR)	62/ 3.1	3.4	2.9	1.9	1.9	2.8	91/1499	945/ 7.9	8.5	5.2		6.2	131	1065	WZRZ-F
14. WMLX	(BB)	41/ 2.1	3.5	3.3	3.0	1.8	3.0	43/418	410/ 3.4	5.9	2.9		1.3	27	351	WMLX
WCIN	(B)	41/ 2.1	1.8	1.3	----	----	1.3	41/518	518/ 4.4	4.5	0.0		2.3	48	484	WCIN

12+ FM SHARE (METRO): 70.23% (1255 of 1787) (SUM 90: 69.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKRQ-F››	1 WEBN-F	1 WEBN-F	1 WUBE-AF‹	1 WLW ‹	1 WLW ›	1 WLW ›	1 WLW ‹	1 WLW	1 WLW ››	1 WLW
2 WIZF-F›	2 WKRQ-F	2 WKRQ-F	2 WLW ‹	2 WUBE-AF	2 WUBE-AF	2 WEBN-F‹	2 WKRQ-F	2 WKRQ-F	2 WKRQ-F	2 WUBE-F
3 WZRZ-F	3 WOFX-F	3 WLW ‹	3 WGRR-F‹	3 WGRR-F	3 WGRR-F	3 WUBE-AF‹	3 WUBE-AF	3 WUBE-AF‹	3 WIZF-F	3 WEBN-F
4	4 WIZF-F	4 WOFX-F‹	4 WEBN-F‹	4 WEBN-F	4 WWEZ-F	4 WKRQ-F	4 WEBN-F‹	4 WEBN-F	4 WEBN-F	4 WKRC
5	5 WLW ‹	5 WUBE-AF‹	5 WOFX-F›	5 WOFX-F	5 WCKY	5 WKRC	5 WOFX-F	5 WGRR-F‹	5 WUBE-AF	5 WIZF-F
6	6 WWNK-F	6 WGRR-F	6 WWNK-F	6 WWNK-F‹	6 WKRC	6 WCKY ››	6 WIZF-F‹	6 WOFX-F	6 WWNK-F››	6
7	7 WRRM-F	7 WIZF-F‹	7	7 WIZF-F‹	7	7 WBVE-AF	7 WRRM-F‹	7 WIZF-F››	7 WBVE-AF	7
8	8 WZRZ-F	8 WWNK-F	8	8 WRRM-F	8	8	8 WGRR-F››	8 WBVE-AF	8	8
							9 WBVE-AF			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WKRQ-F››	1 WKRQ-F	1 WWNK-F	1 WKRQ-F	1 WWNK-F
2 WIZF-F	2 WWNK-F	2 WKRQ-F	2 WWNK-F	WGRR-F
3 WWNK-F	3 WEBN-F‹	3 WEBN-F	3 WGRR-F	3 WUBE-AF
WEBN-F	4 WIZF-F›	4 WOFX-F	4 WIZF-F	4 WKRQ-F
5 WRRM-F›	5 WRRM-F‹	WIZF-F›	5 WUBE-AF	5 WIZF-F
6 WZRZ-F	6 WOFX-F	6 WRRM-F	6 WEBN-F	6 WRRM-F
7 WGRR-F	7	7	7 WRRM-F	7 WWEZ-F
8	8	8	8	WLW

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WEBN-F›	1 WEBN-F›	1 WEBN-F	1 WEBN-F	1 WLW
2 WZRZ-F	2 WLW	2 WLW ‹	2 WLW	2 WEBN-F
3 WKRQ-F›	3 WOFX-F›	3 WOFX-F›	3 WOFX-F	3 WOFX-F
4 WLW	4 WZRZ-F	4 WIZF-F	4 WUBE-AF›	4 WUBE-AF›
5 WOFX-F›	5 WKRQ-F‹	5 WRRM-F	5 WGRR-F	5 WGRR-F
6 WIZF-F	6 WIZF-F	6 WUBE-AF	6 WKRQ-F‹	6 WRRM-F
7	7	7	7 WIZF-F‹	7
8	8	8	8 WRRM-F‹	8
			9 WZRZ-F	

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAKW-F	93.3	Cincinnati	0.9/3.4/ 24/ 526
WAQZ-F	107.1	Milford	0.5/2.8/ 10/ 342
WOXY-F	97.7	Oxford/Cinci	0.5/2.1/ 15/ 408
WSAI	1360	Cincinnati	0.9/3.8/ 19/ 547
WSCH-F	99.3	Aurora	0.7/0.8/ 14/ 146
WHIO	1290	Dayton/Sprngfld	0.3/0.7/ 8/ 206
WHKO-F	99.1	Dayton/Sprngfld	0.5/1.6/ 72/ 907
WPFB-F	105.9	Middletown	0.8/2.6/ 38/ 688
WVUD-F	99.9	Kettering/Dayto	0.3/0.8/ 12/ 173

American Radio Summer 1991 Supplement, Copyright 1991

CINCINNATI

RADIO STATIONS

AM STATIONS

WCIN,	1480,	5 KW/500 W (DA-2),	Black	,	$ 25.00	(CMBS)	
WCKY,	1530,	50 KW (DA-N) ,	News/Talk	CBS NBC,	$ 62.00	(Mc-Guild)	Federated
WKRC,	550,	5 KW/1KW (DA-2) ,	Full Service	ABC,	$ 90.00	(Katz)	Great American
WLW ,	700,	50 KW ,	Full Service/Talk	ABC,	$125.00	(Eastman)	Jacor
WMLX,	1180,	1 KW (Days, DA) ,	Nostalgia	CNN,	$ 30.00	(MMR)	Hoker (FLORENCE, KY)
WNOP,	740,	1 KW (Days, DA) ,	Jazz/Variety	,	$ 25.00	(---)	(NEWPORT, KY)
WSAI,	1360,	5 KW (DA-N) ,	Oldies	,	$ 28.00	(MMR)	Booth
WUBE,	1230,	1 KW See WUBE-FM					

FM STATIONS

WZRZ,	96.5,	31 KW @ 810 ,	AOR	UNIPWR,	$ 48.00	(Eastman)	(HAMILTON)
WEBN,	102.7,	16 KW @ 905 ,	AOR	,	$135.00	(Eastman)	Jacor
WQRR,	103.5,	19 KW @ 790 ,	Oldies	,	$ 59.00	(Banner)	Dalton (HAMILTON)
WIZF,	100.9,	1 KW @ 466 ,	Black	ABC,	$ 35.00	(HNWH)	Interurban
WKRQ,	101.9,	16 KW @ 874 ,	CHR	ABC,	$110.00	(Katz)	Great American
WOFX,	94.9,	31 KW @ 640 ,	C1 AOR	,	$ 69.00	(MMR)	Hoker (FAIRFIELD)
WAQZ,	107.1,	3 KW @ 300 ,	Contemporary	,	$ 33.00	(K & P)	(MILFORD)
WRRM,	98.5,	18 KW @ 808 ,	AC	,	$ 83.00	(Christal)	Susquehanna
WUBE,	105.1,	14 KW @ 920 ,	Country	CBS,	$ 75.00	(Christal)	American
WWEZ,	92.5,	16 KW @ 905 ,	EZ	,	$ 66.00	(Mc-Guild)	Federated
WWNK,	94.1,	32 KW @ 600 ,	AC	,	$ 77.00	(MMR)	Booth

American Radio Summer 1991 Supplement, Copyright 1991

CLEVELAND

Arbitron Rank/Pop (12+): 23/1,753,100
MSA Rank/Pop: 26/1,840,000
ADI # 11
Average Person Ratings: 17.2
Market TSL: 22.50 hours

Stations: 26/21
Diaries: 1780/945:1/53.2%
Sample Target: 1725
% Below Line: 3.3
% Not Listed: 10.3

1990 Revenue: $55,500,000
HH Inc.: $29,425
Retail $: 14.2 Bil
Pop per Station: 83,480
#1 Biller: WLTF-F $8,200,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90		Birch Share	Birch AQH	Birch Cume	
1. WMMS-F	(AOR)	257/ 8.5	6.8	8.8	6.8	9.3	7.7	335/5332	3725/21.2	20.1	21.2		10.0	346	4311	WMMS-F
2. WLTF-F	(AC)	229/ 7.6	9.9	8.7	10.8	7.5	9.3	283/3951	3020/17.2	21.8	21.9		7.0	244	3109	WLTF-F
3. WMJI-F	(O)	228/ 7.6	7.2	7.4	6.8	7.1	7.3	329/4730	3354/19.1	19.1	19.7		5.1	177	3003	WMJI-F
4. WDOK-F	(SAC)	207/ 6.9	6.9	6.7	7.1	6.4	6.9	260/3886	2851/16.3	16.8	17.8		4.9	169	2131	WDOK-F
5. WZAK-F	(B)	183/ 6.1	6.8	7.2	7.3	8.8	6.8	245/2812	2154/12.3	13.5	14.7		12.6	437	3382	WZAK-F
6. WGAR-F	(C)	181/ 6.0	7.6	7.4	7.5	6.5	7.1	307/3649	2251/12.8	15.4	14.8		7.4	256	2751	WGAR-F
7. WNCX-F	(CL AOR)	175/ 5.8	5.7	4.4	5.2	6.7	5.3	229/3829	2773/15.8	13.8	15.9		6.3	220	2519	WNCX-F
8. WRMR	(BB)	158/ 5.3	4.4	5.1	4.0	5.3	4.7	192/2146	1696/ 9.7	8.7	9.3		1.8	61	789	WRMR
9. WWWE	(N/T)	155/ 5.2	5.0	5.0	4.0	4.8	4.8	202/3618	2664/15.2	17.5	14.7		3.3	113	2246	WWWE
10. WQAL-F	(AC)	143/ 4.8	5.8	4.5	4.4	5.3	4.9	196/3741	2855/16.3	18.5	14.3		5.7	197	2431	WQAL-F
11. WPHR-F	(CHR)	135/ 4.5	4.5	5.6	5.2	5.6	4.9	235/4238	2667/15.2	15.8	15.3		5.6	193	3174	WPHR-F
12. WJMO	(B)	93/ 3.1	1.4	1.1	1.8	1.4	1.8	93/1287	1277/ 7.3	4.0	4.5		2.5	86	1261	WJMO
13. WJMO-F	(B/CHR)	89/ 3.0	3.5	2.7	3.5	3.2	3.2	98/2090	1858/10.6	12.8	12.7		6.2	216	2846	WJMO-F
14. WNWV-F	(J/NA)	88/ 2.9	3.1	2.7	2.4	1.3	2.8	105/1788	1361/ 7.8	7.8	5.3		3.3	114	1687	WNWV-F
15. WCLV-F	(CL)	65/ 2.2	2.0	2.1	2.2	1.5	2.1	76/1480	1216/ 6.9	7.0	6.1		2.3	79	718	WCLV-F
16. WEOL	(FS)	55/ 1.8	0.6	0.8	0.6	0.7	0.9	57/531	514/ 2.9	2.2	2.1		0.5	18	303	WEOL
17. WHK	(N)	45/ 1.5	1.7	1.5	1.8	1.2	1.6	50/1109	946/ 5.4	5.8	5.0		0.6	21	1049	WHK
18. WERE	(N/T)	42/ 1.4	2.0	2.9	2.4	3.3	2.2	45/956	891/ 5.1	6.7	7.4		0.9	31	765	WERE
19. WABQ	(G)	33/ 1.1	1.4	1.6	1.4	0.9	1.4	33/491	491/ 2.8	3.3	2.6		1.4	48	434	WABQ
20.																

12+ FM SHARE (METRO): 75.57% (2038 of 2697) (SUM 90: 78.51%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPHR-F>>	1 WMMS-F>	1 WMMS-F	1 WMMS-F<	1 WMJI-F<	1 WDOK-F<	1 WMMS-F	1 WLTF-F	1 WMMS-F	1 WWWE	1 WZAK-F
2 WZAK-F>	2 WNCX-F	2 WMJI-F	2 WMJI-F	2 WMMS-F	2 WMJI-F<	2 WMJI-F	2 WMMS-F	WLTF-F	2 WZAK-F	2 WLTF-F<
3 WJMO-F	3 WLTF-F	3 WLTF-F	3 WLTF-F	3 WLTF-F	3 WRMR	3 WLTF-F	WDOK-F<	3 WDOK-F	3 WMMS-F	3 WWWE
4 WMMS-F	4 WZAK-F	4 WNCX-F	4 WNCX-F>	4 WNCX-F	4 WGAR-F<	4 WDOK-F	4 WMJI-F	4 WNCX-F	4 WLTF-F	4 WGAR-F
5	5 WQAL-F	5 WZAK-F	5 WDOK-F	5 WDOK-F>	5 WWWE	5 WGAR-F<	5 WNCX-F	5 WMJI-F<	5 WPHR-F	5 WERE
6	6 WMJI-F	6 WQAL-F	6 WZAK-F	6 WZAK-F	6 WLTF-F	6 WZAK-F	6 WGAR-F<	6 WGAR-F	6 WMJI-F<	6
7	7	7 WDOK-F	7 WQAL-F	WGAR-F<	7	7	7 WRMR	7 WRMR	7 WNCX-F	7
				8 WQAL-F				WQAL-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WLTF-F	1 WLTF-F	1 WLTF-F	1 WLTF-F	1 WLTF-F>
2 WZAK-F	2 WMMS-F	2 WMMS-F>	2 WMJI-F	2 WMJI-F
3 WQAL-F	3 WQAL-F	3 WQAL-F	3 WMMS-F	3 WDOK-F
4 WJMO-F<	4 WZAK-F	WNCX-F	4 WQAL-F<	4 WMMS-F
5 WPHR-F	5 WNCX-F	5 WMJI-F	5 WZAK-F	5 WQAL-F
6 WMMS-F	6 WMJI-F	6 WDOK-F	6 WDOK-F	6 WZAK-F
7	7 WJMO-F	7 WZAK-F	7 WNCX-F	WGAR-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WMMS-F>>	1 WMMS-F	1 WMMS-F	1 WMMS-F>	1 WMMS-F
2 WPHR-F	2 WNCX-F>>	2 WNCX-F>>	2 WNCX-F	2 WMJI-F<
WNCX-F	3 WZAK-F>	3 WZAK-F	3 WMJI-F>	3 WNCX-F>
4 WZAK-F	4 WPHR-F	WMJI-F	4 WZAK-F	4 WWWE
5 WJMO-F	5 WMJI-F	5 WWWE	5 WWWE	5 WDOK-F
6	6 WWWE	6 WLTF-F	6 WLTF-F<	6 WLTF-F
7	WGAR-F	7	7 WGAR-F	7 WZAK-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WELW	1330	Willoughby/ELak	0.3/0.9/ 10/ 159
WKNR	1220	Cleveland	0.9/5.2/ 43/1267
CKLW	800	Windsor	1.0/2.2/ 41/ 592
WJR	760	Detroit	0.4/1.8/ 27/ 508
WKDD-F	96.5	Akron/Canton	0.6/4.3/123/2606
WNIR-F	100.1	Kent/Akron	0.3/0.7/101/1013
WONE-F	97.5	Akron/Cleveland	1.0/4.6/132/2262

American Radio Summer 1991 Supplement, Copyright 1991

CLEVELAND

RADIO STATIONS

AM STATIONS

WABQ,	1540,	1 KW (Days)	, Religion	SBN,	$ 20.00	(---)	
WERE,	1300,	5 KW (DA-1)	, Talk	CNN,	$ 50.00	(Mc-Guild)	Metroplex
WKNR,	1220,	50 KW (DA-N)	, Sports	ABC UNISUP,	$ NA	(---)	
WHK ,	1420,	5 KW (DA-N)	, Business News	BRN TALKNT,	$ 35.00	(Katz)	Malrite
WJMO,	1490,	1 KW	, Black	ABC,	$ 30.00	(MMR)	United
WRMR,	850,	10 KW/5 KW (DA-2)	, Nostalgia	APR UNISUP,	$ 44.00	(MMR/Espanol)	
WWWE,	1100,	50 KW	, News/Talk	CBS ABC,	$ 80.00	(Christal)	Booth

FM STATIONS

WCLV,	95.5,	31 KW @ 620	, Classical	,	$ 55.00	(HNWH)	
WDOK,	102.1,	12 KW @ 1005	, Soft AC	,	$ 70.00	(MMR/Espanol)	
WGAR,	99.5,	50 KW @ 500	, Country	ABC,	$ 80.00	(HNWH)	Nationwide
WJMO,	92.3,	27 KW @ 235	, CHR/Urban	ABC,	$ 50.00	(MMR)	United
WLTF,	106.5,	11 KW @ 1060	, AC	APR,	$140.00	(Christal)	Booth
WMJI,	105.7,	27 KW @ 900	, Oldies/AC	,	$110.00	(Eastman)	Legacy
WMMS,	100.7,	34 KW @ 600	, AOR	SOURCE NBC,	$160.00	(Katz)	Malrite
WNCX,	98.5,	16 KW @ 961	, Classic AOR	ABC CBS,	$ 85.00	(Mc-Guild)	Metroplex
WNWV,	107.3,	50 KW @ 466	, Jazz/NAC	SMN,	$ 55.00	(Torbet)	(ELYRIA)
WPHR,	107.9,	16 KW @ 892	, CHR	SOURCE UNIPWR,	$ 60.00	(Torbet)	Ardman
WQAL,	104.1,	11 KW @ 1060	, Oldies/AC	UNISUP,	$ 75.00	(Banner)	ML/Win
WZAK,	93.1,	27 KW @ 623	, Black	CBS,	$ 80.00	(Durpetti)	Zapis

American Radio Summer 1991 Supplement, Copyright 1991

COLORADO SRINGS

Arbitron Rank/Pop (12+): 108/334,400
MSA Rank/Pop: 117/406,000
ADI # 99 (w/Pueblo)
Average Person Ratings: 15.8
Market TSL: 21.25 hours

Stations: 20/16
Diaries: 788/424:1/56.6%
Sample Target: 760
% Below Line: 6.4
% Not Listed: 15.3

1990 Revenue: $10,400,000
HH Inc.: $29,615
Retail $: 2.9 Bil
Pop per Station: 20,900
#1 Biller: KKCS-AF $1,600,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90		Birch Share	Birch AQH	Birch Cume	
1. KKCS-F	(C)	88/16.6	12.9	14.9	14.2	----	14.6	119/1292	916/27.4	25.0	0.0		14.5	92	735	KKCS-F
2. KKLI-F	(AC)	41/ 7.8	8.0	6.6	6.5	----	7.2	45/754	590/17.6	17.6	0.0		5.2	33	536	KKLI-F
3. KSPZ-F	(O)	37/ 7.0	5.3	7.8	6.0	----	6.5	46/655	533/15.9	15.2	0.0		4.4	28	499	KSPZ-F
4. KKMG-F	(CHR)	30/ 5.7	8.5	7.5	6.3	----	7.0	53/843	529/15.8	19.0	0.0		12.4	79	739	KKMG-F
5. KKFM-F	(CL AOR)	29/ 5.5	6.4	7.1	7.7	----	6.7	38/572	431/12.9	16.3	0.0		9.3	59	535	KKFM-F
6. KRDO-F	(EZ)	27/ 5.1	8.1	5.7	5.3	----	6.1	44/618	437/13.1	15.2	0.0		2.7	17	261	KRDO-F
KATM-F	(AOR)	27/ 5.1	5.7	4.2	5.6	----	5.1	43/685	481/14.2	15.0	0.0		9.0	57	626	KATM-F
8. KVUU-F	(AC)	26/ 4.9	5.8	5.2	4.4	----	5.1	32/616	463/13.8	14.2	0.0		3.8	24	405	KVUU-F
KIKX-F	(CHR)	26/ 4.9	5.8	4.2	7.5	----	5.8	32/783	595/17.8	18.5	0.0		5.5	35	662	KIKX-F
10. KVOR	(N/T)	24/ 4.5	5.3	5.5	4.7	----	5.0	24/413	413/12.4	10.9	0.0		3.6	23	408	KVOR
11. KOA	(N/T)	22/ 4.2	4.8	4.2	4.2	----	4.3	43/599	368/11.0	10.9	0.0		4.6	29	430	KOA
12. KILO-F	(AOR)	18/ 3.4	3.4	6.2	4.9	----	4.5	23/508	368/11.0	11.4	0.0		4.6	29	298	KILO-F
13. KCMN	(BB)	13/ 2.5	1.4	1.4	1.2	----	1.8	13/126	126/ 3.8	3.7	0.0		0.8	5	77	KCMN
14. KKCS	(C)	12/ 2.3	0.4	----	0.2	----	0.7	12/114	107/ 3.2	1.6	0.0		0.9	6	108	KKCS
15. KRDO	(O)	8/ 1.5	0.7	1.0	1.2	----	1.1	8/230	195/ 5.8	4.8	0.0		1.6	10	191	KRDO

12+ FM SHARE (METRO): 81.03% (363 of 448) (SUM 90: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKMG-F>>	1 KKCS-F>	1 KKCS-F>	1 KKCS-F>	1 KKCS-F>	1 KKCS-F>	1 KKCS-F>>	1 KKCS-F>>	1 KKCS-F>>	1 KKCS-F	1 KKCS-F>>
2 KIKX-F	2 KKLI-F	2 KKLI-F	2 KSPZ-F	2 KSPZ-F	2 KSPZ-F	2 KKLI-F<	2 KKLI-F	2 KKLI-F	2 KKMG-F>	2 KKLI-F
3 KATM-F	KKFM-F	3 KSPZ-F	3 KKLI-F	3 KKLI-F	3 KVOR	3 KSPZ-F	3 KSPZ-F	3 KSPZ-F	3 KKLI-F	3 KOA
4 KKCS-F	4 KATM-F	4 KKFM-F	4 KKFM-F>	4 KKFM-F	KRDO-F	4 KVOR	4 KRDO-F<	4 KKFM-F	4 KATM-F	4
5	5 KIKX-F	5 KVUU-F<	5 KVUU-F	5	5 KOA	KKFM-F<	5 KKFM-F	5 KKMG-F	5 KIKX-F	5
6	6	6 KATM-F	KATM-F	6	KKLI-F	6 KVUU-F	KIKX-F	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KKCS-F>	1 KKCS-F	1 KKLI-F	1 KKCS-F	1 KKCS-F
2 KKLI-F	2 KKLI-F>	2 KKCS-F>	2 KKLI-F>	2 KKLI-F>
3 KVUU-F	3 KVUU-F	3 KKFM-F	3 KVUU-F	3 KSPZ-F
4 KKMG-F	4 KKMG-F	4 KVUU-F	KSPZ-F	4 KVUU-F>
5 KIKX-F	KKFM-F	KSPZ-F	5	5 KKFM-F
6	6	KATM-F	6	KATM-F
		7 KKMG-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKCS-F>>	1 KKCS-F>	1 KKFM-F	1 KKCS-F>	1 KKCS-F>
2 KIKX-F	2 KKFM-F	2 KKCS-F>	2 KSPZ-F	2 KSPZ-F
KATM-F	3 KIKX-F	3 KIKX-F	KKFM-F>	3 KKFM-F>
4 KKMG-F	KATM-F>	KATM-F	4 KILO-F	4 KOA
5 KVUU-F	5 KILO-F	5 KILO-F	KIKX-F	KILO-F
KKLI-F	6	6	KATM-F	6

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KHII-F	105.5	Security/Co Spg	0.8/3.5/ 8/ 165
KSSS	740	Colorado Sprngs	0.8/4.8/ 4/ 161
KLZ	560	Denver	0.4/2.6/ 2/ 107
KXKL-F	105.1	Denver/Boulder	0.8/1.4/ 5/ 78
KYGO-F	98.5	Denver	1.1/2.0/ 10/ 125

RADIO STATIONS

KCMN, 1530, 1 KW (DAYS)	, NOSTALGIA	CNN, UNISUP	, $ 14.00 (K & P)		
KRDO, 1240, 1 KW (DA-1)	, OLDIES		, $ 13.00 (HNWH)		
KSSS, 740, 3.5KW/1.5 KW(DA-2),	TALK	NBC	, $ 20.00 (McGuild)	Lakoduk	
KVOR, 1300, 5 KW/1 KW	NEWS/TALK	ABC CBS	, $ 23.00 (Katz)		
KHII-F, 105.5, 60W @ 2230	, COUNTRY	SMN	, $ 18.00 (K & P)		(SECURITY)
KATM-F, 100.7, 13 KW @ 2123,	AOR		, $ 22.00 (Banner)	Surrey	(PUEBLO)
KIKX-F, 102.7, 100 KW @ 2000,	CHR		, $ 37.00 (Banner)		
KILO-F, 93.9, 83 KW @ 2110,	AOR		, $ 36.00 (Eastman)	Bahakel	
KKFM-F, 98.1, 71 KW @ 2290,	CLASSIC AOR	ABC,	$ 32.00 (Christal)	Citadel	
KKLI-F, 106.3, 71 W @ 1988,	SOFT AC		, $ 15.00 (Torbet)	Tippie	
KKMG-F, 98.9, 70 KW @ 2300,	CHR		, $ 26.00 (Banner)		(PUEBLO)
KRDO-F, 95.1, 96 KW @ 2010,	BTFL/EZ		, $ 30.00 (HNWH)		
KSPZ-F, 92.9, 72 KW @ 2130,	AC/OLDIES	UNISUP	, $ 31.00 (Katz)		
KVUU-F, 99.9, 96 KW @ 2000,	AC		, $ 39.00 (McGuild)	Lakoduk	(PUEBLO)
KKCS-F, 101.9, 79 KW @ 2080,	COUNTRY		, $ 40.00 (Torbet)		

KOA -- See Denver

American Radio Summer 1991 Supplement, Copyright 1991

COLUMBIA, SC

Arbitron Rank/Pop (12+): 91/384,700
MSA Rank/Pop: 105/465,000
ADI # 82
Average Person Ratings: 15.9
Market TSL: 21.25 hours

Stations: 16/15
Diaries: 943/408:1/50.4%
Sample Target: 810
% Below Line: 0.7
% Not Listed: 15.7

1990 Revenue: $14,100,000
HH Inc.: $32,602
Retail $: 3.5 Bil
Pop per Station: 25,646
#1 Biller: WCOS-AF $3,100,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WCOS-F (C)	96/15.7	17.5	17.1	14.8	----	16.3	178/1973	1063/27.6	28.5	0.0	15.6	119	1055	WCOS-F
2. WWDM-F (B)	93/15.2	14.9	17.7	16.5	----	16.1	218/2051	932/24.2	21.9	0.0	24.3	186	1158	WWDM-F
3. WNOK-F (CHR)	49/ 8.0	10.8	8.4	11.5	----	9.7	96/1565	912/23.7	23.5	0.0	12.2	93	1042	WNOK-F
4. WVOC (N/T)	48/ 7.8	7.9	7.3	5.8	----	7.2	57/764	603/15.7	15.9	0.0	3.8	29	347	WVOC
5. WAAS-F (AC)	35/ 5.7	4.1	3.9	6.4	----	5.0	35/427	397/10.3	12.1	0.0	2.5	19	304	WAAS-F
6. WTCB-F (AC)	34/ 5.5	6.1	6.7	6.0	----	6.1	75/1101	572/14.9	15.1	0.0	4.3	33	452	WTCB-F
WMFX-F (AOR)	34/ 5.5	6.4	6.0	6.1	----	6.0	45/760	530/13.8	15.3	0.0	10.1	77	678	WMFX-F
8. WTGH (G)	30/ 4.9	1.7	3.1	3.6	----	3.3	30/287	287/ 7.5	6.0	0.0	3.3	25	216	WTGH
9. WOMG-F (O)	29/ 4.7	6.1	4.9	3.1	----	4.7	32/568	463/12.0	14.1	0.0	5.1	39	474	WOMG-F
10. WSCQ-F (SAC)	21/ 3.4	2.6	2.4	2.7	----	2.8	22/408	354/ 9.2	8.4	0.0	2.4	18	175	WSCQ-F
11. WOIC (B)	16/ 2.6	2.6	2.1	2.8	----	2.5	16/184	175/ 4.5	4.9	0.0	0.5	4	87	WOIC
12. WHKZ-F (CHR)	15/ 2.4	2.6	3.1	3.0	----	2.8	18/487	400/10.4	11.1	0.0	3.1	24	362	WHKZ-F
13. WKWQ-F (B)	10/ 1.6	1.5	1.6	2.8	----	1.9	10/234	207/ 5.4	4.0	0.0	2.1	16	271	WKWQ-F
14.														
15.														

12+ FM SHARE (METRO): 81.24% (420 of 517) (SUM 90: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNOK-F>>	1 WWDM-F>>	1 WWDM-F>	1 WWDM-F	1 WCOS-F<	1 WCOS-F>	1 WCOS-F>	1 WCOS-F	1 WCOS-F>	1 WWDM-F>>	1 WWDM-F>>
2 WWDM-F>>	2 WNOK-F	2 WCOS-F>	2 WCOS-F>	2 WWDM-F>	2 WVOC >	2 WWDM-F>	2 WWDM-F>	2 WWDM-F	2 WNOK-F<	2 WCOS-F
3 WCOS-F	WCOS-F	3 WNOK-F	3 WOMG-F	3 WOMG-F<	3 WTGH	3 WVOC >	3 WVOC	3 WNOK-F	3 WCOS-F	3
4	4 WMFX-F	WMFX-F	4 WMFX-F	4 WAAS-F<	4 WOMG-F	4 WTGH <	4 WAAS-F<	4 WVOC	4	4
5	5 WAAS-F	5 WAAS-F<	5 WTCB-F	5 WTCB-F<	5 WWDM-F	5 WNOK-F	5 WNOK-F	5 WMFX-F	5	5
6	6	6 WTCB-F	6 WNOK-F	6 WVOC	6	6	6	6	6	6
7	7	WOMG-F	WAAS-F	WMFX-F	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WWDM-F>	1 WWDM-F>>	1 WWDM-F>>	1 WWDM-F>	1 WWDM-F>
2 WNOK-F>	2 WNOK-F	2 WAAS-F	2 WCOS-F	2 WCOS-F
3 WCOS-F	3 WAAS-F	3 WNOK-F	3 WNOK-F	3 WOMG-F
4 WTCB-F>	4 WCOS-F	4 WMFX-F	4 WOMG-F	4 WTCB-F
5 WAAS-F	5 WTCB-F	5 WTCB-F	5 WAAS-F	WAAS-F
6	6 WMFX-F	WCOS-F	6 WTCB-F	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WWDM-F>>	1 WWDM-F>>	1 WWDM-F	1 WWDM-F>	1 WCOS-F>
2 WMFX-F	2 WMFX-F	2 WCOS-F	2 WCOS-F	2 WWDM-F
3 WNOK-F	WCOS-F>	3 WMFX-F>	3 WMFX-F>	3 WVOC
4 WCOS-F	4 WNOK-F>	4 WVOC	4 WVOC	4 WMFX-F
WAAS-F	5 WAAS-F	WNOK-F	WNOK-F	5 WAAS-F
6	6	6 WTCB-F	6	6 WTCB-F

OTHER RATED STATIONS			METRO CUME SHARE/RTG/AQH/CUME	TSA TSA
WCOS	1400	Columbia	0.2/1.9/	1/ 79
WQXL	1470	Columbia	0.3/1.1/	2/ 47
WCKZ-F	101.9	Gastonia/Chrltt	0.7/1.6/	5/ 126

RADIO STATIONS

WOIC, 1320, 5 KW/2.5KW (DA-N), BLACK		, $	14.00	(Katz)	Voyager
WTGH, 620, 1 KW/125 W (DA-1), GOSPEL	SBN	, $	12.00	(---)	Willis
WVOC, 560, 5 KW (DA-N) , NEWS/TALK	CNN CBS	, $	26.00	(Banner)	
WAAS-F, 93.5, 1.6 KW @ 443, AC		, $	32.00	(Banner)	
WCOS-F, 97.9, 100 KW @ 984, COUNTRY	ABC	, $	70.00	(McGuild)	Ragan Henry
WMFX-F, 102.3, 3 KW @ 320, CLASSIC AOR	SOURCE	, $	45.00	(Durpetti)	Baum
WNOK-F, 104.7, 100 KW @ 1004, CHR	ABC	, $	46.00	(Katz)	Voyager
WOMG-F, 103.1, 3 KW @ 300, OLDIES	MBS	, $	25.00	(Schubert)	John Price
WSCQ-F, 100.1, 3 KW @ 330, SOFT AC	CBS	, $	23.00	(Eastman)	
WTCB-F, 106.7, 100 KW @ 787, AC	APR	, $	41.00	(Christal)	Bloomington
WWDM-F, 101.3, 100 KW @ 1322, Black	UNIPWR	, $	55.00	(HNWH)	
WYYS-F, 96.7, 2.2 KW @ 384, CHR		, $	27.00	(---)	Universal

American Radio Summer 1991 Supplement, Copyright 1991

COLUMBUS, OH

Arbitron Rank/Pop (12+): 34/1,123,500
MSA Rank/Pop: 35/1,360,000
ADI # 34
Average Person Ratings: 16.3
Market TSL: 21.75 hours

Stations: 26/25
Diaries: 1494/752:1/55.5%
Sample Target: 1365
% Below Line: 2.1
% Not Listed: 10.0

1990 Revenue: $42,000,000
HH Inc.: $27,661
Retail $: 10.9 Bil
Pop per Station: 44,940
#1 Biller: WNCI-F $9,000,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WNCI-F (CHR)	209/11.4	11.1	11.7	10.9	11.0	11.3	283/3994	2845/25.3	23.9	26.0	12.9	239	3102	WNCI-F
2. WTVN (FS)	167/ 9.1	10.8	9.4	8.5	9.8	9.4	208/2536	1836/16.3	19.2	18.7	6.3	117	1793	WTVN
3. WSNY-F (AC)	166/ 9.1	8.5	9.2	10.8	8.1	9.4	197/2710	2312/20.6	22.2	20.2	6.8	126	1892	WSNY-F
4. WLVQ-F (AOR)	163/ 8.9	7.9	7.3	8.3	8.4	8.1	213/2692	2090/18.6	18.5	17.1	8.4	156	1947	WLVQ-F
5. WBNS-F (SAC)	127/ 6.9	5.9	5.8	4.8	5.2	5.9	156/2020	1667/14.8	13.3	11.8	3.8	71	1195	WBNS-F
6. WCOL-AF (O)	111/ 6.1	5.1	5.5	5.5	7.2	5.6	129/2317	1904/16.9	13.6	20.2	4.6	78	1504	WCOL-AF
7. WHOK-F (C)	99/ 5.4	6.8	6.1	5.9	4.6	6.1	188/2527	1440/12.8	14.3	11.5	6.1	113	1365	WHOK-F
8. WMGG-F (CL AOR)	96/ 5.2	4.7	5.7	4.4	5.3	5.0	105/1792	1516/13.5	13.4	12.2	7.3	136	1711	WMGG-F
9. WVKO (B)	61/ 3.3	2.7	3.3	4.4	4.9	3.4	61/685	685/ 6.1	7.1	8.0	5.9	110	1088	WVKO
10. WWCD-F (AOR)	48/ 2.6	2.9	1.2	1.5	0.5	2.0	48/539	539/ 4.8	5.6	1.6	2.3	42	757	WWCD-F
11. WBNS (BB)	46/ 2.5	1.7	3.6	4.1	3.0	3.0	48/833	770/ 6.9	5.2	7.6	1.4	26	480	WBNS
12. WWHT-F (CHR)	42/ 2.3	4.6	2.2	----	0.8	2.3	60/1211	944/ 8.4	10.1	1.5	8.4	156	1637	WWHT-F
13. WMNI (C)	41/ 2.2	2.0	1.9	1.7	3.0	2.0	42/556	551/ 4.9	4.6	4.8	2.5	46	477	WMNI
14. WLW (FS/T)	39/ 2.1	1.6	1.7	2.9	2.7	2.1	77/1347	668/ 5.9	5.7	7.8	2.3	42	964	WLW
15. WCLT-F (C)	38/ 2.1	2.5	2.6	2.5	1.7	2.4	75/1063	594/ 5.3	4.9	3.4	2.3	43	566	WCLT-F
16. WRZR-F (AOR)	31/ 1.7	0.8	0.5	1.4	1.8	1.1	45/668	439/ 3.9	3.5	6.4	1.7	32	377	WRZR-F
17. WTLT-F (REL)	28/ 1.5	1.6	1.5	1.1	1.4	1.4	28/380	346/ 3.1	4.3	3.2	1.6	30	379	WTLT-F
WBBY-F (J)	28/ 1.5	1.2	1.0	1.7	1.1	1.4	33/574	541/ 4.8	4.8	4.2	1.4	26	457	WBBY-F
19.														
20.														

12+ FM SHARE (METRO): 76.36% (1260 of 1650) (SUM 90: 70.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNCI-F>>	1 WLVQ-F	1 WNCI-F<	1 WSNY-F<	1 WNCI-F<	1 WTVN >	1 WTVN	1 WNCI-F	1 WNCI-F	1 WNCI-F	1 WTVN >>
2 WWHT-F>	2 WNCI-F>	2 WLVQ-F	2 WNCI-F	2 WSNY-F	2 WBNS-F	2 WNCI-F	2 WSNY-F	2 WLVQ-F	2 WTVN <	2 WHOK-F
3 WVKO	3 WMGG-F	3 WSNY-F>	3 WLVQ-F	3 WLVQ-F	3 WSNY-F	3 WLVQ-F	3 WLVQ-F	3 WSNY-F	3 WSNY-F	3 WBNS-F
4	4 WSNY-F	4 WCOL-AF<	4 WCOL-AF>	4 WCOL-AF	4 WCOL-AF>	4 WSNY-F>	4 WBNS-F	4 WTVN	4 WLVQ-F	4 WWCD-F<
5	5	5 WMGG-F>	5 WMGG-F	5 WTVN	5 WHOK-F	5 WBNS-F	5 WCOL-AF	5 WBNS-F<	5 WLW	5 WXMX-F
6	6	6 WHOK-F	6 WHOK-F	6 WHOK-F	6 WNCI-F	6 WMGG-F<	6 WTVN	6 WCOL-AF	6	WLVQ-F<
7	7	7	7	7 WMGG-F	7	7 WCOL-AF	7	7 WMGG-F	7	7 WSNY-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WNCI-F	1 WNCI-F	1 WNCI-F	1 WSNY-F<	1 WNCI-F<
2 WSNY-F>	2 WSNY-F	2 WLVQ-F	2 WNCI-F>	2 WSNY-F
3 WLVQ-F	3 WLVQ-F	3 WSNY-F>	3 WLVQ-F	3 WCOL-AF
4 WWCD-F>	4	4 WCOL-AF	4 WCOL-AF>	4 WTVN <
5 WMGG-F	5	5 WVKO	5 WHOK-F	5 WLVQ-F
6 WWHT-F	6	6 WHOK-F	6	6 WHOK-F
7	7	7 WMGG-F	7	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLVQ-F>>	1 WLVQ-F>	1 WLVQ-F<	1 WLVQ-F>	1 WLVQ-F
2 WNCI-F	2 WMGG-F	2 WMGG-F>	2 WMGG-F	2 WMGG-F
WMGG-F>>	3 WNCI-F>>	3 WNCI-F>	3 WNCI-F>	3 WNCI-F
4 WWCD-F	4 WWCD-F	4 WWCD-F	4 WSNY-F	4 WSNY-F<
5	5 WHOK-F<	WHOK-F	5 WCOL-AF	5 WCOL-AF
6	6 WSNY-F	6 WSNY-F	6 WHOK-F	6 WTVN
7	7	7	7	WHOK-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCEZ-F	107.9	Delaware/Clmbus	0.3/1.1/ 9/ 167
WCKX-F	106.3	London/Columbus	1.4/5.0/ 29/ 589
WHTH	790	Heath/Newark	0.6/0.8/ 17/ 156
WNKO-F	101.7	Newark/Heath	0.9/1.4/ 16/ 186
WRFD	880	Columbus/Wrthgt	0.9/2.6/ 22/ 471
WSWZ-F	103.5	Lancaster	0.8/2.5/ 19/ 337
WXMX-F	98.9	Columbus	1.2/5.8/ 22/ 676

American Radio Summer 1991 Supplement, Copyright 1991

COLUMBUS, OH

RADIO STATIONS

AM STATIONS

WBNS,	1460,	5 KW/1 KW (DA-N) ,	Nostalgia	APR CBS,	$ 25.00	(Banner)	Columbus Dispatch
WCOL,	1230,	1 KW ,	Oldies	,	$ 30.00	(Christal)	Great Trails
WMNI,	920,	1 KW/500 W (DA-2),	Country	MBS NBC,	$ 31.00	(Eastman)	
WRFD,	880,	9 KW (Days, DA) ,	Religion	,	$ 20.00	(---)	Salem
WTVN,	610,	5 KW (DA-N) ,	Full Service	ABC,	$119.00	(Katz)	Great American
WVKO,	1580,	1 KW/250 W (DA-2),	Black	SBN UNIPWR,	$ 34.00	(Mc-Guild)	Saga

FM STATIONS

WBBY,	103.9,	2.6 KW @ 356 ,	Jazz	NBC,	$ 32.00	(---)	(WESTERVILLE)
WBNS,	97.1,	20 KW @ 780 ,	Oldies	CBS,	$ 68.00	(Banner)	Columbus Dispatch
WCKX,	106.3,	3 KW @ 328 ,	Black	NBN,	$ 25.00	(N/A)	(LONDON)
WHOK,	95.5,	50 KW @ 492 ,	Country	APR,	$ 46.00	(Christal)	
WLVQ,	96.3,	18 KW @ 753 ,	AOR	,	$133.00	(Katz)	Great American
WMGG,	99.7,	20 KW @ 783 ,	Classic AOR	,	$ 64.00	(Eastman)	
WNCI,	97.9,	175 KW @ 560 ,	CHR	APR,	$155.00	(MMR)	Nationwide
WSNY,	94.7,	22 KW @ 753 ,	AC	,	$153.00	(Mc-Guild)	Saga
WXGT,	92.3,	22 KW @ 753 ,	Oldies	RADRAD UNIPWR,	$ 70.00	(Christal)	Great Trails
WRZR,	103.1,	1.6 KW @ 445 ,	AOR	SMN,	$ 26.00	(---)	US Radio(JOHNSTOWN)
WXMX,	98.9,	3 KW @ 328 ,	Soft AC	CNN,	$ 24.00	(Eastman)	

American Radio Summer 1991 Supplement, Copyright 1991

DALLAS-FT. WORTH

Arbitron Rank/Pop (12+): 8/3,200,600

MSA Rank/Pop: 12/3,860,000 (Dallas)
ADI # 7

Average Person Ratings: 16.7
Market TSL: 22.25 hours

Stations: 31/31
Diaries: 2370/1350:1/48.7%
Sample Target: 2310
% Below Line: 0.0
% Not Listed: 7.6

1990 Revenue: $135,000,000
HH Inc.: $34,930
Retail $: 35.0 Bil
Pop per Station: 103,245
#1 Biller: KVIL-AF $21,500,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90		Birch Share	Birch AQH	Birch Cume	
1. KSCS-F	(C)	564/10.5	11.0	9.1	10.0	8.3	10.1	658/8310	7141/22.3	25.2	18.5		11.0	674	6134	KSCS-F
2. KTXQ-F	(AOR)	343/ 6.4	5.9	5.4	5.4	4.9	5.8	360/4874	4420/13.8	13.5	12.2		7.7	470	4958	KTXQ-F
3. KPLX-F	(C)	324/ 6.0	6.2	6.6	7.4	7.2	6.6	408/6164	5011/15.7	15.6	17.0		6.0	367	4057	KPLX-F
4. KVIL-AF	(AC)	299/ 5.6	7.0	6.9	8.5	6.9	7.0	302/4450	4321/13.5	14.3	14.7		4.7	280	2943	KVIL-AF
5. WBAP	(FS/C)	289/ 5.4	6.7	6.2	4.5	5.8	5.7	516/7497	4988/15.6	16.7	13.6		5.4	334	4680	WBAP
6. KKDA-F	(B)	268/ 5.0	4.6	5.7	5.3	5.8	5.2	279/3615	3436/10.7	9.4	11.1		5.9	361	3935	KKDA-F
7. KJMZ-F	(B)	232/ 4.3	4.3	4.0	2.7	3.7	3.8	239/3664	3482/10.9	9.8	11.5		6.1	376	4403	KJMZ-F
8. KRLD	(N)	220/ 4.1	4.1	5.5	4.9	5.4	4.7	255/4944	4020/12.6	13.8	16.7		2.4	150	2868	KRLD
9. KEGL-F	(CHR)	194/ 3.6	4.1	4.4	4.2	3.4	4.1	242/5441	4616/14.4	14.3	12.4		4.8	297	5157	KEGL-F
10. KDMX-F	(AC)	187/ 3.5	1.7	1.4	1.3	2.4	2.0	195/3800	3500/10.9	6.4	9.2		3.2	197	2387	KDMX-F
11. KLUV-F	(O)	173/ 3.2	3.8	2.4	2.8	3.4	3.0	204/3740	3313/10.4	11.2	10.2		3.0	183	2434	KLUV-F
12. KOAI-F	(J/NA)	163/ 3.0	2.2	2.4	2.5	3.1	2.5	172/2397	2181/ 6.8	5.9	8.3		2.0	120	1901	KOAI-F
13. KLTY-F	(REL)	155/ 2.9	2.5	2.4	3.4	3.3	2.8	167/2270	1801/ 5.6	8.5	5.9		3.2	194	2202	KLTY-F
14. KLRX-F	(SAC)	152/ 2.8	2.7	2.1	1.1	2.0	2.2	164/3040	2852/ 8.9	9.0	6.5		1.5	93	1955	KLRX-F
15. KLIF	(T)	151/ 2.8	3.1	3.1	2.5	2.1	2.9	163/2476	2287/ 7.1	7.3	6.2		2.2	135	1778	KLIF
16. KZPS-F	(CL AOR)	147/ 2.7	2.6	3.3	3.3	3.0	3.0	170/3406	2932/ 9.2	8.5	9.6		4.0	245	2894	KZPS-F
17. KHVN	(G)	130/ 2.4	1.7	1.7	1.9	1.8	1.9	131/1619	1604/ 5.0	4.4	3.4		2.5	152	912	KHVN
18. KHYI-F	(CHR)	122/ 2.3	2.7	3.1	4.0	4.9	3.0	130/3785	3474/10.9	11.5	14.9		2.5	155	3302	KHYI-F
19. KDGE-F	(AOR)	121/ 2.3	2.0	2.0	2.1	2.0	2.1	124/2427	2240/ 7.0	5.4	5.7		3.8	231	2735	KDGE-F
20. WRR -F	(CL)	114/ 2.1	1.9	2.5	2.1	2.0	2.1	117/2130	1909/ 6.0	6.8	5.5		1.6	99	1716	WRR -F
21. KKDA	(B)	112/ 2.1	2.2	2.6	3.0	1.4	2.5	132/1818	1668/ 5.2	4.8	3.8		2.3	140	1296	KKDA
22. KAAM	(BB)	109/ 2.0	1.5	1.9	1.7	2.3	1.8	115/1292	1189/ 3.7	3.9	3.9		1.0	63	1137	KAAM
23. KESS	(SP)	94/ 1.8	1.3	2.2	1.3	1.2	1.6	95/907	894/ 2.8	2.4	2.1		1.0	60	1157	KESS
24. KRSR-F	(AC)	84/ 1.6	2.2	1.5	2.3	2.1	1.9	89/2448	2288/ 7.1	7.1	7.7		1.5	94	1843	KRSR-F
25. KCDU-F	(CL AOR)	78/ 1.5	1.8	1.9	2.1	2.3	1.8	82/1718	1617/ 5.1	4.8	5.8		1.5	91	1034	KCDU-F

12+ FM SHARE (METRO): 75.42% (3734 of 4951) (SUM 90: 76.92%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KJMZ-F	1 KTXQ-F	1 KSCS-F	1 KSCS-F	1 KSCS-F›	1 KSCS-F	1 KSCS-F›	1 KSCS-F›	1 KSCS-F›	1 WBAP	1 WBAP ››
2 KEGL-F	2 KSCS-F›	2 KTXQ-F›	2 KTXQ-F	2 KVIL-AF‹	2 WBAP	2 KRLD ‹	2 KTXQ-F‹	2 KTXQ-F	2 KJMZ-F	2 KSCS-F››
3 KKDA-F	3 KKDA-F‹	3 KPLX-F	3 KVIL-AF‹	3 KTXQ-F	3 KVIL-AF	3 KVIL-AF	3 KPLX-F	3 KPLX-F	3 KKDA-F	3 KRLD
4 KHYI-F	4 KPLX-F‹	4 KVIL-AF	4 KPLX-F›	4 KPLX-F›	4 KRLD ‹	4 KPLX-F‹	4 KVIL-AF	4 KVIL-AF	4 KSCS-F	4 KPLX-F
5	5 KJMZ-F	5 KKDA-F	5 KOAI-F‹	5 WBAP	5 KPLX-F›	5 KTXQ-F‹	5 KDMX-F	5 WBAP	5 KTXQ-F	5 KKDA-F
6	6 KDMX-F	6 KDMX-F	6 WBAP	6 KOAI-F	6 KLIF	6 WBAP	6 KKDA-F	KKDA-F	KEGL-F›	6 KVIL-F
7	7 KZPS-F‹	7 KZPS-F	KDMX-F‹	KKDA-F	7 KOAI-F	7 KKDA-F›	7 KOAI-F	7 KDMX-F‹	7 KPLX-F	7
8	8 KEGL-F	KLUV-F	8 KKDA-F	8	KLUV-F	8 KHVN ››	8 KJMZ-F››	8 KJMZ-F››	8	8
9	9	9	9	9	9	9 KKWM-AF	9 KKWM-AF	9 KKWM-AF	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KSCS-F›	1 KSCS-F›	1 KSCS-F	1 KSCS-F›	1 KSCS-F›
2 KJMZ-F	2 KPLX-F	2 KPLX-F	2 KPLX-F	2 KVIL-AF
3 KTXQ-F‹	3 KKDA-F‹	3 KDMX-F	3 KVIL-AF	3 KPLX-F›
4 KEGL-F‹	4 KJMZ-F	4 KLTY-F‹	4 KKDA-F	4 KLTY-F‹
5 KKDA-F	5 KTXQ-F	5 KKDA-F	5 KDMX-F‹	5 KKDA-F‹
6 KPLX-F›	6 KDMX-F	6 KVIL-AF	6 KTXQ-F‹	6 KDMX-F‹
7 KDGE-F	7 KVIL-AF	7 KTXQ-F	7 KLUV-F	7 KLUV-F
8 KLUV-F	KLTY-F‹	8 KJMZ-F	KJMZ-F‹	8
9 KZPS-F	9 KEGL-F	9	9 KLTY-F	9

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KTXQ-F	1 KTXQ-F›	1 KTXQ-F››	1 KTXQ-F›	1 KTXQ-F
2 KSCS-F››	2 KSCS-F›	2 KZPS-F‹	2 KSCS-F›	2 KSCS-F
3 KKDA-F	3 KZPS-F	3 KSCS-F›	3 WBAP ‹	3 WBAP
4 KJMZ-F‹	4 KKDA-F	4 KDMX-F‹	4 KZPS-F	4 KOAI-F
5 KDGE-F	5 KJMZ-F‹	5 KPLX-F	5 KOAI-F	5 KZPS-F
6 KEGL-F›	6 KDGE-F	6 KKDA-F	6 KKDA-F‹	6 KVIL-AF‹
7 KHYI-F	7 KPLX-F	7	7 KPLX-F	7 KPLX-F
8	KDMX-F	8	8	8
9	9	9	9	9

OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME
KFJZ	870	Ft. Worth/Dalls	0.9/1.3/ 49/ 436
KJZY-F	99.1	Denton/Dallas	0.5/1.7/ 35/ 649
KUII	1190	Dallas	0.5/3.0/ 25/1023

American Radio Summer 1991 Supplement, Copyright 1991

DALLAS-FT. WORTH

RADIO STATIONS

AM STATIONS

KAAM,	1310,	5 KW (DA-N)	,	Nostalgia	SMN UNISUP,	$ 45.00	(Durpetti)	Bonneville
KESS,	1270,	5 KW (DA-1)	,	Hispanic	,	$ 48.00	(Katz Hisp.)	
KFJZ,	870,	500 W (DAYS)	,	Hispanic	,	$ 31.00	(Lotus Hispanic)	
KHVN,	970,	1 KW/270 W	,	Gospel	ABC UNIULT,	$ 35.00	(Mc-Guild)	Summit
KKDA,	730,	500 W	,	Black	APR,	$ NA	(Katz)	
KLIF,	570,	5 KW, (DA-2)	,	Talk	NBC,	$ 76.00	(Eastman)	Susquehanna
KNRB,	1360,	5 KW/1 KW (DA-2),		Religion	,	$ 25.00	(---)	Marsh
KRLD,	1080,	50 KW (DA-N)	,	News	CBS MBS,	$205.00	(CBS)	Command
KSKY,	660,	10 KW/500 W(DA-N),		Religion	,	$ 30.00	(---)	Bdcst Partners
WBAP,	820,	50 KW	,	Country Full Service	ABC,	$190.00	(Banner)	Cap Cities/ABC

FM STATIONS

KHYI,	94.9,	33 KW @ 1510	,	CHR	,	$115.00	(HHR)	Evergreen
KEGL,	97.1,	100 KW @ 1460	,	CHR	,	$146.00	(Christal)	Sandusky
KJMZ,	100.3,	100 KW @ 1280	,	Black	UNIPWR,	$100.00	(Mc-Guild)	Summit
KKDA,	104.5,	100 KW @ 1590	,	Black	APR,	$159.00	(Katz)	
KLRX,	97.9,	100 KW @ 1680	,	Soft AC	,	$ 85.00	(Katz)	Cox
KLTY,	94.1,	100 KW @ 1590	,	Religion	ABC UNISUP,	$ 70.00	(K & P)	
KLUV,	98.7,	100 KW @ 1590	,	Oldies	,	$118.00	(HHR)	TK
KCDU,	107.5,	25 KW @ 1657	,	EZ	UNISUP UNIULT,	$100.00	(Mc-Guild)	Granum
KDMX,	102.9,	100 KW @ 1348	,	AC	,	$103.00	(Christal)	Nationwide
KOAI,	106.1,	100 KW @ 1590	,	Jazz/NAC	,	$ 98.00	(HNWH)	Gannett
KPLX,	99.5,	100 KW @ 1680	,	Country	APR,	$230.00	(Eastman)	Susquehanna
KRSR,	105.3,	100 KW @ 1560	,	Soft AC	,	$104.00	(Group W)	Westinghouse
KSCS,	96.3,	100 KW @ 1680	,	Country	,	$190.00	(Banner)	Cap Cities/ABC
KTXQ,	102.1,	100 KW @ 1320	,	AOR	CBS,	$145.00	(CBS)	CBS
KVIL,	103.7,	100 KW @ 1570	,	AC	,	$350.00	(Torbet)	Infinity
KZPS,	92.5,	98 KW @ 1590	,	Classic AOR	,	$100.00	(Durpetti)	Bonneville
WRR ,	101.1,	100 KW @ 1348	,	Classical	APR,	$ 70.00	(CMBS)	City of Dallas
KDGE,	94.5,	100 KW @ 1898	,	AOR	,	$ 50.00	(K & P)	(GAINESVILLE)

American Radio Summer 1991 Supplement, Copyright 1991

DAYTON

Arbitron Rank/Pop (12+): 47/813,100
MSA Rank/Pop: 54/944,000
ADI # 52
Average Person Ratings: 16.2
Market TSL: 21.50 hours

Stations: 28/21
Diaries: 1266/642:1/56.0%
Sample Target: 1180
% Below Line: 10.4
% Not Listed: 14.0

1990 Revenue: $22,300,000
HH Inc.: $31,515
Retail $: 6.9 Bil
Pop per Station: 38,719
#1 Biller: WGTZ-F $3,200,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90		Birch Share	Birch AQH	Birch Cume	
1. WGTZ-F	(CHR)	128/ 9.7	9.2	8.5	9.1	11.0	9.1	174/2829	2052/25.2	24.3	26.2		10.9	144	2505	WGTZ-F
2. WHKO-F	(C)	122/ 9.3	9.7	10.5	8.5	8.5	9.5	198/2686	1731/21.3	22.9	19.3		8.5	112	1736	WHKO-F
3. WTUE-F	(AOR)	99/ 7.5	8.5	6.0	9.7	7.4	7.9	127/2113	1584/19.5	19.0	16.7		10.4	137	1569	WTUE-F
4. WHIO	(N/T)	84/ 6.4	6.9	8.8	7.0	8.6	7.3	90/1420	1277/15.7	15.7	15.4		6.9	91	1671	WHIO
5. WDAO	(B)	83/ 6.3	4.5	4.5	3.5	5.0	4.7	84/711	683/ 8.4	8.1	7.3		5.9	78	524	WDAO
6. WWSN-F	(AC)	82/ 6.2	6.6	7.5	6.5	7.4	6.7	92/1423	1273/15.7	14.0	15.1		5.4	71	941	WWSN-F
7. WLW	(FS/T)	73/ 5.6	5.5	6.8	5.9	6.2	5.9	233/3273	1072/13.2	15.1	16.2		5.5	72	1035	WLW
WYMJ-F	(O)	73/ 5.6	4.5	5.5	5.7	3.5	5.3	76/1311	1223/15.0	13.2	11.9		3.0	40	784	WYMJ-F
9. WVUD-F	(SAC)	63/ 4.8	6.5	5.0	6.0	4.6	5.6	80/1165	984/12.1	15.4	10.9		5.5	72	634	WVUD-F
10. WAZU-F	(AOR)	54/ 4.1	5.8	4.6	6.0	5.0	5.1	78/1621	1026/12.6	15.2	13.0		5.8	76	1414	WAZU-F
11. WONE	(C)	34/ 2.6	4.0	3.3	3.4	3.0	3.3	42/691	546/ 6.7	7.8	6.4		2.0	26	410	WONE
12. WCLR-F	(EZ)	30/ 2.3	2.5	3.4	3.7	2.9	3.0	39/639	454/ 5.6	5.7	7.2		1.7	23	250	WCLR-F
13. WPFB-F	(C)	29/ 2.2	2.5	1.3	1.7	2.6	1.9	52/891	449/ 5.5	5.3	3.9		3.0	40	553	WPFB-F
14.																
15.																

12+ FM SHARE (METRO): 69.28% (784 of 1130) (SUM 90: 68.46%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGTZ-F››	1 WTUE-F	1 WTUE-F	1 WHKO-F‹	1 WHKO-F	1 WHIO	1 WHKO-F‹	1 WHKO-F	1 WHKO-F	1 WLW	1 WHIO
2 WAZU-F	2 WGTZ-F	2 WHKO-F	2 WTUE-F	2 WTUE-F	2 WHKO-F	2 WGTZ-F	2 WGTZ-F‹	2 WGTZ-F	2 WHIO ‹	2 WHKO-F›
3	3 WHKO-F	3 WGTZ-F	3 WYMJ-F‹	3 WWSN-F‹	3 WYMJ-F	3 WHIO	3 WWSN-F	3 WTUE-F	3 WGTZ-F›	3 WTUE-F
4	4 WWSN-F	4 WWSN-F	4 WWSN-F	4 WYMJ-F	WDAO	4 WTUE-F	4 WTUE-F›	4 WWSN-F	4 WHKO-F	4 WYMJ-F
5	5 WAZU-F	5 WYMJ-F	5 WGTZ-F	5 WGTZ-F	5 WLW	5 WWSN-F	5 WVUD-F‹	5 WYMJ-F	5 WTUE-F‹	5 WGTZ-F
6	6 WVUD-F	6 WDAO	6 WDAO	6 WDAO	6 WWSN-F	6	6 WYMJ-F	6 WDAO	6 WAZU-F	6
							7 WDAO			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WGTZ-F›	1 WGTZ-F›	1 WGTZ-F	1 WHKO-F	1 WHKO-F‹
2 WWSN-F	2 WWSN-F‹	2 WWSN-F	2 WWSN-F	2 WWSN-F›
3 WHKO-F›	3 WHKO-F	WHKO-F	WGTZ-F›	3 WDAO
4 WTUE-F	4 WTUE-F›	4 WTUE-F	4 WDAO	4 WYMJ-F
5 WPFB-F	5 WDAO	5 WDAO ›	5 WYMJ-F	WGTZ-F
6 WVUD-F	6 WVUD-F	6 WYMJ-F	WTUE-F	6 WVUD-F‹
WAZU-F	7	WVUD-F	7 WVUD-F	7 WTUE-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WTUE-F›	1 WTUE-F››	1 WTUE-F››	1 WTUE-F›	1 WTUE-F
2 WAZU-F	2 WGTZ-F	2 WHKO-F	2 WLW	2 WHKO-F
3 WGTZ-F	3 WHKO-F	3 WGTZ-F	3 WHKO-F	3 WLW
4 WLW	WAZU-F	4 WLW	4 WGTZ-F	4 WYMJ-F
5 WVUD-F	5 WLW	5 WAZU-F	5 WYMJ-F	5 WGTZ-F
6	6	6	6 WAZU-F	6 WDAO
7	7	7	7	7

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBLY	1600	Springfield	0.7/1.5/ 10/ 137
WBZI	1500	Xenia	0.2/0.2/ 2/ 20
WDJK-F	95.3	Xenia/Dayton	0.5/2.9/ 8/ 255
WFCJ-F	93.7	Miamisburg/Datn	1.4/4.3/ 24/ 484
WING	1410	Dayton	1.1/4.9/ 14/ 436
WIZE	1340	Springfield	1.4/2.0/ 18/ 173
WKSW-F	101.7	Urbana/Spngfld.	1.1/2.6/ 19/ 326
WPFB	910	Middletown	1.4/3.4/ 29/ 459
WPTW	1570	Piqua	0.8/1.4/ 13/ 148
WBNS-F	97.1	Columbus	0.4/0.8/ 5/ 133
WEBN-F	102.7	Cincinnati	0.5/2.3/ 24/ 677
WQRR-F	103.5	Hamilton/Cinci	1.0/3.4/ 66/ 976
WLSN-F	106.5	Greenville	0.5/1.0/ 13/ 171
WOFX-F	94.9	Fairfield	1.5/5.6/ 48/1102
WZRZ-F	96.5	Hamilton	1.0/3.5/ 33/ 730

RADIO STATIONS

WDAO,	1210,	1 KW (Days)	, Black	SBN, $ 25.00	(N/A)		
WHIO,	1290,	5 KW (DA-N)	, Full Service	CBS, $ 70.00	(Durpetti)	Cox	
WING,	1410,	5 KW (DA-N)	, Oldies	SMN NBC, $ 30.00	(Katz)	Great Trails	
WONE,	980,	5 KW (DA-N)	, Country	ABC, $ 43.00	(Mc-Guild)	Summit	
WAZU-F,	102.9,	50 KW @ 492	, AOR	ABC, $ 44.00	(Christal)	Osborn (SPRINGFIELD)	
WCLR-F,	95.7,	50 KW @ 476	, EZ	, $ 22.00	(Regional)	(PIQUA)	
WFCJ-F,	93.7,	50 KW @ 492	, Religion	, $ 15.00	(---)	(MIAMISBURG)	
WGTZ-F,	92.9,	40 KW @ 551	, CHR	UNIPWR, $ 68.00	(Katz)	Great Trails	
WHKO-F,	99.1,	50 KW @ 1060	, Country	, $ 71.00	(Durpetti)	Cox	
WPFB-F,	105.9,	34 KW @ 593	, Country	, $ 20.00	(Roslin)	(MIDDLETOWN)	
WTUE-F,	104.7,	50 KW @ 500	, AOR	, $ 77.00	(Mc-Guild)	Summit	
WVUD-F,	99.9,	50 KW @ 500	, Soft AC	ABC, $ 40.00	(Torbet)	Univ. of Dayton	
WWSN-F,	107.7,	50 KW @ 420	, AC	, $ 70.00	(Eastman)	Stoner	
WYMJ-F,	103.9,	1.2 KW @ 522	, Oldies	, $ 37.00	(Eastman)		

American Radio Summer 1991 Supplement, Copyright 1991

DENVER

Arbitron Rank/Pop (12+): 24/1,596,500
MSA Rank/Pop: 27/1,930,000
ADI # 19
Average Person Ratings: 17.4
Market TSL: 22.75 hours

Stations: 33/32
Diaries: 1721/928:1/52.3%
Sample Target: 1640
% Below Line: 0.3
% Not Listed: 9.9

1990 Revenue: $70,000,000
HH Inc.: $33,625
Retail $: 15.0 Bil
Pop per Station: 49,890
#1 Biller: KOA $11,600,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. KYGO-F (C)	267/ 9.6	11.3	7.1	8.3	8.6	9.1	312/3583	2972/18.6	20.8	15.9	8.2	245	2739	KYGO-F
2. KXKL-AF (O)	220/ 7.9	5.7	5.7	4.7	7.0	6.0	270/3859	3112/19.5	17.5	18.1	4.4	130	1871	KXKL-AF
3. KBPI-F (AOR)	198/ 7.1	6.0	6.2	5.6	6.5	6.2	243/3243	2884/18.1	14.5	16.2	12.0	357	4009	KBPI-F
4. KOA (N/T)	194/ 7.0	6.6	9.6	7.9	7.5	7.8	274/4583	3249/20.4	17.4	19.2	8.4	249	3028	KOA
5. KOSI-F (SAC)	183/ 6.6	6.8	7.4	6.0	6.7	6.7	221/3131	2661/16.7	16.5	15.9	4.5	133	1599	KOSI-F
6. KQKS-F (CHR)	179/ 6.5	4.7	5.4	5.7	5.3	5.6	197/3047	2609/16.3	14.9	14.3	8.1	240	3138	KQKS-F
7. KHOW-AF (AC)	136/ 4.9	4.5	5.2	5.8	5.2	5.1	151/2560	2238/14.0	14.1	17.1	4.0	104	1451	KHOW-AF
8. KAZY-F (AOR)	122/ 4.4	4.3	2.7	3.5	3.9	3.7	139/2759	2338/14.6	11.7	12.5	4.4	131	2734	KAZY-F
9. KBCO-AF (AOR)	114/ 4.2	7.6	6.4	5.1	5.2	5.8	119/1896	1780/11.1	14.7	13.7	6.2	181	2270	KBCO-AF
10. KRXY-AF (CHR)	113/ 4.1	3.4	4.1	4.3	5.5	4.0	115/2129	1993/12.5	12.8	18.3	3.1	90	1958	KRXY-AF
11. KXLT-F (AC)	107/ 3.9	4.1	4.8	5.6	6.1	4.6	134/2123	1901/11.9	12.4	12.5	3.3	98	1946	KXLT-F
12. KRFX-F (CL AOR)	85/ 3.1	3.8	5.2	5.0	3.7	4.3	125/2296	1743/10.9	11.7	11.8	5.4	160	2073	KRFX-F
13. KEZW (BB)	78/ 2.8	2.8	2.7	3.5	3.3	3.0	78/907	896/ 5.6	5.1	6.4	0.9	28	639	KEZW
14. KYGO (C)	66/ 2.4	1.4	1.7	2.1	1.6	1.9	105/1249	818/ 5.1	4.6	4.6	1.8	55	772	KYGO
15. KVOD-F (CL)	64/ 2.3	3.0	2.2	3.5	2.4	2.8	76/1167	1000/ 6.3	7.3	6.7	1.8	55	695	KVOD-F
16. KYBG-AF (S/T)	61/ 2.2	1.8	2.5	2.1	2.0	2.2	75/1302	1078/ 6.8	5.8	6.6	1.5	46	562	KYBG-AF
17. KHIH-F (J/NA)	57/ 2.1	2.3	3.9	2.6	1.6	2.7	65/1181	1091/ 6.8	7.2	4.7	3.0	88	1108	KHIH-F
18. KRZN (BB)	55/ 2.0	1.4	1.2	0.5	0.6	1.3	77/1089	738/ 4.6	3.6	2.9	1.5	45	452	KRZN
19. KTCL-F (AOR)	50/ 1.8	1.5	1.6	1.8	1.3	1.7	55/837	716/ 4.5	4.4	3.2	1.4	42	705	KTCL-F
20. KDHT-F (AOR)	39/ 1.4	0.7	1.6	0.8	1.4	1.1	55/803	648/ 4.1	3.5	4.0	1.0	31	669	KDHT-F

12+ FM SHARE (METRO): 75.99% (1899 of 2499) (SUM 90: 75.77%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQKS-F>	1 KBPI-F>	1 KXKL-AF<	1 KXKL-AF	1 KYGO-F<	1 KYGO-F<	1 KYGO-F<	1 KYGO-F	1 KYGO-F	1 KQKS-F	1 KOA >
2 KBPI-F	2 KYGO-F	2 KYGO-F	2 KYGO-F	2 KXKL-AF	2 KOA	2 KOA	2 KXKL-AF	2 KXKL-AF	2 KBPI-F	2 KBPI-F>
3 KRXY-AF	3 KAZY-F	3 KBPI-F	3 KOSI-F	3 KOSI-F>	3 KXKL-AF	3 KXKL-AF	3 KOSI-F<	3 KBPI-F	3 KYGO-F	3 KQKS-F
KXKL-AF	4 KQKS-F	4 KOSI-F	4 KBCO-AF	4 KHOW-AF<	4 KOSI-F	4 KOSI-F	4 KOA	4 KQKS-F<	4 KXKL-AF	4 KYGO-F
5	5 KOSI-F<	5 KBCO-AF<	5 KBPI-F<	5 KBCO-AF<	5 KHOW-AF	KBPI-F<	5 KBPI-F	5 KOSI-F	5 KOA	5 KOSI-F
6	6 KRXY-AF	6 KAZY-F	6 KOA <	6 KOA <	6 KEZW	6 KHOW-AF	6 KQKS-F	6 KOA <	6 KAZY-F	6 KYGO <
7	KBCO-AF	7 KHOW-AF	7 KHOW-AF	7 KBPI-F	7 KYGO	7 KQKS-F	7 KBCO-AF	7 KBCO-AF	7 KHOW-AF<	7 KXLT-F
8	8	8	8	8	KVOD-F	8	8	8	8 KXLT-F	KXKL-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KBPI-F	1 KBPI-F	1 KXKL-AF<	1 KXKL-AF<	1 KOSI-F
2 KRXY-AF	2 KYGO-F	2 KYGO-F	2 KOSI-F	2 KXKL-AF
3 KAZY-F	3 KXKL-AF<	3 KXLT-F	3 KYGO-F>	3 KYGO-F>
4 KQKS-F	4 KRXY-AF	4 KOSI-F	4 KBPI-F<	4 KHOW-AF
5 KYGO-F	5 KXLT-F	5 KBPI-F	5 KRXY-AF	5 KXLT-F>
6 KTCL-F	6 KQKS-F	6 KRFX-F	KXLT-F	6 KQKS-F
7 KHOW-AF	7 KOSI-F	KQKS-F	7 KQKS-F<	7 KRXY-AF
8	8 KAZY-F	8 KRXY-AF	8 KHOW-AF	8

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KBPI-F>	1 KBPI-F>	1 KBCO-AF	1 KBPI-F	1 KYGO-F
2 KQKS-F	2 KAZY-F	KBPI-F	2 KYGO-F	2 KXKL-AF>
3 KAZY-F>	3 KYGO-F	3 KAZY-F	3 KXKL-AF	3 KBCO-AF
4 KYGO-F>	KQKS-F	4 KYGO-F<	4 KBCO-AF	4 KOA
5 KTCL-F	5 KBCO-AF>	5 KRFX-F>	5 KAZY-F	5 KBPI-F
KOSI-F	6 KOSI-F<	6 KOA	6 KOA	6 KAZY-F<
7	7 KTCL-F	7	7 KQKS-F	7 KRFX-F
8	8	8	8	8

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KBNO	1220	Denver	0.5/1.1/ 13/ 211
KDEN	1340	Denver	0.5/2.6/ 13/ 419
KDKO	1510	Littleton/Denve	0.9/2.1/ 24/ 334
KFRR	1150	Englewood/Dnvr	0.3/0.6/ 14/ 164
KLZ	560	Denver	0.8/2.6/ 28/ 623
KNUS	710	Denver	0.4/2.5/ 14/ 473
KRKS	990	Denver	0.4/1.3/ 11/ 256
KUAD-F	99.1	Windsor	0.3/0.8/ 65/ 706

DENVER

RADIO STATIONS

AM STATIONS

KBNO, 1220, 1 KW/17 W	, HISPANIC		, $ 30.00 (Lotus)		
KDEN, 1340, 1 KW	, TALK		ABC MBS, $ 35.00 (Savalli)		
KDKO, 1510, 10 KW/1.3 KW(DA-2)	, BLACK		, $ 37.00 (---)		
KEZW, 1430, 5 KW (DA-N)	, NOSTALGIA		SMN, $ 40.00 (Torbet)	Viacom	
KHOW, 630, 5 KW (DA-N)	, SAC		MBS NBC, $ 170.00 (Banner)	Mortenson	
KLTT, 800, 1 KW (DAYS, DA)	, RELIGION		, $ 15.00 (---)		
KLZ , 560, 5 KW (DA-1)	, AOR		SMN UNIPWR, $ 55.00 (McGuild)	Summit	
KNUS, 710, 5 KW (DA-1)	, TALK		BRN ABC, $ 34.00 (---)	Jacor	
KOA , 850, 50 KW	, NEWS/TALK		ABC CBS, $ 150.00 (Eastman)	Mid America Gospel	
KQXI, 1550, 10 KW (DA-1)	, RELIGION		, $ 25.00 (---)		
KRXY, 1600, 5 KW (DA-N)	, SEE KRXY-F		, $ 37.00 (---)	Genesis	
KRZN, 760, 5 KW/1 KW (DA-1)	, OLDIES				
KXKL, 1280, 5 KW (DA-2)	, SEE KXKL-F		APR NBC, $ 25.00 (Banner)	Century	
KYBG, 1090, 50 KW/500 W (DA-2)	, SPORTS TALK				
KYGO, 950, 5 KW (DA-N)	, SEE KYGO-F				

FM STATIONS

KAZY, 106.7, 100 KW @ 987, AOR		ABC, $ 85.00 (McGuild)	Summit	
KBCO, 97.3, 100 KW @ 1541, AOR		, $ 160.00 (HMR)	Noble (BOULDER)	
KBPI, 105.9, 100 KW @ 1470, AOR		SOURCE, $ 90.00 (Banner)	Great American	
KHIH, 94.7, 100 KW @ 984, JAZZ/NAC		SMN, $ 65.00 (HNWH)	Adams (BOULDER)	
KOSI, 101.1, 100 KW @ 1624, EZ		, $ 80.00 (Torbet)	Western Cities (LONGMOUNT)	
KQKS, 104.3, 5 KW @ 1430, CHR		, $ 72.00 (HNWH)	Jacor	
KRFX, 103.5, 100 KW @ 1045, OLDIES		CBS, $ 64.00 (Eastman)	Cap Cities/ABC	
KRXY, 107.5, 100 KW @ 1198, CHR		, $ 84.00 (Katz)	Viacom (FT COLLINS)	
KHOW, 95.7, 100 KW @ 1608, SOFT AC		MBS, $ 67.00 (Banner)	Henry	
KTCL, 93.3, 100 KW @ 1330, AOR		, $ 44.00 (McGuild)	Shamrock	
KVOD, 99.5, 100 KW @ 282, CLASSICAL		, $ 70.00 (Katz)	Genesis	
KXKL, 105.1, 100 KW @ 1169, OLDIES		, $ 140.00 (Durpetti)	Century (CASTLE ROCK)	
KXLT, 100.3, 100 KW @ 330, AC		, $ 86.00 (Christal)	Jeff-Pilot	
KYBG, 92.1, .8 KW @ 616, EZ		NBC APR, $ 30.00 (Banner)		
KYGO, 98.5, 100 KW @ 1821, COUNTRY		UNIULT, $ 107.00 (CBS)		

DES MOINES

Arbitron Rank/Pop (12+): 111/327,800
MSA Rank/Pop: 123/398,000
ADI # 66
Average Person Ratings: 16.1
Market TSL: 21.25 hours

Stations: 14/14
Diaries: 850/386:1/61.5%
Sample Target: 750
% Below Line: 0.0
% Not Listed: 10.4

1990 Revenue: $13,500,000
HH Inc.: $31,632
Retail $: 3.5 Bil
Pop per Station: 23,414
#1 Biller: WHO $3,200,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. KRNQ-F (CHR)	89/16.9	14.2	16.3	15.3	----	15.7	146/2272	1048/32.0	31.1	0.0	18.0	97	1120	KRNQ-F
2. KGGO-AF (AOR)	81/15.4	19.6	13.7	12.2	----	15.2	136/1693	960/29.3	30.6	0.0	21.5	114	1159	KGGO-AF
3. WHO (FS/T)	79/15.0	11.1	12.9	15.0	----	13.5	188/2525	917/28.0	23.0	0.0	11.9	64	781	WHO
4. KJJY-F (C)	50/ 9.5	14.2	12.1	10.9	----	11.7	105/1395	768/23.4	24.9	0.0	11.5	62	621	KJJY-F
5. KIOA-F (O)	36/ 6.8	5.6	5.8	4.8	----	5.8	65/999	544/16.6	13.3	0.0	7.2	39	453	KIOA-F
6. KLYF-F (AC)	35/ 6.6	10.1	9.1	9.2	----	8.8	76/1192	530/16.2	19.0	0.0	6.9	37	437	KLYF-F
7. KRNT (BB)	33/ 6.3	5.8	6.4	5.9	----	6.1	40/674	472/14.4	13.4	0.0	4.4	24	397	KRNT
8. KEZT-F (SAC)	22/ 4.2	3.1	6.0	5.7	----	4.8	35/711	302/ 9.2	11.2	0.0	1.7	9	264	KEZT-F
9. KDMG-F (AOR)	21/ 4.0	4.5	3.6	3.5	----	3.9	25/481	336/10.3	10.1	0.0	3.5	19	372	KDMG-F
10. KIOA (O)	13/ 2.5	1.0	2.0	3.0	----	2.1	22/592	319/ 9.7	5.8	0.0	1.3	7	195	KIOA

12+ FM SHARE (METRO): 72.25% (341 of 472) (SUM 90: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KRNQ-F>>	1 KGGO-AF	1 KGGO-AF	1 KRNQ-F	1 KRNQ-F	1 WHO >>	1 WHO	1 KRNQ-F<	1 KRNQ-F	1 KGGO-AF	1 WHO >
2 KGGO-AF	2 KRNQ-F>>	2 KRNQ-F>	2 KGGO-AF	2 KGGO-AF<	2 KJJY-F	2 KRNQ-F	2 WHO	2 KGGO-AF	2 KRNQ-F>	2 KGGO-F>
3	3 KLYF-F>	3 WHO	3 WHO	3 WHO >	3 KRNT	3 KGGO-AF>	3 KGGO-AF>	3 WHO	3 WHO >	3 KRNT
4	4 WHO	4 KIOA-F	4 KIOA-F	4 KJJY-F	4 KIOA-F	4 KJJY-F	4 KJJY-F>	4 KJJY-F>	4 KJJY-F>	KJJY-F
5	KJJY-F	5 KJJY-F	5 KJJY-F	KIOA-F	5 KRNQ-F	5 KRNT <	5 KIOA-F	5 KLYF-F	5 KIOA-F	5
6	KDMG-F	6 KLYF-F	6 KLYF-F	6 KLYF-F	6	6 KLYF-F	6 KRNT	6	6	6
							KLYF-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KGGO-AF>>1	KGGO-AF	1 KRNQ-F	1 KRNQ-F	1 KRNQ-F>
2 KRNQ-F>>	2 KRNQ-F>	2 KLYF-F	2 KGGO-AF	2 KLYF-F>
3 KLYF-F	3 KLYF-F>	3 KGGO-AF	3 KLYF-F>	3 WHO
KJJY-F	4 KJJY-F	4 KDMG-F	4 KJJY-F	KJJY-F
5	5 KDMG-F	5 KJJY-F	5 KIOA-F	5 KGGO-AF
6	6	6	6	KIOA-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KGGO-AF>>1	KGGO-AF>	1 KGGO-AF	1 KGGO-AF	1 KGGO-AF<
2 KRNQ-F>>	2 KRNQ-F>>	KRNQ-F>>	2 KRNQ-F>	2 KRNQ-F<
3 KLYF-F	3 WHO >	3 WHO >	3 WHO	3 WHO >
4	4 KLYF-F	4 KDMG-F	4 KIOA-F	4 KIOA-F
5	5 KDMG-F	5	5 KJJY-F	5 KJJY-F
6	6	6	6	6

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KDMI-F	97.3	Des Moines	0.8/2.4/ 5/ 124
KMXD-F	106.3	Ankeny	0.8/2.9/ 7/ 109
KWKY	1150	Des Moines	0.9/3.1/ 11/ 189

RADIO STATIONS

KIOA, 940, 10 KW/5 KW (DA-2), OLDIES	ABC , $ 25.00 (Banner)	Midwest		
KRNT, 1350, 5 KW (DA-N) , NOSTALGIA	CBS, UNISUP , $ 23.00 (Katz)	Saga		
WHO , 1040, 50 KW , FULL SER/TALK	ABC , $ 64.00 (Christal)	Palmer		
KDMG-F, 103.3, 100 KW @ 745, CL AOR	UNIPWR , $ 22.00 (HNWH)	Valley	(PELLA)	
KIOA-F, 93.3, 100 KW @ 1063, OLDIES	, $ 27.00 (Banner)	Midwest		
KEZT-F, 104.1, 100 KW @ 1009, EZ	, $ 20.00 (HNWH)		(AMES)	
KGGO-F, 94.9, 100 KW @ 1066, AOR	SOURCE , $ 57.00 (Eastman)	Stoner		
KJJY-F, 92.5, 41 KW @ 541, COUNTRY	, $ 40.00 (McGuild)	Fuller-Jeffrey		
KLYF-F, 100.3, 100 KW @ 1700, SOFT AC	, $ 42.00 (Christal)	Palmer		
KRNQ-F, 102.5, 100 KW @ 1248, CHR	ABC , $ 41.00 (Katz)	Saga		

DETROIT

Arbitron Rank/Pop (12+): 6/3,589,100
MSA Rank/Pop: 5/4,660,000
ADI # 8
Average Person Ratings: 18.1
Market TSL: 23.50 hours

Stations: 32/30
Diaries: 2415/1486:1/49.8%
Sample Target: 2440
% Below Line: 1.0
% Not Listed: 7.8

1990 Revenue: $118,400,000
HH Inc.: $34,932
Retail $: 35.5 Bil
Pop per Station: 119,636
#1 Biller: WJR $19,000,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WJR	(FS)	604/ 9.3	8.0	8.3	7.8	8.9	8.4	777/10799	8078/22.5	21.0	20.1	7.2	512	6511	WJR
2. WJLB-F	(B)	399/ 6.2	6.3	7.2	7.2	7.3	6.7	428/5367	4958/13.8	14.4	14.9	8.5	605	6070	WJLB-F
3. WWWW-F	(C)	393/ 6.1	6.3	5.1	4.8	4.0	5.6	444/5538	4740/13.2	13.7	11.2	5.5	392	4082	WWWW-F
4. WOMC-F	(O)	351/ 5.4	3.9	2.9	3.6	3.9	4.0	360/5640	5287/14.7	12.3	11.0	3.3	236	3183	WOMC-F
5. WKQI-F	(AC)	324/ 5.0	4.7	3.9	3.5	4.1	4.3	333/5793	5565/15.5	16.7	14.9	3.8	271	4107	WKQI-F
6. WHYT-F	(CHR)	304/ 4.7	4.5	4.2	4.9	5.3	4.6	321/7081	6529/18.2	16.5	17.8	6.2	445	7881	WHYT-F
7. WWJ	(N)	282/ 4.4	5.7	5.9	6.0	5.1	5.5	294/6036	5758/16.0	17.8	15.5	3.5	252	3929	WWJ
8. WLLZ-F	(AOR)	273/ 4.2	3.4	3.7	3.8	3.6	3.8	298/6117	5397/15.0	13.1	13.4	4.4	312	4689	WLLZ-F
9. WCSX-F	(CL AOR)	265/ 4.1	3.5	4.1	3.4	3.1	3.8	296/5584	4976/13.9	12.6	11.9	5.3	379	4349	WCSX-F
10. WRIF-F	(AOR)	255/ 3.9	4.4	3.7	3.9	3.9	4.0	301/6302	5226/14.6	12.9	11.1	4.2	300	4629	WRIF-F
11. WXYT	(T)	240/ 3.7	3.7	4.5	3.2	3.6	3.8	242/2981	2941/ 8.2	7.8	7.7	3.7	264	2486	WXYT
12. WJZZ-F	(J)	232/ 3.6	3.8	3.4	4.4	4.1	3.8	241/3517	3388/ 9.4	10.7	9.2	5.6	398	4274	WJZZ-F
WJOI-F	(EZ)	232/ 3.6	5.1	5.4	4.6	4.8	4.7	250/3681	3430/ 9.6	11.1	10.5	2.4	174	2262	WJOI-F
14. WMXD-F	(AC)	229/ 3.5	2.7	1.7	2.0	1.6	2.5	231/2900	2818/ 7.9	7.4	5.0	5.3	38[illegible]	4051	WMXD-F
15. WLTI-F	(SAC)	212/ 3.3	3.7	5.1	4.3	3.9	4.1	226/3915	3662/10.2	11.2	10.2	3.0	213	2904	WLTI-F
16. WNIC-F	(AC)	208/ 3.2	3.5	3.8	4.1	3.7	3.7	223/4351	3993/11.1	11.3	11.8	2.7	196	3202	WNIC-F
17. CKLW	(BB)	199/ 3.1	2.7	2.5	3.3	2.9	2.9	260/3483	2624/ 7.3	7.2	7.7	1.6	117	1782	CKLW
18. WDFX-F	(CHR)	173/ 2.7	2.9	3.6	2.8	4.0	3.0	183/5201	4768/13.3	13.7	13.4	5.2	369	5609	WDFX-F
19. WQRS-F	(CL)	140/ 2.2	1.7	2.0	2.0	1.5	2.0	147/2594	2305/ 6.4	6.0	4.8	1.3	93	1324	WQRS-F
20. CIMX-F	(AOR)	106/ 1.6	0.6	0.6	0.5	0.3	0.8	125/1850	1554/ 4.3	2.8	2.7	1.6	117	1419	CIMX-F
21. WCXI	(C)	88/ 1.4	1.4	0.9	1.5	1.5	1.3	118/1581	1313/ 3.7	3.7	4.5	1.0	72	827	WCXI
22. WQBH	(B)	84/ 1.3	1.1	1.0	0.9	1.1	1.1	84/1276	1276/ 3.6	3.2	2.8	0.6	45	491	WQBH
23.															
24.															
25.															

12+ FM SHARE (METRO): 72.38% (4325 of 5975) (SUM 90: 72.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHYT-F>>	1 WJLB-F	1 WJLB-F	1 WOMC-F	1 WOMC-F	1 WJR >	1 WJR >	1 WJR	1 WWWW-F	1 WJR >	1 WJR >
2 WDFX-F	2 WLLZ-F	2 WOMC-F	2 WKQI-F	2 WWWW-F<	2 WWWW-F<	2 WWJ <	2 WWWW-F<	2 WJLB-F<	2 WJLB-F>	2 WJLB-F>
3 WJLB-F	3 WRIF-F<	3 WKQI-F	3 WJLB-F	3 WKQI-F	3 WWJ	3 WJLB-F<	3 WOMC-F	3 WOMC-F	3 WMXD-F	3 WWJ
4	4 WCSX-F	4 WLLZ-F<	WCSX-F<	4 WJR <	4 WOMC-F	4 WKQI-F	4 WKQI-F<	WJR	4 WHYT-F	WLLZ-F
5	5 WKQI-F	5 WWWW-F	5 WWWW-F	5 WJLB-F<	5 WJOI-F	5 WWWW-F	5 WXYT	5 WHYT-F	5 WLLZ-F	5 WMXD-F>
6	6 WMXD-F	WCSX-F<	6 WRIF-F<	6 WCSX-F	6 WXYT <	6 WOMC-F	WJLB-F	6 WKQI-F	6 WRIF-F	6 WJZZ-F
7	WHYT-F	7 WRIF-F	7 WJZZ-F<	7 WJZZ-F<	7 CKLW	7 WLLZ-F	7 WHYT-F	7 WCSX-F	WJZZ-F<	7 WWWW-F
8	8	8	8 WJR	8 WRIF-F	8	8	8 WCSX-F	8	8 WWWW-F	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WJLB-F	1 WJLB-F	1 WJLB-F	1 WKQI-F<	1 WKQI-F
2 WDFX-F	2 WKQI-F	2 WKQI-F	2 WJLB-F	2 WOMC-F
3 WHYT-F	3 WNIC-F	3 WCSX-F	3 WOMC-F	3 WJLB-F
4 WLLZ-F	4 WCSX-F	4 WOMC-F<	4 WNIC-F<	4 WWWW-F
5 WNIC-F	5 WMXD-F	5 WNIC-F	5 WWWW-F	5 WLTI-F<
6 WKQI-F	6 WHYT-F<	WMXD-F<	6 WMXD-F<	6 WNIC-F
7 CIMX-F	7 WDFX-F<	7 WJZZ-F	7 WLTI-F<	7 WMXD-F<
8	8 WLLZ-F	8	8 WJZZ-F	8 WJZZ-F
	WJZZ-F			

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLLZ-F	1 WLLZ-F	1 WLLZ-F	1 WRIF-F	1 WJR <
2 WRIF-F	2 WRIF-F	2 WRIF-F	2 WLLZ-F	2 WOMC-F
3 WJLB-F	3 WCSX-F	3 WCSX-F>	3 WCSX-F	3 WRIF-F<
4 WHYT-F	4 WJLB-F>	4 WJR	4 WOMC-F	4 WCSX-F
5 WWWW-F	5 WWWW-F<	5 WJLB-F	5 WJR	5 WWWW-F
6 WDFX-F	6 WJR <	6 WOMC-F	6 WWWW-F	6 WLLZ-F
7 WCSX-F	7 WHYT-F	7 WJZZ-F<	WJLB-F	7 WJLB-F
CIMX-F	8 WMXD-F	8		8 WXYT

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
CKLW-F	93.9	Windsor	0.4/2.7/ 31/1186
WCHB	1200	Taylor	0.6/2.0/ 38/ 733
WGPR-F	107.5	Detroit	0.9/4.5/ 56/1661
WHND	560	Monroe/Detroit	0.5/1.2/ 35/ 472
WMKM	1440	Inkster	0.4/1.7/ 29/ 628
WMTG	1310	Dearborn/Detrt	0.9/2.4/ 58/ 880
WMUZ-F	103.5	Detroit	0.7/2.9/ 53/1234
WXCD-F	102.7	Mt. Clemens	0.5/2.3/ 31/ 861
WIOG-F	102.5	Bay City/Flint	0.4/1.4/118/1886
WIOT-F	104.7	Toledo	0.3/2.0/121/2035
WIQB-F	102.9	Ann Arbor	0.3/1.6/ 69/1674

DETROIT

RADIO STATIONS

AM STATIONS

WCXI, 1130, 50 KW/10 KW (DA-2), COUNTRY	UNIULT APR, $ 60.00 (Eastman)	Shamrock	
WCHB, 1440, 1 KW (DA-2) , GOSPEL	NBN, $ 30.00 (McGuild)		
WHND, 560, 500 W (DAYS,DA) , OLDIES	UNIPWR, $ N/A (McGuild)	Greater Media (MONROE)	
WJR , 760, 50 KW , FULL SERVICE	ABC, $ 260.00 (Katz)	Cap Cities/ABC	
WMTG, 1310, 5 KW (DA-2) , BLACK OLDIES	SMN, $ N/A (McGuild)		
WQBH, 1400, 1 KW , BLACK	, $ 45.00 (Patt)		
WWJ , 950, 5 KW (DA-N) , NEWS	CBS, $ 155.00 (CBS)	CBS	
WXYT, 1270, 5 KW (DA-N) , TALK	NBC CNN, $ 75.00 (Durpetti)		
CKLW, 800, 50 KW (DA-2) , NOSTALGIA	UNISUP, $ 70.00 (Banner)		(WINDSOR)

FM STATIONS

WCSX, 94.7, 13 KW @ 950, CLASSIC AOR	UNIPWR, $ 130.00 (McGuild)	Greater Media
WDFX, 99.5, 21 KW @ 755, CHR	SOURCE, $ 100.00 (MMR)	Hoker
WGPR, 107.5, 50 KW @ 375, BLACK	SBN, $ 55.00 (Lazar)	
WHYT, 96.3, 20 KW @ 786, CHR	ABC, $ 100.00 (Katz)	Cap Cities/ABC
WJLB, 97.9, 50 KW @ 490, BLACK	, $ 170.00 (MMR)	Booth
WJOI, 97.1, 12 KW @ 890, EZ	, $ 104.00 (CBS)	CBS
WJZZ, 105.9, 20 KW @ 724, JAZZ	, $ 80.00 (Torbet)	
WKQI, 95.5, 100 KW @ 426, AC	, $ 132.00 (HNWH)	Brdcst. Partners
WXCD, 102.7, 50 KW @ 500, JAZZ/NAC	MBS, $ 80.00 (Durpetti)	Ragan Henry
WLLZ, 98.7, 50 KW @ 480, AOR	, $ 160.00 (Group W)	Westinghouse
WLTI, 93.1, 26 KW @ 668, SOFT AC	, $ 90.00 (Christal)	Viacom
WMUZ, 103.5, 50 KW @ 465, RELIGION	, $ 40.00 (---)	Crawford
WMXD, 92.3, 21 KW @ 700, AC/URBAN	, $ 70.00 (Durpetti)	
WNIC, 100.3, 32 KW @ 600, AC	, $ 168.00 (McGuild)	Fairmont
WOMC, 104.3, 190 KW @ 360, OLDIES	UNIULT, $ 140.00 (Torbet)	Infinity
WQRS, 105.1, 20 KW @ 784, CLASSICAL	, $ 80.00 (CMBS)	Marlin
WRIF, 101.1, 27 KW @ 880, AOR	ABC, $ 110.00 (Banner)	Great American
WWWW, 106.7, 61 KW @ 510, COUNTRY	APR UNIULT, $ 150.00 (Eastman)	Shamrock
CKMR, 93.9, 100 KW @ 655, OLDIES	, $ 65.00 (Banner)	

American Radio Summer 1991 Supplement, Copyright 1991

EL PASO

Arbitron Rank/Pop (12+): 79/465,100
MSA Rank/Pop: 86/600,000
ADI # 104
Average Person Ratings: 17.5
Market TSL: 23.00 hours

Stations: 24/18
Diaries: 949/490:1/55.9%
Sample Target: 885
% Below Line: 3.6
% Not Listed: 8.8

1990 Revenue: $13,000,000
HH Inc.: $26,336
Retail $: 3.6 Bil
Pop per Station: 25,838
#1 Biller: KHEY-AF $3,200,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90		Birch Share	Birch AQH	Birch Cume	
1. KHEY-F	(C)	131/16.1	16.8	15.0	13.7	14.3	15.4	148/1801	1472/31.6	29.3	27.5		16.4	144	1426	KHEY-F
2. KPRR-F	(CHR)	94/11.5	12.4	10.5	11.5	13.7	11.5	114/1562	1303/28.0	30.1	29.1		16.9	148	1581	KPRR-F
3. KEZB-F	(AC)	61/ 7.5	4.6	3.5	4.4	4.3	5.0	71/1070	843/18.1	17.4	18.4		4.8	42	715	KEZB-F
KAMZ-F	(AC)	61/ 7.5	9.8	10.5	7.6	9.0	8.9	65/1183	1029/22.1	21.4	18.5		13.5	118	1249	KAMZ-F
5. KOFX-F	(CL AOR)	58/ 7.1	5.2	5.0	4.3	5.7	5.4	74/1253	898/19.3	14.2	17.4		6.4	56	626	KOFX-F
6. KBNA-AF	(SP)	56/ 6.9	4.9	6.2	7.2	6.8	6.3	66/847	723/15.5	15.3	15.0		5.3	33	462	KBNA-AF
KTSM-F	(SAC)	56/ 6.9	5.1	5.5	5.8	5.8	5.8	61/854	665/14.3	12.7	12.0		2.8	23	468	KTSM-F
8. KLAQ-F	(AOR)	54/ 6.6	7.5	11.3	10.2	11.2	8.9	73/1261	954/20.5	18.8	24.4		8.1	71	987	KLAQ-F
9. KTSM	(N/T)	35/ 4.3	3.2	4.6	3.0	4.0	3.8	36/454	422/ 9.1	8.5	10.3		2.4	21	305	KTSM
10. KAMA	(SP)	22/ 2.7	3.9	4.4	5.3	2.9	4.1	26/452	421/ 9.1	0.0	8.6		3.2	26	433	KAMA
11. KVIV	(SP)	18/ 2.2	0.4	----	----	----	0.7	18/151	151/ 3.2	1.2	0.0					KVIV
KROD	(O)	18/ 2.2	3.5	2.5	4.0	1.8	3.0	22/460	353/ 7.6	11.7	9.4		2.4	21	226	KROD
13. KAMA-F	(SP)	17/ 2.1	2.7	1.7	3.8	4.5	2.6	21/439	396/ 8.5	17.1	14.6		1.6	14	294	KAMA-F
14. KHEY	(C)	16/ 2.0	2.0	3.2	2.5	2.9	2.4	24/478	375/ 8.1	6.3	7.7		1.7	15	177	KHEY
15.																

12+ FM SHARE (METRO): 80.89% (601 of 743) (SUM 90: 81.18%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPRR-F>>	1 KHEY-F	1 KHEY-F>	1 KHEY-F>	1 KHEY-F>	1 KHEY-F>	1 KHEY-F>	1 KHEY-F>	1 KHEY-F	1 KPRR-F>	1 KHEY-F
2 KEZB-F	2 KPRR-F	2 KPRR-F	2 KOFX-F	2 KOFX-F	2 KTSM-F	2 KBNA-AF	2 KPRR-F>	2 KPRR-F>	2 KEZB-F	2 KEZB-F>
KAMZ-F	3 KOFX-F	3 KOFX-F	3 KAMZ-F	3 KAMZ-F	3 KBNA-AF<	3 KPRR-F<	3 KAMZ-F<	3 KAMZ-F	KAMZ-F	3 KOFX-F
4 KLAQ-F	4 KLAQ-F	4 KAMZ-F<	4 KBNA-AF	4 KBNA-AF	4 KTSM	4 KOFX-F<	4 KOFX-F<	4 KOFX-F<	4 KHEY-F	4 KTSM
5	5 KEZB-F>	5 KEZB-F	5 KTSM-F	5 KTSM-F	5 KAMZ-F	5 KLAQ-F	5 KBNA-AF<	5 KTSM-F	5 KTSM-F	KPRR-F
6	6 KAMZ-F	6 KLAQ-F	KEZB-F	KPRR-F	6	KAMZ-F	6 KTSM-F<	KLAQ-F	6 KLAQ-F	6 KTSM-F
7	7	7	7 KPRR-F	KEZB-F	7	7 KEZB-F	7 KTSM <	KEZB-F	7	7
8	8	8	8	8	8	8	8 KEZB-F	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KPRR-F>	1 KHEY-F	1 KHEY-F>	1 KHEY-F>	1 KHEY-F>>
2 KHEY-F	2 KPRR-F>	2 KOFX-F	2 KPRR-F>	2 KTSM-F
3 KEZB-F>	3 KEZB-F	3 KPRR-F>	3 KEZB-F	3 KPRR-F
4 KLAQ-F>	4 KOFX-F	4 KBNA-AF	4 KTSM-F	4 KOFX-F
5 KAMZ-F	5 KLAQ-F	KEZB-F	KOFX-F	5 KAMZ-F
6	6	6	6	6 KBNA-AF
7	7	7	7	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KHEY-F	1 KOFX-F	1 KOFX-F>	1 KHEY-F	1 KHEY-F
2 KLAQ-F>	2 KHEY-F<	2 KAMZ-F	2 KOFX-F	2 KAMZ-F<
3 KOFX-F>	3 KLAQ-F>	3 KLAQ-F	3 KAMZ-F<	3 KOFX-F
4 KPRR-F>	4 KAMZ-F	KHEY-F	4 KLAQ-F	4 KBNA-AF
5 KTSM-F	5 KEZB-F	KEZB-F>	5 KEZB-F	5 KEZB-F
6	6 KPRR-F	6 KBNA-AF	6 KBNA-AF	6
7	7	7 KPRR-F	7	7

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KELP	1590	El Paso	0.9/3.4/ 7/ 156
KEZB	1150	El Paso	0.5/2.6/ 4/ 121
KFNA	1060	El Paso	0.7/1.0/ 7/ 56
XCJC	1490	Ciudad Juarez	0.4/1.5/ 3/ 69
XEJ	970	Ciudad Juarez	0.4/2.3/ 3/ 106
XHGU-F	105.9	Ciudad Juarez	0.5/2.0/ 4/ 95
XHIM-F	105.1	Ciudad Juarez	1.6/5.5/ 13/ 257
XHNZ-F	107.5	Ciudad Juarez	0.4/2.3/ 3/ 105
XHPX-F	98.3	Ciudad Juarez	0.4/2.4/ 3/ 110

RADIO STATIONS

KAMA,	750,	10 KW/1 KW (DA-2),	HISPANIC	,	$ 28.00 (Eastman)	Pinnacle
KBNA,	920,	1 KW/500 W (DA-N),	SEE KBNA-F			
KHEY,	690,	10 KW (DA-2)	, COUNTRY	ABC ,	$ SEE FM (Katz)	Ragan Henry
KROD,	600,	5 KW (DA-2	, NOSTALGIA	ABC ,	$ 17.00 (HNWH)	
KTSM,	1380,	5 KW/500 W	, TALK/NEWS	TALKNT CBS ,	$ 19.00 (HNWH)	
KAMZ-F,	93.1,	30 KW @ 1189	, AC		$ 32.00 (Eastman)	Pinnacle
KBNA-F,	97.5,	100 KW @ 1088	, HISPANIC		$ 35.00 (Katz Hisp)	Tichenor
KEZB-F,	93.9,	100 KW @ 1207	, AC	ABC,	$ 30.00 (Schubert)	
KHEY-F,	96.3,	100 KW @ 1388	, COUNTRY		$ 55.00 (Katz)	
KLAQ-F,	95.5,	100 KW @ 1388	, AOR	UNIPWR ABC,	$ 40.00 (HNWH)	
KAMA-F,	94.7,	51 KW @ 981	, HISPANIC		$ 27.00 (N/A)	
KOFX-F,	92.3,	100 KW @ 1860	, CL AOR	UNIPWR,	$ 30.00 (Mc-Guild)	
KPRR-F,	102.1,	100 KW @ 1190	, CHR		$ 39.00 (Durpetti)	
KTSM-F,	99.9,	100 KW @ 1820	, EZ	NBC CBS,	$ 27.00 (HNWH)	

American Radio Summer 1991 Supplement, Copyright 199

FRESNO

Arbitron Rank/Pop (12+): 69/520,500
MSA Rank/Pop: 80/638,000
ADI # 62
Average Person Ratings: 16.6
Market TSL: 22.50 hours

Stations: 30/27
Diaries: 976/533:1/46.7%
Sample Target: 935
% Below Line: 1.5
% Not Listed: 16.1

1990 Revenue: $20,000,000
HH Inc.: $35,174
Retail $: 4.4 Bil
Pop per Station: 19,277
#1 Biller: KMJ $3,200,000

	12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1.	KNAX-F	(C)	104/12.1	9.8	8.5	10.9	8.4	10.3	126/1143	924/17.8	17.9	16.0	10.9	93	819	KNAX-F
2.	KMJ	(N/T)	94/10.9	11.5	15.0	12.7	9.5	12.5	149/1616	1103/21.2	21.3	20.4	9.4	80	940	KMJ
3.	KJOI-F	(EZ)	51/ 5.9	6.6	6.8	5.8	4.1	6.3	87/1150	691/13.3	13.3	8.9	4.4	37	572	KJOI-F
4.	KFRE	(C)	43/ 5.0	4.8	3.8	3.8	3.7	4.3	94/981	447/ 8.6	8.5	8.5	2.9	25	147	KFRE
5.	KQPW-F	(CHR)	40/ 4.6	4.2	4.4	2.5	1.2	3.9	70/1158	626/12.0	11.5	4.0	7.2	61	944	KQPW-F
6.	KFSO-F	(O)	32/ 3.7	4.5	5.2	3.9	3.6	4.3	84/1338	676/13.0	12.4	11.6	4.7	40	558	KFSO-F
	KEYQ	(BB)	32/ 3.7	2.9	2.8	1.6	1.4	2.8	35/359	288/ 5.5	5.7	4.2	1.8	15	144	KEYQ
8.	KBOS-F	(CHR)	31/ 3.6	4.8	5.5	9.6	9.9	5.9	72/1476	760/14.6	14.3	20.2	6.9	59	1274	KBOS-F
9.	KTHT-F	(AC)	29/ 3.4	3.5	4.0	3.8	6.1	3.7	38/708	597/11.5	12.6	12.2	3.8	32	519	KTHT-F
	KRZR-F	(AOR)	29/ 3.4	3.8	3.5	3.6	3.1	3.6	72/872	447/ 8.6	10.2	8.4	6.5	55	716	KRZR-F
11.	KKDJ-F	(AOR)	27/ 3.1	3.7	2.4	3.8	4.0	3.3	63/974	425/ 8.2	10.0	11.6	5.4	46	580	KKDJ-F
12.	KJFX-F	(CL AOR)	26/ 3.0	4.1	3.2	2.9	5.2	3.3	56/850	578/11.1	10.1	10.8	5.3	45	570	KJFX-F
13.	KEZL-F	(J/NA)	25/ 2.9	3.0	1.8	2.5	1.6	2.5	29/384	338/ 6.5	6.3	4.5	2.2	19	309	KEZL-F
14.	KSKS-F	(AC)	22/ 2.5	2.3	2.0	2.7	2.8	2.4	50/902	417/ 8.0	7.8	8.9	2.0	17	361	KSKS-F
	KGST	(SP)	22/ 2.5	3.4	3.7	3.1	3.1	3.2	22/370	360/ 6.9	6.6	6.6	1.5	13	448	KGST
	KFIG-F	(AC)	22/ 2.5	2.2	2.0	1.8	2.3	2.1	23/622	515/ 9.9	8.6	8.5	1.8	15	370	KFIG-F
17.	KXMX-F	(SP)	15/ 1.7	2.1	0.6	1.2	2.8	1.4	19/283	223/ 4.3	4.3	4.7	2.4	20	207	KXMX-F
18.	KYNO	(O)	12/ 1.4	2.3	0.6	1.0	1.5	1.3	13/322	282/ 5.4	6.8	5.1	1.3	11	176	KYNO
19.	KXEX	(SP)	11/ 1.3	1.4	0.9	1.5	0.6	1.3	11/198	192/ 3.7	3.6	2.8	1.3	11	202	KXEX
20.	KJUG-F	(C)	8/ 0.9	0.6	0.8	0.3	0.8	0.6	101/1028	160/ 3.1	3.0	2.5				KJUG-F
	KMMA-F	(AC)	8/ 0.9	0.5	3.2	1.9	3.5	1.6	28/575	231/ 4.4	3.9	6.9	1.4	12	256	KMMA-F
	KMAK-F	(?)	8/ 0.9	0.6	----	----	----	0.4	11/100	73/ 1.4	1.8	0.0				KMAK-F
23.																
24.																
25.																

12+ FM SHARE (METRO): 66.99% (485 of 724) (SUM 90: 71.16%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	KQPW-F>	KNAX-F>>	KNAX-F>	KNAX-F>	KNAX-F>	KMJ >	KMJ	KNAX-F	KNAX-F>	KNAX-F	KNAX-F
2	KBOS-F	KJOI-F	KJOI-F<	KMJ	KMJ	KNAX-F>	KNAX-F>>	KMJ	KMJ	KMJ	KMJ >>
3		KTHT-F	KMJ >	KJOI-F	KJOI-F>	KFRE	KFRE	KJOI-F>	KJOI-F	KQPW-F>	KKDJ-F
4		KRZR-F	KFSO-F	KFSO-F	KFSO-F	KEYQ	KJOI-F	KFRE	KBOS-F	KBOS-F	KFSO-F
5		KKDJ-F	KKDJ-F	KFRE	KFRE	KJOI-F	KFSO-F	KEYQ	KQPW-F	KRZR-F	5
6		KQPW-F	KFRE	KJFX-F	KKDJ-F	6	6	6		KJOI-F	6
7		7	KJFX-F	KKDJ-F	KJFX-F	7	7	7	7	7	7
8		8	8	8	KEZL-F	8	8	8	8	8	8

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1	KNAX-F	KNAX-F>>	KNAX-F>>	KNAX-F>	KNAX-F>
2	KTHT-F	KTHT-F	KJOI-F	KJOI-F>	KJOI-F
	KQPW-F>	KJOI-F	KFSO-F	KFSO-F	KMJ
4	KJOI-F	KQPW-F	KTHT-F	KTHT-F	KFSO-F>
	KBOS-F	KBOS-F	KSKS-F	KQPW-F	KFRE
6		6	KRZR-F	KMJ	KFIG-F
7		7	7	7	7

	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	KRZR-F	KNAX-F>	KNAX-F	KNAX-F	KNAX-F<
2	KTHT-F	KMJ	KMJ	KMJ >	KMJ >
	KNAX-F	KKDJ-F	KKDJ-F	KJOI-F	KJOI-F
	KJOI-F	KRZR-F	KJFX-F>	KKDJ-F	KKDJ-F
	KBOS-F	KJOI-F	KJOI-F	KJFX-F	KEZL-F
6	KQPW-F	KJFX-F	6	KEZL-F	KJFX-F<
	KKDJ-F	7	7	7	KFSO-F
					KFRE

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KHOT	1250	Madera	0.6/1.7/ 5/ 98
KIRV	1510	Fresno	0.7/1.2/ 7/ 81
KOQO	790	Clovis/Fresno	0.6/2.8/ 6/ 177
KRDU	1130	Dinuba	0.5/1.8/ 5/ 149
KSEQ-F	97.1	Visalia	0.6/2.8/ 20/ 431
KTAA-F	94.3	Kerman/Fresno	0.3/1.0/ 3/ 65
KJUG	1270	Tulare	0.1/0.5/ 12/ 175
KNBR	680	San Francisco	0.5/2.1/ 14/ 312

FRESNO

RADIO STATIONS

KEYQ	980,	500 W/48 W	Nostalgia	UNISUP UNIULT, $18.00	(CBS)	Americom	
KFRE	940,	50 KW (DA-2)	Country	ABC UNISUP, $26.00	(HNWH)	First Sierra	
KGST	1600,	5 KW (DA-N)	Hispanic	, $28.00	(Lotus Hispanic)	Lotus	
KKAM	1340,	1 KW	News	CNN, $21.00	(CBS)		
KMJ	580,	5 KW	News/Talk	TALKNT NBC, $56.00	(Katz)	Henry	
KOQO	790,	5 KW/2.5 KW (DA-2) -- see KOQO-F					
KXEX	1550,	5 KW/2.5 KW (DA-2)	Hispanic	, $20.00	(SBS)		
KYNO	1300,	5 KW/1 KW (DA-N),	Oldies	CNN SMN, $18.00	(Banner)	Brown	

KBOS-F	94.7,	17 KW @ 847	CHR	ABC, $37.00	(CBS)		(TULARE)
KFIG-F	101.1,	50 KW @ 310	AC	, $30.00	(Torbet)		
KFSO-F	92.9,	18 KW @ 847	Oldies	, $41.00	(CBS)	Americom	(VISALIA)
KSKS-F	93.7,	68 KW @ 1912	AC	, $33.00	(Katz)	Henry	
KJFX-F	95.7,	18 KW @ 850	Classic AOR	, $33.00	(Banner)	Brown	
KJOI-F	98.9,	19 KW @ 820	EZ	, $30.00	(MMR)		
KKDJ-F	105.9,	2.4 KW @ 1960	AOR	, $50.00	(Durpetti)		
KNAX-F	97.9,	48 KW @ 312	Country	ABC, $46.00	(HNWH)	First Sierra	
KQPW-F	101.9,	2 KW @ 1948	CHR/Dance	ABC, $25.00	(Mc-Guild)	Group III	
KRZR-F	103.7,	50 KW @ 500	AOR	, $27.00	(Christal)	Olympia	(HANFORD)
KTHT-F	102.7,	50 KW @ 500	Soft AC	, $31.00	(Christal)		
KXMX-F	92.1,	25 KW @ 312	Hispanic	UPI, $22.00	(Katz Hisp)		(MADERA)
KMMA-F	107.5,	21 KW @ 783	AOR/AC	UNIPWR, $30.00	(Eastman)	Liggett	(HANFORD)
KEZL-F	96.7,	25 KW @ 300	Jazz/NAC	, $21.00	(K & P)		(FOWLER)

*****

GRAND RAPIDS

Arbitron Rank/Pop (12+): 66/547,300

MSA Rank/Pop: 74/673,000
ADI # 37 (w/Kalamazoo)
Average Person Ratings: 16.0
Market TSL: 20.75 hours

Stations: 21/18
Diaries: 1126/486:1/59.2%
Sample Target: 970
% Below Line: 6.9
% Not Listed: 17.3

1990 Revenue: $24,400,000
HH Inc.: $34,367
Retail $: 5.8 Bil
Pop per Station: 30,405
#1 Biller: WCUZ-AF $4,000,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90		Birch Share	Birch AQH	Birch Cume	
1. WKLQ-F	(AOR)	91/10.4	6.8	9.2	8.2	9.4	8.6	140/1986	1171/21.4	17.4	18.9		13.6	131	1285	WKLQ-F
2. WGRD-F	(CHR)	78/ 8.9	9.6	9.7	9.1	11.2	9.3	110/2216	1460/26.7	25.1	26.6	$	15.3	147	1659	WGRD-F
3. WLHT-F	(AC)	77/ 8.8	6.4	8.3	6.8	8.0	7.6	96/1213	956/17.5	16.6	15.1		7.5	72	784	WLHT-F
4. WCUZ-F	(C)	67/ 7.7	8.8	8.1	6.3	6.4	7.7	121/1878	977/17.9	18.9	13.9		7.9	76	805	WCUZ-F
5. WOOD-F	(EZ)	64/ 7.3	8.0	9.1	9.1	8.7	8.4	108/1746	888/16.2	19.8	17.7		5.2	50	842	WOOD-F
6. WODJ-F	(O)	55/ 6.3	7.3	4.5	9.5	6.5	6.9	79/1366	933/17.0	17.4	14.8		6.5	63	670	WODJ-F
7. WJFM-F	(CL AOR)	53/ 6.1	3.9	3.6	2.4	5.0	4.0	88/1668	893/16.3	12.8	11.2		3.8	37	678	WJFM-F
8. WOOD	(FS)	50/ 5.7	7.2	5.3	5.3	3.3	5.9	53/828	724/13.2	15.1	10.6		4.8	46	484	WOOD
9. WMUS-F	(C)	34/ 3.9	4.6	5.2	4.4	3.8	4.5	99/1382	587/10.7	11.3	9.6		4.3	41	597	WMUS-F
WLAV-F	(AOR)	34/ 3.9	2.9	5.2	3.9	5.2	4.0	54/984	662/12.1	9.1	14.4		2.7	26	675	WLAV-F
11. WCUZ	(C)	29/ 3.3	3.1	1.8	2.0	1.5	2.5	30/575	548/10.0	8.3	7.8		2.6	25	498	WCUZ
12. WSNX-F	(CHR)	24/ 2.7	2.9	2.5	3.5	4.0	2.9	73/1290	619/11.2	11.3	10.3		3.8	37	510	WSNX-F
13. WYXX-F	(AC)	15/ 1.7	1.8	2.0	1.8	1.5	1.8	43/642	395/ 7.2	7.9	6.1		1.0	10	255	WYXX-F
14. WKWM	(B)	13/ 1.5	0.6	1.8	----	2.2	1.0	14/177	157/ 2.9	2.0	3.2		1.7	16	287	WKWM
15.																

12+ FM SHARE (METRO): 84.76% (612 of 722) (SUM 90: 88.13%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	WGRD-F>>	1 WKLQ-F>	1 WKLQ-F	1 WLHT-F	1 WLHT-F	1 WOOD-F	1 WKLQ-F	1 WLHT-F	1 WKLQ-F<	1 WKLQ-F<	1 WKLQ-F>
2		2 WLHT-F	2 WLHT-F>	2 WODJ-F	2 WCUZ-F	2 WOOD	2 WCUZ-F<	2 WKLQ-F	2 WLHT-F	2 WGRD-F>	2 WOOD
3		3 WJFM-F	3 WJFM-F	3 WKLQ-F	3 WODJ-F	3 WODJ-F<	3 WOOD-F	3 WJFM-F<	3 WGRD-F	3 WOOD	WCUZ-F
4		4 WGRD-F>	4 WGRD-F	4 WJFM-F	4 WKLQ-F	4 WCUZ-F>	4 WLHT-F	4 WGRD-F<	4 WJFM-F	4 WCUZ-F	4 WJFM-F
5		5 WLAV-F	5 WODJ-F	5 WCUZ-F	5 WJFM-F	5 WLHT-F	5 WOOD	5 WOOD-F	5 WCUZ-F<	5 WLAV-F<	5
6		6 WCUZ-F	6 WCUZ-F	6 WGRD-F	6 WMUS-F	6	6 WGRD-F	WCUZ-F	6 WOOD-F	6 WCUZ	6
7		7	7	7	WGRD-F	7	7	7	7	7	7

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	WLHT-F>	1 WLHT-F	1 WLHT-F	1 WLHT-F>	1 WLHT-F>	1 WKLQ-F>>	1 WKLQ-F>>	1 WKLQ-F>	1 WKLQ-F>>	1 WKLQ-F
2	WGRD-F	2 WGRD-F>	WGRD-F	2 WGRD-F>	2 WODJ-F	2 WJFM-F>	2 WJFM-F>	2 WJFM-F	2 WJFM-F	WCUZ-F
3	WKLQ-F>	3 WKLQ-F	3 WJFM-F>	3 WODJ-F	3 WGRD-F	3 WLAV-F	3 WLAV-F	3 WLHT-F	3 WCUZ-F	3 WODJ-F
4	WSNX-F>	4 WJFM-F	4 WKLQ-F	WKLQ-F	4 WCUZ-F	4 WCUZ-F>	4 WCUZ-F	4 WLAV-F	4 WLAV-F<	4 WLHT-F
5	WJFM-F	5	5 WMUS-F	5 WJFM-F	5 WMUS-F	5 WGRD-F	5 WLHT-F	WCUZ-F>	5 WODJ-F	5 WJFM-F
6		6	6 WLAV-F	6 WCUZ-F	6 WJFM-F	6	6 WGRD-F	6 WGRD-F	6 WLHT-F	6 WLAV-F
7		7	WCUZ-F	7	7	7	7	7	7	7 WMUS-F

OTHER RATED STATIONS			METRO CUME SHARE/RTG/AQH/CUME	TSA TSA
WFUR-F	102.9	Grand Rapids	1.0/5.9/ 23/ 489	
WGHN-F	92.1	Grand Haven	0.3/1.7/ 6/ 130	
WHTC	1450	Holland	1.0/2.4/ 17/ 235	
WJPW	810	Rockford	0.5/0.9/ 8/ 76	
WJQK-F	99.3	Zeeland/Holland	0.9/3.8/ 11/ 302	
WWJQ	1260	Zeeland/Holland	0.3/1.4/ 4/ 102	
WMUS	1090	Muskegon/GrRpds	0.2/0.4/ 3/ 62	

RADIO STATIONS

WCUZ , 1230, 1 KW -- See WCUZ-FM
WKWM , 1140, 5 KW (DAYS, DA), Black
WOOD , 1300, 5 KW (DA-N) , MOR/Full Service

WCUZ-F, 101.3, 50 KW @ 420 , Country
WFUR-F, 102.9, 48 KW @ 510 , Religion
WGRD-F, 97.9, 13 KW @ 590 , CHR
WJFM-F, 93.7, 320 KW @ 780 , CL AOR
WKLQ-F, 94.5, 50 KW @ 500 , AOR

WLAV-F, 96.9, 50 KW @ 500 , AOR
WLHT-F, 95.7, 41 KW @ 554 , AC
WODJ-F, 107.3, 50 KW @ 492 , Oldies
WOOD-F, 105.7, 265 KW @ 810 , EZ
WYXX-F, 96.1, 50 KW @ 492 , Soft AC

WMUS-F, 106.9, 50 KW @ 480 , Country
WSNX-F, 104.5, 50 KW @ 360 , CHR

SBN, $16.00 (Patt)
NBC, $54.00 (Katz)

ABC, $75.00 (Christal) Federated
, $15.00 (---) Kuiper
, $42.00 (Durpetti) Regional
CBS, $36.00 (Torbet) Fetzer
ABC, $44.00 (Eastman) Bloomington

SMN, $62.00 (MMR) Adams
, $66.00 (Eastman) Liggett
UNIULT, $40.00 (Banner) Goodrich(GREENVILLE)
, $57.00 (Katz)
UNISUP, $24.00 (Patt) (HOLLAND)

ABC, $39.00 (HNWH) (MUSKEGON)
UNIPWR, $34.00 (Banner) Goodrich (MUSKEGON)

American Radio Summer 1991 Supplement, Copyright 1991

GREENSBORO-WS

Arbitron Rank/Pop (12+): 50/792,600

MSA Rank/Pop: 56/942,000
ADI # 49

Average Person Ratings: 17.4
Market TSL: 22.75 hours

Stations: 30/24
Diaries: 1295/612:1/57.7%
Sample Target: 1155
% Below Line: 5.6
% Not Listed: 13.3

1990 Revenue: $23,300,000
HH Inc.: $26,025
Retail $: 7.5 Bil
Pop per Station: 33,025
#1 Biller: WTQR-F $4,900,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90		Birch Share	Birch AQH	Birch Cume	
1. WTQR-F (C)	239/17.3	17.6	19.9	15.0	18.6	17.5	389/4525	2615/33.0	30.0	30.4		17.0	260	2210	WTQR-F
2. WKRR-F (CL AOR)	112/ 8.1	8.2	8.8	9.4	10.6	8.6	190/2699	1494/18.8	18.7	19.5		15.0	229	1891	WKRR-F
3. WJMH-F (B)	101/ 7.3	6.7	6.3	6.5	7.7	6.7	163/2400	1421/17.9	15.8	15.3		10.4	158	1900	WJMH-F
4. WMAG-F (AC)	91/ 6.6	5.2	5.4	6.3	3.6	5.9	148/2044	1144/14.4	12.9	11.3		4.9	75	797	WMAG-F
5. WQMG-F (B)	89/ 6.4	6.2	5.7	5.2	5.2	5.9	108/1530	1069/13.5	13.2	10.1		7.1	109	1320	WQMG-F
6. WWWB-F (AC)	68/ 4.9	5.1	4.5	5.0	4.8	4.9	96/1539	1013/12.8	12.0	12.7		2.8	43	608	WWWB-F
7. WSJS (FS)	58/ 4.2	5.8	5.6	5.1	4.6	5.2	59/808	778/ 9.8	11.8	11.2		3.4	52	715	WSJS
8. WKZL-F (CHR)	57/ 4.1	4.8	5.1	4.5	3.9	4.6	81/1711	1062/13.4	14.7	14.9		4.4	67	1063	WKZL-F
9. WKSI-F (CHR)	55/ 4.0	3.6	4.5	4.6	4.0	4.2	110/2082	1019/12.9	12.9	13.5		5.4	83	1027	WKSI-F
10. WMQX-F (O)	42/ 3.0	4.4	2.6	4.3	4.7	3.6	93/1843	936/11.8	12.5	15.4		3.5	53	701	WMQX-F
11. WWMY-F (SAC)	32/ 2.3	1.4	1.8	2.9	2.5	2.1	46/695	539/ 6.8	5.4	5.4		1.6	25	382	WWMY-F
12. WHPE-F (REL)	26/ 1.9	1.4	1.7	2.1	1.4	1.8	32/526	401/ 5.1	3.4	3.9		1.8	28	329	WHPE-F
13. WPCM-F (C)	24/ 1.7	1.8	1.8	2.1	2.5	1.8	120/1593	447/ 5.6	5.3	5.9		0.8	12	99	WPCM-F
14. WRDX-F (O)	23/ 1.7	0.9	0.9	0.5	1.3	1.0	36/471	319/ 4.0	2.5	2.9		1.6	25	308	WRDX-F
15. WFMX-F (C)	22/ 1.6	2.2	1.3	1.8	1.6	1.7	83/1055	508/ 6.4	6.8	4.4		0.6	9	224	WFMX-F
16. WMFR (BB)	20/ 1.4	1.6	1.6	2.4	1.7	1.8	20/212	212/ 2.7	3.5	3.6		0.7	11	384	WMFR
17. WWGL-F (G)	19/ 1.4	1.5	0.5	1.4	1.9	1.2	28/564	369/ 4.7	3.3	3.8		0.9	14	391	WWGL-F
18.															
19.															
20.															

12+ FM SHARE (METRO): 86.22% (1032 of 1197) (SUM 90: 86.97%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJMH-F<	1 WTQR-F	1 WTQR-F>	1 WTQR-F>	1 WTQR-F>>	1 WTQR-F>>	1 WTQR-F>>	1 WTQR-F>	1 WTQR-F>	1 WJMH-F	1 WTQR-F
2 WKSI-F>	2 WKRR-F	2 WKRR-F	2 WMAG-F	2 WMAG-F<	2 WSJS <	2 WKRR-F	2 WMAG-F	2 WKRR-F	2 WTQR-F	2 WQMG-F<
3 WQMG-F	3 WJMH-F	3 WMAG-F<	WKRR-F	3 WKRR-F	3 WMAG-F	3 WSJS	3 WKRR-F	3 WMAG-F	3 WQMG-F>	3 WJMH-F>
4 WKRR-F	4 WQMG-F	4 WJMH-F	4 WJMH-F	4 WJMH-F<	4 WWWB-F	WMAG-F>	4 WJMH-F	4 WJMH-F	4 WKRR-F	4 WSJS <
5 WTQR-F	5 WKZL-F<	5 WQMG-F	5 WWWB-F	5 WWWB-F	5	5 WQMG-F	5 WWWB-F<	5 WQMG-F	5 WKSI-F	5 WWWB-F>
6	6 WMAG-F	6 WWWB-F	6 WMQX-F	6	6	6 WWWB-F	6 WQMG-F	6 WWWB-F	6	6 WKRR-F
7	7	7	7 WQMG-F	7	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WQMG-F	1 WTQR-F>	1 WTQR-F>	1 WTQR-F>	1 WTQR-F>
2 WTQR-F	2 WQMG-F	2 WKRR-F	2 WMAG-F	2 WMAG-F
3 WJMH-F>	WJMH-F	3 WMAG-F	3 WWWB-F	3 WWWB-F
4 WKZL-F	4 WKRR-F	4 WJMH-F>	4 WQMG-F	4 WKRR-F
WKSI-F	5 WMAG-F	5 WKZL-F	5 WJMH-F	5 WJMH-F
6 WWWB-F	6 WKZL-F	6 WQMG-F	6 WKRR-F	6 WQMG-F
WMAG-F	7 WWWB-F	7 WWWB-F	7 WKZL-F	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKRR-F	1 WKRR-F>	1 WKRR-F	1 WTQR-F	1 WTQR-F>
2 WQMG-F	2 WTQR-F	2 WTQR-F	2 WKRR-F>	2 WKRR-F>
3 WJMH-F	WJMH-F>	3 WJMH-F>>	3 WJMH-F>	3 WJMH-F
4 WKZL-F	4 WQMG-F	4 WMAG-F	4 WQMG-F	4 WMAG-F>
5 WTQR-F>	5 WKZL-F	5 WMQX-F	5 WMAG-F	5 WMQX-F
6 WKSI-F	6 WKSI-F	WKSI-F	6 WKZL-F	6 WWWB-F
7	7	7	7	7

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAAA	980	Winston-Salem	1.1/3.3/ 15/ 265
WGLD	1320	Greensboro	0.7/2.5/ 9/ 210
WKEW	1400	Greensboro	0.9/2.3/ 13/ 182
WKXR	1260	Asheboro	0.6/1.2/ 8/ 99
WMQX	1340	Winston-Salem	0.1/0.4/ 1/ 28
WPET	950	Greensboro	1.0/2.0/ 17/ 187
WQMG	1510	Greensboro	0.5/1.7/ 7/ 135
WSGH	1040	Lewisville/W-S	0.4/0.7/ 6/ 64
WSMX	1500	Winston-Salem	1.0/1.1/ 14/ 93
WBT -F	107.9	Charlotte	0.7/0.9/ 31/ 451
WDCG-F	105.1	Durham/Raleigh	0.4/2.5/ 49/ 980
WEZC-F	102.9	Hickory	0.4/1.3/ 41/ 559
WPEG-F	97.9	Concord	0.8/1.7/ 35/ 323

American Radio Summer 1991 Supplement, Copyright 1991

RADIO STATIONS

WAAA	980,	1 KW/69 W	Black		NBN,	$17.00	(---)	
WHFR	1230,	1 KW	Nostalgia	ABC	APR,	$21.00	(Christal)	Voyager
WSJS	600,	5 KW (DA-2)	MOR/Full Service	NBC	MBS,	$44.00	(Hc-Guild)	New Market
WHPE-F	95.5,	100 KW @ 522	Religion			$14.00	(---)	
WJMH-F	102.1,	66 KW @ 1165	Black/Urban			$50.00	(HNWH)	Beasley (REIDSVILLE)
WKRR-F	92.3,	100 KW @ 1288	Classic AOR			$70.00	(Katz)	Dick
WKSI-F	98.7,	100 KW @ 1035	CHR			$42.00	(Eastman)	Bahakel
WKZL-F	107.5,	100 KW @ 500	CHR		ABC,	$45.00	(Banner)	
WNAG-F	99.5,	100 KW @ 1500	AC			$77.00	(Christal)	Voyager
WNQX-F	93.1,	100 KW @ 1099	Oldies			$39.00	(Durpetti)	Guild
WPCH-F	101.1,	100 KW @ 1176	Country		MBS,	$23.00	(---)	(BURLINGTON)
WQMG-F	97.1,	100 KW @ 1234	Black		CBS,	$40.00	(Banner)	
WTQR-F	104.1,	100 KW @ 1420	Country		MBS,	$94.00	(Hc-Guild)	New Market
WWMY-F	94.5,	100 KW @ 982	EZ		UNIULT,	$25.00	(Katz)	Ragan Henry (EDEN)
WWWB-F	100.3,	100 KW @ 1035	AC	UNISUP	UNIULT,	$48.00	(MMR)	Mann
WWGL-F	94.1,	100 KW @ 485	Religion			$17.00	(---)	(LEXINGTON)

American Radio Summar 1991 Supplement, Copyright 1991

GREENVILLE, NC

Arbitron Rank/Pop (12+): 83/420,000
MSA Rank/Pop: NA
ADI # 105
Average Person Ratings: 15.6
Market TSL: 21.00 hours

Stations: 24/18
Diaries: 938/448:1/53.0%
Sample Target: 855
% Below Line: 8.8
% Not Listed: 14.3

1990 Revenue: NA
HH Inc.: NA
Retail $: NA
Pop per Station: 23,333
#1 Biller: NA

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WRNS-F (C)	131/19.9	18.7	17.5	16.7	----	18.2	181/1846	1204/28.7	29.4	0.0				WRNS-F
2. WIKS-F (B)	106/16.1	18.5	16.8	18.6	----	17.5	137/1586	1068/25.4	27.2	0.0				WIKS-F
3. WKOO-F (O)	38/ 5.8	3.9	5.0	6.5	----	5.3	49/541	385/ 9.2	8.1	0.0				WKOO-F
4. WNCT-F (EZ)	37/ 5.6	5.8	5.3	6.8	----	5.9	65/995	430/10.2	10.9	0.0				WNCT-F
WDLX-F (AC)	37/ 5.6	8.0	7.2	7.1	----	7.0	87/1313	801/19.1	18.6	0.0				WDLX-F
6. WKQT-F (AOR)	29/ 4.4	4.2	6.8	4.2	----	4.9	34/606	528/12.6	12.3	0.0				WKQT-F
7. WVVY-F (AC)	26/ 4.0	2.2	1.7	1.4	----	2.3	37/638	539/12.8	9.7	0.0				WVVY-F
8. WTRG-F (O)	24/ 3.7	1.3	3.3	2.3	----	2.7	74/1026	285/ 6.8	6.6	0.0				WTRG-F
9. WRHT-F (CHR)	21/ 3.2	3.2	2.6	3.2	----	3.0	22/365	344/ 8.2	8.3	0.0				WRHT-F
10. WQDW-F (B)	18/ 2.7	2.5	3.2	1.0	----	2.3	18/262	262/ 6.2	5.8	0.0				WQDW-F
11. WXQR-F (AOR)	15/ 2.3	2.3	1.6	2.6	----	2.2	22/285	245/ 5.8	4.6	0.0				WXQR-F
12.														
13.														
14.														
15.														

12+ FM SHARE (METRO): 90.94% (512 of 563) (SUM 90: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIKS-F>>	1 WIKS-F>	1 WRNS-F	1 WRNS-F	1 WRNS-F	1 WRNS-F>>	1 WRNS-F>	1 WRNS-F>	1 WRNS-F>	1 WIKS-F>	1 WIKS-F>>
2 WVVY-F	2 WRNS-F>	WIKS-F>>	2 WIKS-F>	2 WIKS-F>	2 WNCT-F	2 WIKS-F>>	2 WIKS-F>	2 WIKS-F>>	2 WRNS-F>>	2 WRNS-F
3	3 WDLX-F	3 WKOO-F	3 WKOO-F>	3 WKOO-F>	3 WKOO-F	3 WDLX-F	3 WNCT-F	3 WKOO-F	3 WDLX-F	3
4	4 WKQT-F	WDLX-F	4 WTRG-F	4 WTRG-F<	4 WIKS-F	4 WKOO-F	4 WKOO-F	4 WDLX-F	4 WNCT-F	4
5	5	5	5 WDLX-F	5 WDLX-F	5	5	5	5	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WIKS-F	1 WIKS-F>	1 WIKS-F	1 WRNS-F	1 WRNS-F>
2 WRNS-F>>	2 WRNS-F	2 WDLX-F>	2 WIKS-F>	2 WIKS-F>
3 WRHT-F	WDLX-F	3 WRNS-F>	3 WDLX-F	3 WDLX-F
WDLX-F>	4	4 WQDW-F	4	4 WTRG-F
5 WXQR-F	5	WKQT-F	5	5 WKOO-F
WVVY-F	6	6	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIKS-F	1 WIKS-F>	1 WIKS-F>	1 WIKS-F	1 WRNS-F
2 WRNS-F>>	2 WRNS-F>>	2 WRNS-F>	2 WRNS-F>>	2 WIKS-F
3 WRHT-F	3 WKQT-F>	3 WKQT-F>	3 WKOO-F	3 WKOO-F
WKQT-F	4 WXQR-F	4 WTRQ-F	4 WKQT-F	4
5 WXQR-F	WDLX-F	WRDU-F	5	5
WDLX-F	6	WVVY-F	6	6

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WELS	1010	Kinston	1.2/2.6/ 8/ 109
WQHB	1250	Farmville/Grnvl	0.6/1.5/ 4/ 62
WJNC	1240	Jacksonville	2.0/1.7/ 13/ 83
WMBL	740	Morehead City	0.6/1.1/ 5/ 55
WNOS	1450	New Bern	0.8/0.9/ 5/ 37
WOOW	1340	Greenville	0.6/2.4/ 4/ 99
WRNS	960	Kinston	0.5/1.5/ 3/ 63
WRQR-F	94.3	Farmville/Grnvl	0.9/3.1/ 9/ 177
WQTM	590	Wilson	1.1/2.0/ 46/ 329
WKTC-F	96.9	Tarboro/Rky Mnt	1.1/4.3/ 83/ 900
WPTF	680	Raleigh/Durham	0.5/1.6/ 7/ 159
WRDU-F	106.1	Wilson	2.1/5.8/ 46/ 779
WVBS-F	99.9	Burgaw	0.5/2.9/ 11/ 205

RADIO STATIONS

WELS, 1010, 1 KW (DAYS)	, COUNTRY	, $	10.00 (---)		(KINSTON)	
WOOW, 1340, 1 KW (DA-1)	, GOSPEL	, $	9.00 (Southern)		(GREENVILLE)	
WDLX-F, 93.3, 100 KW @ 1780, AC	ABC, $	31.00 (Banner)		(WASHINGTON)		
WHTE-F, 103.7, 50 KW @ 330, BLACK	, $	13.00 (McGuild)		(WILLIAMSTON)		
WIKS-F, 101.9, 100 KW @ 983, BLACK	ABC, UNIULT, $	37.00 (HNWH)		(NEW BERN)		
WKOO-F, 98.7, 100 KW @ 978, OLDIES	MBS, $	17.00 (Eastman)		(JACKSONVILLE)		
WNCT-F, 107.9, 100 KW @ 1701, EZ	ABC, $	21.00 (HMR)		Park (WASHINGTON)		
WQDW-F, 97.7, 3 KW @ 248, BLACK (?)	, $	12.00 (Republic)		(KINSTON)		
WRNS-F, 95.1, 100 KW @ 1500, COUNTRY	UNIULT, $	39.00 (McGuild)		Pinnacle (KINSTON)		
WSFL-F, 106.5, 100 KW @ 915, AC	UNIPWR, $	18.00 (Eastman)		(NEW BERN)		
WXQR-F, 105.5, 3 KW @ 300, AOR	ABC, $	13.00 (TN)		(JACKSONVILLE)		
WKQT-F, 103.3, 100 KW @ 593, AOR	ABC, $	16.00 (Christal)		(NEWPORT)		

OTHER RANKED STATIONS -- See Raleigh

GREENVILLE-SPARTANBURG

Arbitron Rank/Pop (12+): 58/646,200

MSA Rank/Pop: 81/633,000
ADI # 35 (w/Asheville)
Average Person Ratings: 15.9
Market TSL: 21.00 hours

Stations: 28/19
Diaries: 1109/583:1/51.1%
Sample Target: 1065
% Below Line: 5.7
% Not Listed: 15.2

1990 Revenue: $21,300,000
HH Inc.: $26,955
Retail $: 4.7 Bil
Pop per Station: 34,010
#1 Biller: WESC-AF $4,600,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90		Birch Share	Birch AQH	Birch Cume	
1. WESC-F	(C)	125/12.2	15.4	13.0	11.7	11.9	13.1	261/3096	1478/22.9	27.7	21.7		11.7	132	1324	WESC-F
2. WMYI-F	(AC)	121/11.8	12.8	12.4	10.9	11.1	12.0	206/2561	1446/22.4	26.8	26.6		9.2	104	1245	WMYI-F
3. WSSL-F	(C)	102/ 9.9	11.4	10.8	11.1	10.5	10.8	203/2762	1512/23.2	24.3	20.3		12.1	137	1494	WSSL-F
4. WROQ-F	(AOR)	87/ 8.5	6.7	6.1	6.3	5.2	6.9	120/1567	1100/17.0	14.8	12.8		11.6	131	1313	WROQ-F
5. WSPA-F	(EZ)	78/ 7.6	6.5	6.4	5.5	5.8	6.5	147/1743	1017/15.7	14.6	14.1		4.7	53	483	WSPA-F
6. WFBC-F	(O)	57/ 5.6	6.0	5.6	7.8	6.6	6.3	94/1639	914/14.1	14.7	17.9		5.3	60	985	WFBC-F
7. WLWZ-F	(B)	47/ 4.6	6.0	6.6	5.7	6.1	5.7	47/592	567/ 8.8	10.8	11.7		7.4	83	824	WLWZ-F
8. WBBO-F	(CHR)	38/ 3.7	4.1	2.3	1.7	1.4	3.0	116/1537	688/10.6	9.8	3.0		4.4	50	856	WBBO-F
9. WMUU-F	(EZ)	28/ 2.7	1.2	1.2	2.0	1.7	1.8	34/531	382/ 5.9	5.3	3.9		1.1	12	271	WMUU-F
10. WFBC	(N/T)	26/ 2.4	1.5	2.0	2.7	2.1	2.2	26/310	250/ 3.9	3.7	4.7		1.2	13	231	WFBC
11. WWMM-F	(AC)	20/ 1.9	1.8	4.4	8.1	8.2	4.1	41/822	568/ 8.8	8.4	21.3		1.9	21	446	WWMM-F
WSPA	(FS)	20/ 1.9	1.7	1.7	1.6	2.1	1.7	21/339	304/ 4.7	4.6	5.0		1.1	12	280	WSPA
13. WPJM	(G)	16/ 1.6	0.7	2.3	2.0	1.2	1.6	16/155	155/ 2.4	1.8	3.1		1.2	13	206	WPJM
14. WCKZ-F	(B)	11/ 1.1	2.2	2.1	3.9	3.1	2.3	28/752	377/ 5.8	6.0	7.4		2.0	22	528	WCKZ-F
WHYZ	(B)	11/ 1.1	1.6	2.3	1.9	1.8	1.7	11/212	207/ 3.2	3.2	3.7		1.8	20	264	WHYZ

12+ FM SHARE (METRO): 88.05% (766 of 870) (SUM 90: 89.77%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	WBBO-F	1 WROQ-F	1 WMYI-F>	1 WMYI-F	1 WMYI-F	1 WESC-F>	1 WESC-F	1 WESC-F	1 WMYI-F<	1 WROQ-F>	1 WSSL-F>
2	WROQ-F>	2 WMYI-F	2 WROQ-F	2 WESC-F	2 WESC-F	2 WSPA-F<	2 WMYI-F	2 WMYI-F	2 WESC-F	2 WSSL-F	2 WLWZ-F
3	WLWZ-F	3 WSSL-F>	WESC-F	3 WSSL-F	3 WSSL-F	3 WMYI-F	3 WSSL-F>	3 WSPA-F	3 WSSL-F	3 WMYI-F<	3 WESC-F
4	WMYI-F	4 WLWZ-F	4 WSSL-F>	4 WSPA-F	4 WSPA-F	4 WSSL-F	4 WROQ-F<	4 WSSL-F	4 WROQ-F<	4 WLWZ-F	4
5		5 WESC-F	5 WSPA-F	5 WROQ-F	5 WFBC-F	5 WFBC-F	5 WSPA-F	5 WROQ-F>	5 WSPA-F>	5 WESC-F	5
6		6 WBBO-F	6 WLWZ-F	6 WFBC-F	6 WROQ-F	6	6	6 WFBC-F	6 WFBC-F	6 WSPA-F<	6
7		7	WFBC-F	7	7	7	7	7	7	7 WBBO-F	7

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	WMYI-F	1 WMYI-F>	1 WMYI-F>	1 WMYI-F	1 WMYI-F	1 WROQ-F>>	1 WROQ-F>>	1 WROQ-F	1 WROQ-F	1 WMYI-F
2	WROQ-F	2 WLWZ-F<	2 WLWZ-F	2 WESC-F	2 WESC-F>	2 WSSL-F	2 WSSL-F<	2 WMYI-F	2 WMYI-F	2 WESC-F
3	WSSL-F	3 WSSL-F	3 WSSL-F	3 WSSL-F	3 WSPA-F	3 WMYI-F	3 WMYI-F>	3 WSSL-F>	3 WSSL-F	3 WSSL-F
4	WBBO-F	WROQ-F>	WSPA-F	4 WSPA-F	4 WSSL-F	4	4 WLWZ-F	4 WLWZ-F	4 WESC-F	4 WROQ-F>
5	WLWZ-F	5 WESC-F	WESC-F	5 WFBC-F	5 WFBC-F	5	WESC-F	WESC-F	5	5 WSPA-F
6	WWMM-F	WBBO-F	6 WROQ-F	6 WLWZ-F<	6	6	6	6	6	6
7		7 WSPA-F	7	7 WROQ-F	7	7	7	7	7	7

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WASC	1530	Spartanburg	0.8/1.8/ 8/ 118
WESC	660	Greenville	1.0/2.4/ 13/ 210
WORD	910	Spartanburg	0.5/1.8/ 5/ 131
WRIX	1020	Homeland Park	0.8/0.9/ 8/ 65
WRIX-F	103.1	HonesPath/Ander	0.6/2.2/ 10/ 213
WBFM-F	98.1	Seneca	0.5/1.9/ 6/ 165
WBT -F	107.9	Charlotte	0.7/4.0/ 10/ 392
WFOX-F	97.1	Gainsville	0.6/2.3/ 14/ 382
WKSF-F	99.9	Asheville/Hndrs	0.9/4.0/ 61/1358
WMIT-F	106.9	Black Mountain	0.6/2.5/ 30/ 604
WPEG-F	97.9	Concord	0.9/2.4/ 18/ 306
WSNW	1150	Seneca	0.1/0.1/ 1/ 19
WWMG-F	96.1	Shelby	0.4/1.8/ 12/ 348

RADIO STATIONS

WFBC ,	1330,	5 KW (DA-N) ,	News/Talk	NBC SUN, $23.00	(Katz)	Multimedia
WHYZ ,	1070,	50 KW (DAYS,DA) ,	Black	, $25.00	(K & P)	
WPJM ,	800,	1 KW (DAYS) ,	Nostalgia	ABC, $19.00	(Keystone)	(GREER)
WSPA ,	950,	5 KW (DA-N) ,	MOR	CBS, $24.00	(Mc-Guild)	
WWMM-F,	107.3,	100 KW @ 1010 ,	SAC	ABC, $50.00	(Chrirstal)	Degree (ANDERSON)
WBBO-F,	93.3,	93 KW @ 2030 ,	CHR	, $25.00	(Torbet)	(FOREST CITY)
WROQ-F,	101.1,	100 KW @ 986 ,	AOR	ABC, $45.00	(Durpetti)	ABS (ANDERSON)
WFBC-F,	93.7,	100 KW @ 1850 ,	AC	ABC, $65.00	(Katz)	Multimedia
WESC-F,	92.5,	100 KW @ 2000 ,	Country	ABC, $95.00	(Banner)	
WLWZ-F,	103.9,	3 KW @ 328 ,	Black	, $32.00	(HNWH)	Voyager
WMUU-F,	94.5,	100 KW @ 1200 ,	EZ	APR, $18.00	(---)	
WMYI-F,	102.5,	20 KW @ 1782 ,	AC	, $88.00	(Eastman)	AmCom (HNDRSNVLE)
WSPA-F,	98.9,	100 KW @ 1910 ,	EZ	, $40.00	(Mc-Guild)	
WSSL-F,	100.5,	100 KW @ 1241 ,	Country	UNIPWR, $44.00	(Mc-Guild)	Capstar (GRAY COURT)

American Radio Summer 1991 Supplement, Copyright 1991

HARRISBURG

Arbitron Rank/Pop (12+): 74/502,000
MSA Rank/Pop: 87/597,000
ADI # 45 (w/York & Lancaster)
Average Person Ratings: 17.2
Market TSL: 22.75 hours

Stations: 26/16
Diaries: 984/510:1/60.2%
Sample Target: 925
% Below Line: 17.0
% Not Listed: 13.9

1990 Revenue: $14,600,000
HH Inc.: $34,026
Retail $: 5.4 Bil
Pop per Station: 31,375
#1 Biller: WWNK-AF $5,700,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WWNK-F (CHR)	93/10.8	12.7	15.4	12.9	13.4	12.9	105/1736	1390/27.7	29.8	33.3	14.2	88	1477	WWNK-F
2. WTPA-F (AOR)	91/10.6	12.4	7.6	7.8	7.6	9.6	115/1301	886/17.6	19.5	14.0	13.4	83	756	WTPA-F
3. WWKL-F (O)	86/10.0	7.2	7.1	7.3	7.6	7.9	123/1554	930/18.5	14.7	15.6	7.9	49	588	WWKL-F
4. WRKZ-F (C)	68/ 7.9	9.5	6.2	6.7	7.8	7.6	178/1935	778/15.5	17.4	13.4	6.5	40	690	WRKZ-F
5. WHP (FS)	54/ 6.3	5.3	6.9	5.9	6.0	6.1	74/1059	703/14.0	12.0	12.1	5.7	35	408	WHP
6. WHYL (BB)	46/ 5.3	3.8	3.3	3.8	3.5	4.1	57/529	411/ 8.2	7.8	8.0	1.9	12	327	WHYL
7. WQXA-F (CHR)	42/ 4.9	4.5	6.0	4.8	8.0	5.1	110/1711	723/14.4	13.5	15.7	11.3	70	926	WQXA-F
8. WIMX-F (AC)	39/ 4.5	5.0	5.1	5.0	5.8	4.9	44/655	570/11.4	11.0	12.1	5.3	33	479	WIMX-F
9. WNCE-F (EZ)	38/ 4.4	3.0	4.1	4.3	3.2	4.0	128/1489	369/ 7.4	8.1	7.4	1.6	10	269	WNCE-F
10. WHYL-F (C)	37/ 4.3	5.0	2.5	4.8	2.4	4.2	40/468	406/ 8.1	7.8	6.0	4.7	29	372	WHYL-F
11. WHP -F (EZ)	28/ 3.3	3.2	2.3	2.7	2.5	2.9	32/688	456/ 9.1	8.9	9.1	2.1	13	265	WHP -F
12. WHTF-F (AOR)	24/ 2.8	1.8	1.7	2.6	1.5	2.2	67/1337	493/ 9.8	7.3	6.0	2.9	18	269	WHTF-F
13. WLBR (FS)	12/ 1.4	2.3	2.5	2.7	2.9	2.2	15/324	267/ 5.3	6.5	7.3				WLBR
14. WKBO (N)	11/ 1.3	1.3	2.6	1.7	1.4	1.7	12/327	305/ 6.1	4.9	5.9	1.5	9	215	WKBO
15.														

12+ FM SHARE (METRO): 80.97% (600 of 741) (SUM 90: 80.82%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WWNK-F>>	1 WTPA-F>	1 WTPA-F	1 WWKL-F	1 WWKL-F>	1 WWKL-F	1 WTPA-F	1 WWNK-F	1 WWNK-F	1 WTPA-F<	1 WRKZ-F
2 WQXA-F>>	2 WWNK-F>>	2 WWKL-F	2 WTPA-F	2 WTPA-F	2 WRKZ-F	2 WWNK-F	2 WTPA-F	2 WWKL-F<	2 WWKL-F	2 WWKL-F
3 WLAN-F	3 WQXA-F	3 WWNK-F>	3 WWNK-F>	3 WWNK-F>	3 WHP	3 WWKL-F	3 WWKL-F	3 WTPA-F	3 WWNK-F	WTPA-F
4	4 WWKL-F	4 WIMX-F	4 WIMX-F	4 WRKZ-F	4 WHYL >	4 WHP	4 WHP	4 WRKZ-F>	4 WRKZ-F	4 WHP
5	WIMX-F	5 WRKZ-F<	5 WRKZ-F	WIMX-F	5 WNCE-F	5 WRKZ-F	5 WHYL	5 WHYL	5 WQXA-F	5 WWNK-F
6	6	6 WQXA-F	6	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WWNK-F>>	1 WWNK-F>>	1 WWNK-F>	1 WWNK-F	1 WWKL-F	1 WTPA-F>>	1 WTPA-F>>	1 WTPA-F>>	1 WTPA-F>>	1 WTPA-F
2 WTPA-F>	2 WTPA-F	2 WWKL-F>	2 WWKL-F>	2 WWNK-F>>	2 WQXA-F>	2 WWNK-F	2 WHTF-F	2 WWKL-F>	2 WWKL-F>
3 WQXA-F>	3 WWKL-F	3 WIMX-F	3 WTPA-F	3 WIMX-F	3 WWNK-F>	3 WQXA-F	3 WWNK-F	3 WRKZ-F	3 WRKZ-F
4 WWKL-F	4 WIMX-F	4 WTPA-F>	4 WIMX-F	4 WRKZ-F	4 WRKZ-F	WHTF-F	WIMX-F	WWNK-F	4 WIMX-F
WIMX-F	5 WQXA-F	5 WRKZ-F	5	5 WTPA-F	5 WHTF-F	5	5	5 WQXA-F	5 WHTF-F
WHYL-F	6	6	6	6	6	6	6	6	6

OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME TSA
WCHB	1460	Harrisburg	0.5/3.5/ 7/ 208
WCTX-F	92.1	Palmyra/Lncstr	0.3/1.3/ 3/ 72
WWNK	1400	Harrisburg	0.5/2.5/ 4/ 124
WUFM-F	100.1	Lebanon	1.0/2.7/ 9/ 173
WWII	720	Shirmnstwn/Hrsb	1.2/3.1/ 10/ 174
WARM-F	103.3	York	0.9/4.1/170/1814
WDAC-F	94.5	Lancaster	0.9/4.0/ 51/ 947
WGTY-F	107.7	Gettysburg	0.3/2.4/ 58/ 677
WIKZ-F	95.1	Chambrsbrg/Hgrs	0.5/1.2/ 4/ 66
WIOV-F	105.1	Ephrata/Lncstr	0.5/1.5/ 86/ 959
WLAN-F	96.9	Lancaster	1.0/3.8/ 45/1070
WYCR-F	98.5	York/Hanover	0.7/4.6/ 78/1386

RADIO STATIONS

WCHB ,	1460, 5 KW (DA-N) ,	Oldies	NBC UNISUP, $15.00	(Eastman)		
WHP ,	580, 5 KW (DA-N) ,	MOR/Full Service	CBS NBC, $34.00	(HMR)	Commonwealth	
WHYL ,	960, 5 KW/22 W (DA-1),	Nostalgia	UNIULT, $16.00	(---)	(CARLISLE)	
WLBR ,	1270, 5 KW/1 KW (DA-2) ,	MOR	ABC, $17.00	(K & P)		
WHYL-F,	102.3, 3 KW @ 328 ,	Countnry	CNN, $88.00	(---)	(CARLISLE)	
WIMX-F,	99.3, 3 KW @ 328 ,	AC	UNIPWR, $34.00	(Mc-Guild)		
WWNK-F,	104.1, 22 KW @ 725 ,	CHR	APR, $101.00	(Christal)	Keymarket	
WRKZ-F,	106.7, 14 KW @ 928 ,	Country	ABC, $80.00	(Torbet)	Zimmerman (HERSHEY)	
WTPA-F,	93.5, 1 KW @ 620 ,	AOR	ABC, $31.00	(Banner)		
WWKL-F,	94.9, 25 KW @ 700 ,	Oldies	UNIULT, $37.00	(Katz)	Barnstable	
WHP -F,	97.3, 17 KW @ 840 ,	Soft AC	CBS, $32.00	(HMR)	Commonwealth	

Other ranked stations -- See York or Lancaster

HARTFORD

Arbitron Rank/Pop (12+): 40/990,800

MSA Rank/Pop: 44/1,130,000
ADI # 23 (w/New Haven)
Average Person Ratings: 17.2
Market TSL: 23.00 hours

Stations: 27/16
Diaries: 1390/713:1/50.7%
Sample Target: 1295
% Below Line: 16.9
% Not Listed: 13.9

1990 Revenue: $39,800,000
HH Inc.: $42,925
Retail $: 10.4 Bil
Pop per Station: 61,925
#1 Biller: WTIC $8,800,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90		Birch Share	Birch AQH	Birch Cume	
1. WTIC	(FS)	268/15.7	16.2	15.0	14.8	17.2	15.4	326/4098	2850/28.8	30.0	30.2		11.4	173	2251	WTIC
2. WTIC-F	(CHR)	155/ 9.1	8.8	9.3	9.0	10.2	9.1	249/4721	2645/26.7	28.2	27.9		11.8	180	3511	WTIC-F
3. WWYZ-F	(C)	122/ 7.1	5.6	6.7	8.4	6.8	6.9	239/2626	1407/14.2	12.8	14.8		7.2	109	1207	WWYZ-F
4. WHCN-F	(AOR)	118/ 6.9	5.6	5.5	6.7	6.0	6.2	171/3019	1613/16.3	16.5	18.2		6.4	98	1409	WHCN-F
5. WRCH-F	(SAC)	108/ 6.3	7.8	6.6	8.0	8.0	7.2	169/2748	1706/17.2	16.7	19.7		4.6	70	798	WRCH-F
6. WDRC-F	(O)	98/ 5.7	4.3	5.3	5.9	5.7	5.3	213/3391	1431/14.4	15.5	14.9		4.4	67	1047	WDRC-F
7. WKSS-F	(CHR)	92/ 5.4	5.4	6.1	5.4	6.1	5.6	186/4101	1804/18.2	19.0	18.6		8.2	125	2270	WKSS-F
8. WCCC-F	(AOR)	81/ 4.7	5.4	6.1	4.7	4.7	5.2	127/2525	1432/14.5	16.8	15.6		8.1	124	1788	WCCC-F
9. WZMX-F	(AC)	79/ 4.6	4.6	2.8	1.5	----	3.4	118/2172	1325/13.4	12.8	0.0		3.3	50	1012	WZMX-F
10. WIOF-F	(AC)	60/ 3.5	4.2	4.3	5.3	6.3	4.3	88/1778	1009/10.2	12.2	17.0		2.9	44	675	WIOF-F
11. WPOP	(N/T)	41/ 2.4	2.8	3.9	2.9	2.0	3.0	50/1051	890/ 9.0	8.5	7.6		3.1	48	696	WPOP
12.																
13.																

12+ FM SHARE (METRO): 71.65% (1054 of 1471) (SUM 90: 72.66%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	WTIC-F	WHCN-F‹	WHCN-F	WHCN-F›	WHCN-F	WTIC ››	WTIC ››	WTIC	WTIC	WTIC ›	WTIC ››
2	WKSS-F›	WTIC-F	WTIC-F›	WWYZ-F	WWYZ-F‹	WWYZ-F	WTIC-F›	WRCH-F‹	WTIC-F›	WTIC-F›	WTIC-F›
3	WCCC-F	WCCC-F	WDRC-F	WDRC-F‹	WDRC-F	WRCH-F›	WHCN-F	WWYZ-F	WWYZ-F‹	WKSS-F	WCCC-F
4		WKSS-F	WWYZ-F	WTIC-F	WTIC ‹	WDRC-F	WWYZ-F	WTIC-F	WHCN-F‹	WHCN-F‹	WPOP
5		WZMX-F	WCCC-F	WZMX-F	WTIC-F		WRCH-F	WDRC-F	WRCH-F	WCCC-F	WHCN-F
6			WZMX-F‹	WTIC	WRCH-F		WCCC-F	WHCN-F	WDRC-F‹		
7			WKSS-F	WRCH-F	WZMX-F				WKSS-F		

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	WTIC-F››	WTIC-F›	WTIC-F›	WTIC-F›	WTIC ‹	WHCN-F	WHCN-F›	WHCN-F››	WHCN-F›	WHCN-F›
2	WKSS-F	WKSS-F›	WKSS-F	WKSS-F	WTIC-F	WCCC-F›	WCCC-F›	WCCC-F›	WDRC-F	WDRC-F
3	WCCC-F››	WCCC-F	WZMX-F	WZMX-F	WRCH-F	WTIC-F	WTIC-F	WTIC-F	WCCC-F	WWYZ-F›
4	WZMX-F	WZMX-F	WHCN-F	WRCH-F‹	WWYZ-F	WAQY-F	WDRC-F	WDRC-F	WWYZ-F	WTIC-F
	WHCN-F	WHCN-F	WIOF-F	WWYZ-F	WDRC-F	WDRC-F		WRCH-F	WTIC-F	WTIC
6				WHCN-F	WZMX-F	WKSS-F		WPLR-F		WRCH-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WDRC	1360	Hartford	1.1/2.9/ 18/ 343
WKND	1480	Windsor	0.4/1.1/ 6/ 112
WLVH	1230	Manchester	1.3/1.3/ 22/ 131
~~WMMW~~	1470	Meriden	0.9/1.8/ 24/ 274
WNEZ	910	New Britain/Hrt	0.7/2.6/ 13/ 284
WRYM	840	New Britain	0.5/1.2/ 8/ 143
WAAF-F	107.3	Worcester	0.3/2.1/ 54/ 985
WAQY-F	102.1	Springfield	2.2/7.7/133/2422
WCBS	880	New York	0.5/2.3/ 43/1268
WFAN	660	New York	1.1/4.6/ 76/1449
WHYN-F	93.1	Springfield	0.8/3.2/ 85/1546
WKCI-F	101.3	Hamden	0.9/5.8/136/2625
WHAS-F	94.7	Springfield	0.5/2.8/102/1524
WPKX-F	97.9	Enfield	0.8/2.1/101/1098
WPLR-F	99.1	New Haven	2.1/7.0/112/2059
WWRX-F	103.7	Westerly/Prvdnc	0.7/2.0/ 39/ 875

RADIO STATIONS

WDRC, 1300, 5 KW (DA-N)	, SEE WDRC-F				
WKND, 1480, 500 W (DAYS,DA)	, BLACK	SBN	, $ 20.00	(---)	
WNEZ, 910, 5 KW (DA-N)	, EZ/NOST.		, $ 25.00	(Banner)	
WPOP, 1410, 5 KW (DA-2)	, NEWS/TALK	ABC	, $ 42.00	(Eastman)	Merv Griffin
WRYM, 840, 1 KW (DAYS)	, HISPANIC		, $ 20.00	(Caballero)	
WTIC, 1080, 50 KW (DA-N)	, MOR/FULL SER.	NBC	, $ 190.00	(CBS)	Chase
WCCC-F, 106.9, 23 KW @ 730, AOR		ABC, SOURCE	, $ 41.00	(Durpetti)	
WDRC-C, 102.9, 20 KW @ 805, OLDIES			, $ 120.00	(McGuild)	Buckley
WIOF-F, 104.1, 18 KW @ 836, AC		CBS	, $ 68.00	(Eastman)	Merv Griffin (WATERBURY)
WHCN-F, 105.9, 16 KW @ 867, AOR			, $ 71.00	(Christal)	Beck-Ross
WKSS-F, 95.7, 17 KW @ 877, CHR		APR	, $ 62.00	(MMR)	Precision
WZMX-F, 93.7, 21 KW @ 780, AC			, $ N/A	(Torbet)	
WRCH-F, 100.6, 8 KW @ 1250, EZ/SOFT AC			, $ 60.00	(Banner)	
WTIC-F, 96.5, 20 KW @ 812, CHR			, $ 170.00	(CBS)	Chase
WWYZ-F, 92.5, 18 KW @ 860, COUNTRY		UNIULT	, $ 58.00	(Banner)	(WATERBURY)

American Radio Summer 1991 Supplement, Copyright 1991

HONOLULU

Arbitron Rank/Pop (12+): 58/705,900
MSA Rank/Pop: 63/860,000
No ADI
Average Person Ratings: 17.1
Market TSL: 23.50 hours

Stations: 27/27
Diaries: 1128/626:1/56.9%
Sample Target: 1095
% Below Line: 0.0
% Not Listed: 6.4

1990 Revenue: $21,000,000
HH Inc.: $42,864
Retail $: 7.9 Bil
Pop per Station: 26,144
#1 Biller: KSSK $4,200,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90		Birch Share	Birch AQH	Birch Cume	
1. KCCN-F (E)	160/13.3	10.9	9.2	6.7	8.4	10.0	160/1616	1616/22.9	22.0	15.2		11.2	128	1497	KCCN-F
2. KIKI-F (CHR)	124/10.3	12.7	9.3	9.9	8.2	10.6	124/1625	1625/23.0	27.2	20.6		12.7	145	1960	KIKI-F
3. KQMQ-AF (CHR)	116/ 9.6	6.6	8.7	9.3	12.3	8.6	116/1795	1795/25.4	24.3	31.9		9.5	102	2015	KQMQ-AF
4. KSSK-F (AC) **	112/ 9.3	9.7	9.2	10.6	8.9	9.7	112/1528	1528/21.6	24.6	19.8		9.6	110	1414	KSSK-F
5. KUMU-AF (EZ)	98/ 8.1	8.8	8.3	9.4	10.6	8.6	98/1178	1178/16.7	17.6	19.5		7.7	83	848	KUMU-AF
6. KRTR-AF (AC)	80/ 6.6	5.4	5.8	7.8	6.6	6.4	80/1219	1219/17.3	16.7	17.4		5.2	52	795	KRTR-AF
KSSK (FS) **	80/ 6.6	10.5	11.5	10.3	9.4	9.7	80/1168	1168/16.5	21.8	20.1		7.0	80	891	KSSK
8. KPOI-F (AOR)	43/ 3.6	5.1	5.7	4.4	6.7	4.7	43/738	738/10.5	13.2	13.7		5.7	65	959	KPOI-F
KIKI (O)	43/ 3.6	3.3	3.6	2.3	2.3	3.2	43/610	610/ 8.6	7.9	7.1		2.3	26	505	KIKI
10. KCCN (E)	42/ 3.5	2.3	3.9	3.0	4.6	3.2	42/495	495/ 7.0	7.1	12.1		2.5	29	458	KCCN
11. KDEO-F (?)	31/ 2.6	2.0	1.3	1.7	2.5	1.9	31/439	439/ 6.2	5.6	4.7		2.3	26	398	KDEO-F
12. KHFX-F (CL AOR)	30/ 2.5	3.5	4.8	4.6	4.7	3.8	30/611	611/ 8.7	8.9	8.6		3.2	37	661	KHFX-F
KDEO (C)	30/ 2.5	0.7	0.8	0.7	1.0	1.1	30/352	352/ 5.0	2.7	2.7		1.7	19	315	KDEO
14. KHVH (N/T)	29/ 2.4	3.2	2.3	3.1	2.4	2.8	29/625	625/ 8.9	10.5	7.5		2.6	30	499	KHVH
15. KGU (N/T)	28/ 2.3	3.8	2.9	3.5	2.9	3.1	28/540	540/ 7.6	10.8	8.9		2.0	23	530	KGU
16. KHHH-F (AOR)	22/ 1.8	1.6	1.2	0.9	1.4	1.4	22/418	418/ 5.9	4.9	4.6		4.5	52	589	KHHH-F
17.															
18.															

** NOTE: STATION(S) DETERMINED TO HAVE ENGAGED IN A SPECIAL STATION ACTIVITY

12+ FM SHARE (METRO): 68.11% (769 of 1129) (SUM 90: 66.96%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KIKI-F>>	1 KCCN-F>	1 KCCN-F>	1 KCCN-F	1 KCCN-F	1 KUMU-AF>	1 KSSK-F	1 KCCN-F>	1 KCCN-F	1 KIKI-F	1 KSSK-F
2 KQMQ-AF	2 KIKI-F	2 KSSK-F<	2 KSSK-F	2 KSSK-F	2 KSSK-F	2 KQMQ-AF	2 KQMQ-AF<	2 KIKI-F>	2 KCCN-F	2 KCCN-F
3 KCCN-F	3 KQMQ-AF<	3 KQMQ-AF	3 KQMQ-AF>	3 KQMQ-AF	KSSK	3 KSSK	3 KSSK-F<	3 KQMQ-AF	3 KQMQ-AF	3 KSSK
4	4 KRTR-AF	4 KIKI-F	4 KRTR-AF	4 KSSK	4 KQMQ-AF	4 KCCN-F>	4 KUMU-AF	4 KUMU-AF	4 KRTR-AF>	KQMQ-F
5	5 KSSK-F>	5 KRTR-AF>	5 KSSK	5 KRTR-AF	KCCN-F	5 KIKI-F	5 KIKI-F>	5 KSSK-F	5 KSSK-F	KHVH
6	6 KPOI-F	6 KSSK	6 KIKI-F	6 KUMU-AF	6	6 KUMU-AF	6 KRTR-AF	6 KRTR-AF	6	KGU <
7	KDEO-F	7	7	KIKI-F	7	7	7	7	7	7 KIKI-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KRTR-AF	1 KCCN-F	1 KCCN-F>	1 KCCN-F<	1 KCCN-F
KIKI-F	2 KRTR-AF	2 KSSK-F>	2 KQMQ-AF	2 KSSK-F
3 KQMQ-AF	3 KQMQ-AF	3 KRTR-AF	3 KSSK-F	3 KQMQ-AF
4 KCCN-F>>	KSSK-F	4 KQMQ-AF	4 KRTR-AF	4 KUMU-AF
5 KSSK-F	KIKI-F	5 KIKI-F	5 KIKI-F>	5 KSSK
6	6	6	6 KSSK	6 KRTR-AF
7	7	7	7	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KIKI-F	1 KCCN-F>	1 KCCN-F>	1 KCCN-F>	1 KCCN-F
KCCN-F>	2 KIKI-F>	2 KSSK-F	2 KIKI-F	2 KSSK-F>
3 KDEO-F>	3 KQMQ-AF	3 KRTR-AF	3 KSSK-F	3 KQMQ-AF
4 KQMQ-AF	4 KDEO-F	KIKI-F	4 KQMQ-AF>	4 KSSK
KHHH-F	5 KSSK-F	5 KQMQ-AF	5 KRTR-AF	5 KIKI
6	6 KRTR-AF	6 KPOI-F	6 KSSK	6 KRTR-AF
7	7	7 KHFX-F	7	7

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KAIM	870	Honolulu	0.3/1.5/ 4/ 109
KAIM-F	95.5	Honolulu	1.0/3.1/ 12/ 218
KISA	1540	Honolulu	0.7/1.6/ 8/ 110
KLHT	1040	Honolulu	0.9/2.2/ 11/ 158
KNDI	1270	Honolulu	0.5/1.9/ 6/ 132
KOHO	1170	Honolulu	0.7/1.4/ 9/ 101
KWAI	1080	Honolulu	0.4/1.6/ 5/ 114
KZOO	1210	Honolulu	0.5/1.0/ 6/ 73

RADIO STATIONS

KCCN ,	1420, 5 KW	, Ethnic	, $21.00	(Roslin)		
KDEO ,	940, 10 KW -- See KDEO-FM					
KGU ,	760, 10 KW	, Talk	ABC CBS, $20.00	(Banner)	Givens	
KHVH ,	990, 5 KW	, News	NBC ABC, $26.00	(HHHH)		
KIKI ,	830, 10 KW	, Oldies	UNISUP UNIULT, $21.00	(Christal)	Henry	
KSSK ,	590, 7.5 KW/5 KW	, MOR/Full Service	, $80.00	(Eastman)	Bedford	
KAIM-F,	95.5, 100 KW @ -24	, Religion	, $11.00	(---)		
KCCN-F,	100.3, 100 KW @ 2000	, Ethnic	, $19.00	(K & P)		
KDEO-F,	102.7, 61 KW @ 1893	, Country	NBS, $24.00	(K & P)		
KHFX-F,	105.1, 100 KW @ 1965	, Classic AOR	, $25.00	(HHR)		
KHHH-F,	98.5, 100 KW @ -279	, Jazz/NAC	SMN, $24.00	(HHHH)		
KIKI-F,	93.9, 100 KW @ -143	, CHR	, $40.00	(Christal)	Henry	
KPOI-F,	97.5, 83 KW @ 46	, AOR	, $41.00	(Banner)		
KQMQ-F,	93.1, 54 KW @ -119	, CHR	, $64.00	(Katz)		
KRTR-F,	96.3, 75 KW @ 2140	, AC	, $30.00	(Katz)		
KSSK-F,	92.3, 100 KW @ 1950	, AC	, $35.00	(Eastman)	Bedford	
KUMU-F,	94.7, 100 KW @ 78	, EZ/Btfl	, $48.00	(Banner)		

American Radio Summer 1991 Supplement, Copyright 1991

HOUSTON

Arbitron Rank/Pop (12+): 10/2,966,300

MSA Rank/Pop: 8/3,700,000
ADI # 10

Average Person Ratings: 17.7
Market TSL: 23.25 hours

Stations: 33/31
Diaries: 2495/1189:1/46.7%
Sample Target: 2220
% Below Line: 0.6
% Not Listed: 11.9

1990 Revenue: $124,000,000
HH Inc.: $33,870
Retail $: 26.5 Bil
Pop per Station: 95,687
#1 Biller: KIKK-AF $13,500,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. KILT-F	(C)	431/ 8.2	9.5	7.6	7.5	8.6	8.2	468/6888	6093/20.5	21.3	18.9	7.7	442	4580	KILT-F
2. KIKK-F	(C)	425/ 8.1	7.0	8.2	8.4	7.5	7.9	473/6941	6000/20.2	18.5	18.7	9.4	543	5966	KIKK-F
3. KODA-F	(SAC)	303/ 5.8	5.5	5.3	4.4	4.0	5.3	306/4473	4331/14.6	15.8	10.2	4.8	277	3266	KODA-F
4. KMJQ-F	(B)	265/ 5.1	7.0	6.6	7.9	7.2	6.7	273/4361	4084/13.8	13.9	15.2	5.5	317	4034	KMJQ-F
KLOL-F	(AOR)	265/ 5.1	5.1	5.3	5.9	6.2	5.3	315/4847	4349/14.7	14.3	14.6	8.1	466	4845	KLOL-F
6. KHMX-F	(AC)	255/ 4.9	5.3	4.2	6.6	3.8	5.3	273/4659	4243/14.3	16.7	11.9	5.3	304	4313	KHMX-F
7. KBXX-F	(CHR)	250/ 4.8	3.6	2.3	2.0	2.9	3.2	265/3950	3675/12.4	9.4	9.1	7.5	431	3884	KBXX-F
8. KTRH	(N)	248/ 4.7	4.4	5.4	5.2	5.9	4.9	279/4928	4245/14.3	15.8	16.1	2.8	163	2947	KTRH
9. KQUE-F	(BB)	235/ 4.5	3.8	4.6	3.3	4.1	4.1	249/2548	2403/ 8.1	8.2	7.8	2.4	137	1605	KQUE-F
10. KRBE-F	(CHR)	218/ 4.2	3.8	3.3	2.7	3.9	3.5	239/5606	5176/17.1	16.3	16.1	5.1	292	5065	KRBE-F
11. KLDE-F	(O)	217/ 4.1	3.7	3.2	5.0	3.3	4.0	236/3732	3431/11.6	11.9	11.2	3.2	185	2197	KLDE-F
12. KZFX-F	(CL AOR)	203/ 3.9	3.5	3.5	2.8	4.2	3.4	209/3551	3446/11.6	10.8	12.0	3.6	209	3396	KZFX-F
13. KPRC	(N/T)	153/ 2.9	3.1	2.6	2.4	2.3	2.8	164/2569	2496/ 8.4	10.0	7.5	1.9	110	1799	KPRC
14. KHYS-F	(B)	134/ 2.6	2.3	2.9	2.4	3.1	2.5	160/2660	2393/ 8.1	7.8	9.7	3.4	197	2736	KHYS-F
15. KLTR-F	(AC)	131/ 2.5	3.3	3.5	3.9	3.5	3.3	132/3000	2983/10.1	10.0	11.2	2.3	134	2151	KLTR-F
16. KKBQ-F	(CHR)	128/ 2.4	3.4	4.5	4.1	4.4	3.6	139/4212	3922/13.1	16.0	16.9	3.4	198	5012	KKBQ-F
17. KEYH	(SP)	81/ 1.5	1.2	0.5	0.5	0.4	0.9	81/693	693/ 2.3	1.7	1.5	1.3	75	863	KEYH
18. KLAT	(SP)	80/ 1.5	1.7	2.4	2.3	1.5	2.0	80/924	924/ 3.1	3.3	3.7	1.5	85	1294	KLAT
19. KQQK-F	(SP)	68/ 1.3	1.2	2.2	1.7	1.4	1.6	68/1087	1087/ 3.7	3.7	3.8	2.2	126	1462	KQQK-F
20. KYOK	(B)	66/ 1.3	1.0	1.6	1.2	1.6	1.3	66/1141	1100/ 3.7	3.3	4.1	0.5	31	407	KYOK
21. KJZS-F	(J)	60/ 1.1	1.6	0.8	----	----	0.9	64/1139	1028/ 3.5	4.9	0.0	2.3	132	1312	KJZS-F
22. KHCB-F	(REL)	54/ 1.0	1.4	1.0	0.6	0.9	1.0	56/874	839/ 2.8	3.3	2.8	1.1	65	843	KHCB-F
23. KXYZ	(SP)	51/ 1.0	0.8	1.1	1.9	1.7	1.2	53/917	884/ 3.0	2.5	3.2	0.8	46	487	KXYZ
24.															
25.															

12+ FM SHARE (METRO): 80.31% (3708 of 4617) (SUM 90: 79.24%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBXX-F	1 KLOL-F	1 KILT-F	1 KILT-F	1 KILT-F	1 KILT-F	1 KILT-F	1 KIKK-F	1 KILT-F	1 KMJQ-F<	1 KMJQ-F
2 KRBE-F>	2 KHMX-F	2 KIKK-F	2 KIKK-F	2 KIKK-F	2 KIKK-F	2 KIKK-F	2 KILT-F	2 KIKK-F	2 KBXX-F	2 KTRH
3 KKBQ-F<	3 KMJQ-F<	3 KLOL-F	3 KODA-F<	3 KODA-F	3 KQUE-F	3 KTRH	3 KODA-F>	3 KODA-F	3 KIKK-F<	3 KILT-F>>
4 KMJQ-F	4 KIKK-F<	4 KODA-F	4 KLOL-F	4 KLOL-F<	4 KTRH	4 KLOL-F	4 KHMX-F	4 KHMX-F	4 KRBE-F	4 KQUE-F
5	5 KILT-F<	KHMX-F	5 KLDE-F<	5 KLDE-F	5 KODA-F	5 KODA-F	5 KQUE-F	5 KBXX-F	5 KILT-F	5 KIKK-F
6	6 KZFX-F<	6 KZFX-F<	6 KHMX-F<	6 KHMX-F	6 KLDE-F	6 KQUE-F<	6 KLDE-F<	6 KLOL-F<	6 KLOL-F<	6 KODA-F
7	7 KBXX-F	7 KMJQ-F	7 KZFX-F	7 KZFX-F	7 KPRC	7 KMJQ-F	7 KMJQ-F	7 KMJQ-F	7 KPRC	7 KBXX-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KMJQ-F	1 KHMX-F<	1 KIKK-F	1 KILT-F	1 KILT-F<
2 KHMX-F	2 KIKK-F<	2 KILT-F	2 KIKK-F	2 KIKK-F
KBXX-F<	3 KILT-F	3 KHMX-F	3 KODA-F	3 KODA-F>
4 KRBE-F	4 KMJQ-F	4 KODA-F	4 KHMX-F	4 KHMX-F
5 KILT-F	5 KODA-F	5 KMJQ-F	5 KMJQ-F>	5 KMJQ-F
KIKK-F	6 KBXX-F<	6 KLOL-F<	6 KLTR-F	6 KLTR-F
7 KODA-F	7 KRBE-F	7 KLTR-F	7 KLDE-F	KLDE-F
8 KKBQ-F	8	8 KHYS-F	8	8

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KLOL-F<	1 KLOL-F>	1 KLOL-F	1 KLOL-F	1 KILT-F
2 KBXX-F	2 KZFX-F	2 KZFX-F>	2 KILT-F<	2 KLOL-F
3 KRBE-F>	3 KBXX-F	3 KHMX-F	3 KZFX-F	3 KZFX-F
4 KMJQ-F<	4 KHMX-F	4 KMJQ-F	4 KIKK-F	KIKK-F<
5 KZFX-F	5 KMJQ-F	5 KIKK-F	5 KLDE-F	5 KLDE-F>
6 KIKK-F<	6 KRBE-F	6 KILT-F	6 KHMX-F	6 KTRH <
7 KILT-F	7 KIKK-F	7 KBXX-F	7 KMJQ-F	7 KODA-F
8 KHMX-F	8	8	8	KHMX-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KCOH	1430	Houston	0.8/3.3/ 44/1006
KIKK	650	Pasadena	0.4/1.2/ 22/ 379
KILT	610	Houston	0.5/1.6/ 32/ 522
KLVL	1480	Pasadena/Houstn	0.5/1.2/ 25/ 365
KMPQ	980	Rosenberg/Hstn	0.6/1.3/ 32/ 385
KRTS-F	92.1	Seabrook/Houstn	0.6/2.6/ 34/ 839
KSEV	700	Tomball/Houston	0.7/2.2/ 48/ 707
KWWJ	1360	Baytown	0.8/1.7/ 44/ 528
KWIC-F	107.9	Beaumont/PtArth	0.3/2.0/ 24/ 723
KYKR-F	93.3	Pt.Arthur/Bmnt	0.3/1.3/ 84/1078

American Radio Summer 1991 Supplement, Copyright 1991

HOUSTON

RADIO STATIONS

AM STATIONS

KCOH, 1430, 5 KW (DAYS)	, BLACK	SBN, NBN,	$ 47.00	(Roslin)	
KEYH, 850, 10 KW (DAYS, DA)	, HISPANIC		$ 44.00	(SBS)	
KIKK, 650, 250 W (DAYS)	, COUNTRY OLDIES		$ N/A	(Torbet)	Viacom
KILT, 610, 5 KW (DA-2)	, COUNTRY OLDIES	UNISUP,	$ N/A	(Group W)	Westinghouse
KKBQ, 790, 5 KW (DA-2)	, SEE KKBQ-F				
KKZR, 1070, 10 KW/5 KW (DA-2)	, AOR	SMN,	$ 36.00	(Eastman)	Susquehanna
KLAT, 1010, 5 KW (DA-2)	, HISPANIC		$ 60.00	(Katz)	Tichenor
KNUZ, 1230, 1 KW	, OLDIES		$ N/A	(Eastman)	
KPRC, 950, 5 KW (DA-N)	, TALK	CBS,	$ 75.00	(Eastman)	
KTRH, 740, 50 KW (DA-1)	, NEWS/TALK	ABC, MBS,	$ 180.00	(CBS)	Jacor (P)
KXYZ, 1320, 5 KW (DA-N)	, HISPANIC		$ 63.00	(Caballero)	
KYOK, 1590, 5 KW (DA-N)	, BLACK	SMN,	$ 47.00	(McGuild)	Noble

FM STATIONS

KBXX, 97.9, 100 KW @ 1920, CHR			$ 160.00	(Katz)	Cook Inlet
KHCB, 105.7, 100 KW @ 1613, RELIGION			$ 30.00	(---)	
KIKK, 95.7, 100 KW @ 1920, COUNTRY			$ 215.00	(Torbet)	Viacom
KILT, 100.3, 100 KW @ 1920, COUNTRY			$ 185.00	(Group W)	Westinghouse
KKBQ, 92.9, 100 KW @ 1920, COUNTRY			$ 170.00	(McGuild)	Gannett
KLDE, 94.5, 100 KW @ 1920, OLDIES		UNIULT	$ 90.00	(Durpetti)	Entercom
KLOL, 101.1, 100 KW @ 1920, AOR		SOURCE	$ 190.00	(CBS)	Jacor (P)
KLTR, 93.7, 100 KW @ 1720, AC		CBS	$ 140.00	(CBS)	CBS
KMJQ, 102.1, 100 KW @ 1720, BLACK			$ 190.00	(Mc-Guild)	Noble
KHMX, 98.5, 100 KW @ 1920, ADULT CHR			$ 85.00	(Mc-Guild)	Nationwide
KODA, 99.1, 100 KW @ 1920, EZ			$ 160.00	(~~MMI~~)	
KQUE, 102.9, 100 KW @ 984, NOSTALGIA		ABC,	$ 81.00	(Banner)	
KRBE, 104.1, 100 KW @ 1920, CHR			$ 135.00	(Eastman)	Susquehanna
KRTS, 92.1, 1.4 KW @ 495, CLASSICAL			$ 49.00	(CMBS)	
KZFX, 107.5, 98 KW @ 1973, CLASSIC AOR			$ 133.00	(Katz)	Shamrock
KJZS, 106.9, 100 KW @ 1125, JAZZ/NAC			$ N/A	(Banner)	(CONROE)
KQQK, 106.5, 100 KW @ 709, HISPANIC			$ N/A	(Caballero)	

KHYS-F -- See Beaumont

American Radio Summer 1991 Supplement, Copyright 1991

HUNTSVILLE

Arbitron Rank/Pop (12+): 106/338,200
MSA Rank/Pop: 182/356,000 (e)
ADI # 80 (w/ Decatur)
Average Person Ratings: 16.0
Market TSL: 21.00 hours

Stations: 17/14
Diaries: 786/430:1/52.7%
Sample Target: 760
% Below Line: 3.7
% Not Listed: 17.4

1990 Revenue: $9,900,000
HH Inc.: $31,600
Retail $: 2.8 Bil
Pop per Station: 24,157
#1 Biller: WDRM-AF $3,000,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUN 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90		Birch Share	Birch AQH	Birch Cume	
1. WDRM-F	(C)	137/25.3	24.7	25.2	22.6	----	24.5	232/2540	1364/40.3	38.2	0.0		27.4	148	1513	WDRM-F
2. WZYP-F	(CHR)	70/12.9	13.5	17.6	17.2	----	15.3	99/1745	1025/30.3	34.3	0.0		20.7	112	1335	WZYP-F
3. WTAK	(AOR)	42/ 7.8	6.7	2.9	7.2	----	6.2	42/328	328/ 9.7	9.2	0.0		5.6	30	316	WTAK
4. WRSA-F	(EZ)	39/ 7.2	9.5	11.8	6.5	----	8.8	71/814	529/15.6	17.0	0.0		4.3	23	531	WRSA-F
5. WEUP	(B)	34/ 6.3	6.4	5.0	5.3	----	5.8	34/351	337/10.0	10.7	0.0		5.9	32	395	WEUP
6. WAHR-F	(SAC)	31/ 5.7	8.0	6.1	5.3	----	6.3	44/689	550/16.3	17.1	0.0		4.8	26	379	WAHR-F
7. WQLT-F	(AC)	21/ 3.9	1.4	1.5	2.1	----	2.2	51/663	261/ 7.7	8.6	0.0		0.9	5	185	WQLT-F
8. WENN-F	(B)	16/ 3.0	2.9	4.0	2.9	----	3.2	20/327	276/ 8.2	6.3	0.0		5.7	31	304	WENN-F
9. WBHP	(C)	13/ 2.4	3.8	5.0	6.0	----	4.3	14/278	259/ 7.7	9.7	0.0		4.8	26	264	WBHP
10. WNDA-F	(REL)	10/ 1.8	1.0	2.0	1.0	----	1.5	10/194	163/ 4.8	4.0	0.0		1.5	8	245	WNDA-F
11. WAJF	(?)	9/ 1.7	----	----	----	----	0.4	9/119	98/ 2.9	0.0	0.0					WAJF
12. WVNN	(N/T)	7/ 1.3	1.4	2.0	1.9	----	1.8	9/228	190/ 5.6	6.9	0.0		1.5	8	142	WVNN
WHVK-F	(C)	7/ 1.3	2.2	4.2	5.5	----	3.3	15/362	184/ 5.4	8.6	0.0		1.3	7	306	WHVK-F
14.																
15.																

12+ FM SHARE (METRO): 74.94% (335 of 447) (SUM 90: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZYP-F>>	1 WDRM-F	1 WDRM-F>>	1 WDRM-F>>	1 WDRM-F>>	1 WDRM-F>>	1 WDRM-F>>	1 WDRM-F>>	1 WDRM-F>>	1 WDRM-F	1 WDRM-F>>
2 WDRM-F>>	2 WTAK	2 WZYP-F	2 WTAK	2 WTAK	2 WRSA-F>>	2 WZYP-F>	2 WZYP-F>	2 WZYP-F>	2 WZYP-F>>	2 WRSA-F
3	3 WZYP-F>	3 WTAK >	3 WZYP-F	3 WZYP-F	3 WAHR-F	3 WRSA-F	3 WAHR-F	3 WRSA-F	3 WRSA-F	3 WZYP-F
4	4 WEUP >	4 WEUP	4 WEUP	4 WEUP	4 WZYP-F	4 WTAK <	4 WRSA-F	4 WTAK	WEUP	4 WEUP
5	5 WAHR-F	5 WAHR-F	5 WAHR-F	5 WAHR-F	5	5 WAHR-F	5 WTAK	5 WAHR-F	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WZYP-F>	1 WDRM-F	1 WDRM-F>	1 WDRM-F>>	1 WDRM-F>>
2 WAHR-F	2 WZYP-F>	2 WZYP-F	2 WZYP-F	2 WEUP
3 WDRM-F	3 WEUP	3 WEUP	3 WEUP >	3 WZYP-F>
4 WTAK	4 WAHR-F	4	4 WAHR-F	4 WRSA-F>
WEUP	5 WTAK	5	5	5 WAHR-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WDRM-F>>	1 WTAK	1 WTAK >>	1 WDRM-F>	1 WDRM-F>
2 WZYP-F>>	2 WDRM-F>	2 WDRM-F	2 WTAK >	2 WTAK >
3 WTAK	3 WZYP-F>>	3 WEUP	3 WZYP-F>	3 WZYP-F
4	4 WEUP	4 WZYP-F	4 WAHR-F	4 WAHR-F
5	5	5	5	5

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAAJ	1550	Huntsville	0.6/1.3/ 4/ 61
WKGL	1450	Huntsville	0.7/1.8/ 4/ 61
WKDF-F	103.3	Nashville	0.4/1.1/ 21/ 245
WZRR-F	99.5	Birmingham	0.4/1.8/ 14/ 221

RADIO STATIONS

WBHP, 1230,	1 KW	, COUNTRY	ABC , $	29.00 (Katz)		
WDKT, 1360,	1 KW/128 W	, BLACK	, $	12.00 (---)		
WEUP, 1600,	5 KW/500 W (DA-N),	BLACK	SBN , $	12.00 (---)		
WTAK, 1000,	10 KW (DAYS,DA)	, AOR	, $	16.00 (Regional)		
WVNN, 770,	10 KW/260 W (DA-N),	TALK	ABC BRN , $	(Christal)	(ATHENS)	
WAHR-F, 99.1,	100 KW @ 985,	AC	NBC , $	27.00 (Torbet)		
WDRM-F, 102.1,	100 KW @ 727,	COUNTRY	, $	53.00 (HNWH)	(DECATUR)	
WHVK-F, 93.3,	100 KW @ 981,	AOR	ABC , $	15.00 (Christal)	(TULLAHOMA, TN)	
WNDA-F, 95.1,	50 KW @ 110,	RELIGION	, $	11.00 (---)		
WQLT-F, 107.3,	100 KW @ 1000,	AC/OLDIES	ABC , $	13.00 (Torbet)	(FLORENCE)	
WRSA-F, 96.9,	100 KW @ 994,	EZ	CBS , $	20.00 (---)		
WZYP-F, 104.3,	100 KW @ 1118,	CHR	ABC , $	50.00 (Christal)	(ATHENS)	

American Radio Summer 1991 Supplement, Copyright 1991

INDIANAPOLIS

Arbitron Rank/Pop (12+): 37/1,032,200
MSA Rank/Pop: 40/1,260,000
ADI # 26
Average Person Ratings: 16.5
Market TSL: 22.00 hours

Stations: 21/19
Diaries: 1709/604:1/53.5%
Sample Target: 1575
% Below Line: 1.8
% Not Listed: 8.4

1990 Revenue: $50,300,000
HH Inc.: $32,434
Retail $: 11.4 Bil
Pop per Station: 54,326
#1 Biller: WFBQ-F $10,200,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WFMS-F	(C)	210/12.4	11.0	13.1	13.3	11.8	12.4	291/3756	2458/23.8	21.6	22.7	17.0	315	2879	WFMS-F
2. WFBQ-F	(AOR)	205/12.1	13.4	10.6	10.2	14.3	11.6	386/4835	2521/24.4	25.9	25.9	12.9	238	2789	WFBQ-F
3. WIBC	(FS)	195/11.5	14.9	13.4	13.1	11.0	13.2	212/2515	2126/20.6	24.2	19.6	10.5	194	2214	WIBC
4. WZPL-F	(CHR)	166/ 9.8	10.4	11.6	10.4	12.7	10.6	238/3655	2506/24.3	24.9	27.4	13.9	256	3053	WZPL-F
5. WTLC-F	(B)	140/ 8.2	7.4	9.2	8.1	9.0	8.2	152/1453	1291/12.5	13.0	13.3	8.1	150	1738	WTLC-F
6. WKLR-F	(O)	122/ 7.2	5.9	5.5	5.5	5.5	6.0	179/2501	1553/15.0	15.1	15.2	4.9	90	1111	WKLR-F
7. WENS-F	(AC)	118/ 6.9	7.4	8.0	7.8	8.3	7.5	136/2461	1927/18.7	20.0	20.3	6.3	116	1675	WENS-F
8. WTPI-F	(SAC)	111/ 6.5	6.3	7.3	6.3	5.3	6.6	125/1827	1341/13.0	13.3	10.8	5.1	94	1096	WTPI-F
9. WFXF-F	(CL AOR)	86/ 5.1	4.7	4.1	5.8	3.2	4.9	109/2108	1364/13.2	12.8	10.2	5.5	101	1296	WFXF-F
10. WTUX	(BB)	59/ 3.5	3.8	3.0	3.2	3.5	3.4	61/770	681/ 6.6	6.3	6.4	2.1	39	475	WTUX
11. WNDE	(T)	26/ 1.5	1.5	1.5	1.3	1.9	1.5	28/670	549/ 5.3	5.3	5.4	1.0	18	384	WNDE
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 80.33% (1250 of 1556) (SUM 90: 80.03%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZPL-F>>	1 WFBQ-F>>	1 WFBQ-F>	1 WFBQ-F	1 WFBQ-F	1 WIBC	1 WIBC <	1 WFMS-F	1 WFMS-F	1 WZPL-F<	1 WIBC
2 WTLC-F	2 WZPL-F<	2 WFMS-F	2 WFMS-F	2 WFMS-F	2 WFMS-F>	2 WFBQ-F>	WFBQ-F>	2 WFBQ-F	2 WTLC-F	2 WFMS-F
3	3 WTLC-F	3 WENS-F	3 WKLR-F	3 WKLR-F	3 WKLR-F	3 WFMS-F>	3 WIBC	3 WZPL-F	3 WFMS-F	3 WTLC-F
4	4 WFMS-F	4 WTLC-F	4 WENS-F	4 WENS-F	4 WTPI-F	4 WZPL-F	4 WKLR-F<	4 WIBC	4 WENS-F<	4 WFBQ-F
5	5 WENS-F	5 WKLR-F<	5 WTPI-F	5 WTPI-F	5 WTUX	5 WKLR-F<	5 WZPL-F	5 WTLC-F	5 WFBQ-F	5 WZPL-F
6	6 WFXF-F	6 WZPL-F	6 WTLC-F	6 WTLC-F	6 WENS-F	6 WTLC-F	6 WTPI-F<	6 WKLR-F	6 WIBC	6
7	7	7 WFXF-F<	7 WFXF-F	7 WIBC	7 WFBQ-F<	WENS-F	7 WENS-F	7 WTPI-F<	7 WTPI-F	7
8	8	8 WTPI-F	8 WZPL-F	8 WFXF-F<	8 WTLC-F	8	8	8 WENS-F	8	8
9	9	9	9	9 WZPL-F	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WZPL-F	1 WZPL-F	1 WFBQ-F<	1 WENS-F	1 WENS-F<
2 WFBQ-F>	2 WFBQ-F	2 WENS-F<	2 WZPL-F	2 WKLR-F
3 WTLC-F	3 WENS-F	3 WZPL-F	3 WFMS-F	3 WFMS-F
WENS-F	4 WTLC-F	4 WTLC-F	WFBQ-F	4 WTPI-F
5 WFMS-F>>	5 WFMS-F>	5 WFMS-F	5 WKLR-F	5 WZPL-F
6	6 WTPI-F	6 WKLR-F	6 WTLC-F<	6 WFBQ-F
7	7 WFXF-F	7 WTPI-F	7 WTPI-F	7 WTLC-F<
8	8 WKLR-F	8 WFXF-F	8	8 WIBC

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F
2 WTLC-F	2 WTLC-F	2 WFMS-F<	2 WFMS-F	2 WFMS-F>
3 WFXF-F	3 WFXF-F	3 WTLC-F	3 WTLC-F	3 WKLR-F>
4 WZPL-F>	4 WFMS-F>	WFXF-F>	4 WFXF-F	4 WFXF-F<
5 WFMS-F	5 WZPL-F	5 WTPI-F	5 WKLR-F	5 WTPI-F<
6	6	WENS-F	6	6 WTLC-F
7	7	7	7	7 WENS-F
8	8	8	8	8

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCBK-F	102.3	Martinsville	0.9/1.6/ 16/ 181
WFXF	1430	Indianapolis	0.1/1.0/ 1/ 133
WPZZ-F	95.9	Franklin/Indy	0.7/1.8/ 12/ 182
WSYW	810	Indianapolis	0.8/1.9/ 13/ 196
WSYW-F	107.1	Danville/Indy	0.6/2.2/ 11/ 245
WTTS-F	92.3	Bloomington	1.1/5.8/ 44/1140
WXIR-F	98.3	Plainfield/Indy	0.6/2.8/ 13/ 318
WXXP-F	97.9	Anderson	0.4/1.5/ 20/ 387
WXKG-F	101.5	Columbus	1.1/2.2/100/1071
WLW	700	Cincinnati	0.7/2.1/ 40/ 719

American Radio Summer 1991 Supplement, Copyright 1991

INDIANAPOLIS

RADIO STATIONS

WBRI, 1500, 5 KW (DAYS, DA)	RELIGION		$ 20.00 (---)		
WIBC, 1070, 50 KW/10 KW (DA-2)	FULL SERVICE	NBC TALKNT,	$ 140.00 (Durpett1)	Sconnix	
WNDE, 1260, 5 KW (DA-N)	TALK	MBS,	$ 34.00 (Katz)	Great American	
WNTS, 1590, 5 KW/500 W (DA-2)	RELIGION		$ 22.00 (---)		
WSYW, 810, 250 W (DAYS)	RAP	UPI ABC,	$ 15.00 (CMBS)	Universal	
WTUX, 1310, 5 KW/1 KW (DA-2)	NOSTALGIA	CBS UNISUP,	$ 30.00 (MMR)	Panache	
WXTZ, 1430, 1 KW (DA-N)	EZ	ABC UNISUP,	$ 30.00 (Christal)	WIN/HL	
WENS-F 97.1, 23 KW @ 739,	AC		$ 100.00 (McGuild)	Emmis	
WFBQ-F, 94.7, 41 KW @ 900,	AOR	SOURCE,	$ 150.00 (Katz)	Great American	
WFMS-F, 95.5, 13 KW @ 990,	COUNTRY		$ 115.00 (Eastman)	Susquehanna	
WKLR-F, 93.1, 12 KW @ 1022,	OLDIES		$ 107.00 (Durpett1)	Sconnix	
WFXF-F, 103.3, 18 KW @ 840,	CL AOR	ABC,	$ 49.00 (Banner)	ML/WIN	
WPZZ-F, 95.9, 3 KW @ 300,	GOSPEL	SBN NBN,	$ 17.00 (Regional)	Willis (FRANKLIN)	
WSYW-F, 107.1, 1 KW @ 604,	CLASSICAL	UPI,	$ 25.00 (CMBS)	Universal (DANVILLE)	
WTLC-F, 105.7, 50 KW @ 450,	BLACK		$ 58.00 (MMR)	Panache	
WTPI-F, 107.9, 22 KW @ 762,	SOFT AC		$ 58.00 (Torbet)	Mystar	
WXIR-F, 96.3, 3 KW @ 290,	RELIGION		$ 15.00 (---)	(PLAINFIELD)	
WZPL-F, 99.5, 13 KW @ 990,	CHR	APR,	$ 88.00 (HNWH)	Booth	
WTTS-F, 92.3, 37 KW @ 1090,	CHR		$ 34.00 (Banner)	Sarkes Tarzian (BLOOMINGTON)	

American Radio Summer 1991 Supplement, Copyright 1991

JACKSON

Arbitron Rank/Pop (12+): 115/324,600
MSA Rank/Pop: 121/406,000
ADI # 86
Average Person Ratings: 17.8
Market TSL: 22.50 hours

Stations: 19/18
Diaries: 824/394:1/50.7%
~~Sample Target:~~ 760
% Below Line: 0.7
% Not Listed: 19.0

1990 Revenue: $11,400,000
HH Inc.: $28,902
Retail $: 3.0 Bil
Pop per Station: 18,033
#1 Biller: WMSI-F $3,300,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WMSI-F	(C)	93/16.1	18.2	16.9	17.5	----	17.2	220/2234	946/29.1	31.5	0.0	13.6	78	904	WMSI-F
2. WJMI-F	(B)	73/12.6	11.6	14.2	15.1	----	13.4	126/1488	803/24.7	23.5	0.0	16.2	93	1126	WJMI-F
3. WOAD	(G/B)	64/11.1	9.7	7.7	7.5	----	9.0	64/561	554/17.1	15.1	0.0	4.2	24	333	WOAD
4. WKXI-F	(B)	55/ 9.5	4.6	2.5	2.4	----	4.8	95/1038	645/19.9	13.9	0.0	5.7	33	675	WKXI-F
5. WSTZ-F	(CL AOR)	39/ 6.7	4.8	8.5	7.3	----	6.8	52/600	412/12.7	12.0	0.0	11.1	64	807	WSTZ-F
6. WTYX-F	(O)	26/ 4.5	5.6	3.8	4.4	----	4.6	46/825	567/17.5	16.4	0.0	5.1	29	427	WTYX-F
7. WJDX-F	(AC)	25/ 4.3	4.3	3.2	3.1	----	3.7	45/889	470/14.5	13.9	0.0	4.4	25	536	WJDX-F
8. WOHT-F	(CHR)	19/ 3.3	5.6	4.5	5.4	----	4.7	54/894	439/13.5	16.9	0.0	6.4	37	654	WOHT-F
9. WLIN-F	(SAC)	14/ 2.4	4.9	3.4	3.2	----	3.5	16/336	264/ 8.1	11.5	0.0	2.1	12	185	WLIN-F
10. WSLI	(T)	13/ 2.2	2.0	2.3	1.4	----	2.0	13/257	257/ 7.9	7.6	0.0	1.2	7	211	WSLI
WMGO	(?)	13/ 2.2	0.7	0.7	0.8	----	1.1	13/128	98/ 3.0	1.8	0.0	1.6	9	74	WMGO
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 76.55% (359 of 469) (SUM 90: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJMI-F>>	1 WJMI-F	1 WMSI-F<	1 WMSI-F>	1 WMSI-F>	1 WOAD <	1 WMSI-F>	1 WMSI-F>	1 WMSI-F>	1 WJMI-F>	1 WMSI-F
2 WKXI-F	2 WMSI-F	2 WJMI-F	2 WJMI-F<	2 WJMI-F	2 WMSI-F	2 WOAD <	2 WJMI-F	2 WJMI-F>	2 WKXI-F>	2 WJMI-F>
3 WMSI-F	3 WKXI-F	3 WKXI-F	3 WKXI-F	3 WKXI-F	3	3 WJMI-F	3 WOAD	3 WOAD	3 WOAD <	3 WOAD
4 WOHT-F	4 WSTZ-F	4 WSTZ-F	4 WSTZ-F>	4 WSTZ-F	4	4 WKXI-F	4 WKXI-F	4 WKXI-F	4 WMSI-F	WKXI-F
5	5	5	5 WOAD	5 WOAD	5	5	5 WSTZ-F	5 WSTZ-F	5	5 WTYX-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WJMI-F>	1 WJMI-F<	1 WMSI-F>	1 WMSI-F>	1 WMSI-F>>
2 WKXI-F>	2 WMSI-F	2 WKXI-F	2 WJMI-F<	2 WOAD
3 WSTZ-F	3 WKXI-F>	3 WJMI-F	3 WKXI-F>	3 WKXI-F
WOHT-F	4 WSTZ-F	4 WJDX-F	4 WOAD	4 WJMI-F
WOAD	5 WOHT-F	5 WSTZ-F	5 WJDX-F	5 WJDX-F
6	WJDX-F	6 WOHT-F	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WJMI-F>>	1 WJMI-F	1 WSTZ-F	1 WJMI-F	1 WMSI-F
2 WSTZ-F	2 WSTZ-F	WMSI-F>	2 WSTZ-F	2 WSTZ-F
WKXI-F>>	3 WMSI-F	3 WJMI-F	3 WMSI-F	3 WJMI-F
4 WTYX-F	WKXI-F	4 WKXI-F	WKXI-F	4 WKXI-F
WOHT-F	5	5	5	5
6	6	6	6	6

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WHJT-F	93.5	Clinton/Jackson	0.3/4.1/ 2/ 157
WIIN-F	98.7	Vicksburg	1.2/5.8/ 12/ 364
WJNT	1180	Pearl/Jackson	1.2/5.1/ 7/ 177
WJXN	1450	Jackson	0.5/2.1/ 3/ 67
WKXI	1300	Jackson	0.9/4.3/ 5/ 149
WRJH-F	97.7	Brandon/Jackson	0.3/1.7/ 4/ 97
WZRX	1590	Jackson	0.9/2.3/ 6/ 86
WQST-F	92.5	Forest	0.7/1.2/ 28/ 336

RADIO STATIONS

WJDS ,	620,	5 KW/1 KW (DA-N),	Soft AC	ABC MBS, $15.00	(Mc-Guild)	Capstar
WJNT ,	1180,	50 KW/5 KW (DA-2),	Talk	APR, $14.00	(---)	
WKXI ,	1300,	5 KW/1 KW ,	Black	UNISUP SBN, $16.00	(Banner)	Opus
WOAD ,	1400,	1 KW ,	Gospel/Black	ABC, $15.00	(Durpetti)	Holt
WSLI ,	930,	5 KW (DA-N) ,	Talk	TALKNT MBS, $ NA	(Eastman)	
WJMI-F,	99.7,	98 KW @ 1080 ,	Black	ABC CBS, $45.00	(Durpetti)	Holt
WLIN-F,	101.7,	3 KW @ 300 ,	EZ	UNIULT, $15.00	(Regional)	(GLUCKSTADT)
WKXI-F,	107.5,	100 KW @ 951 ,	Black	, $15.00	(Eastman)	(MAGEE)
WMSI-F,	102.9,	100 KW @ 1800 ,	Country	ABC, $70.00	(Mc-Guild)	Capstar
WOHT-F,	95.5,	100 KW @ 1058 ,	CHR	UNIPWR, $23.00	(HNWH)	Jenne
WJDX-F,	96.3,	100 KW @ 1415 ,	AC	, $32.00	(---)	Spur
WSTZ-F,	106.7,	100 KW @ 1064 ,	AOR	UNISUP, $33.00	(HNWH)	Lewis (VICKSBURG)
WTYX-F,	94.7,	100 KW @ 1117 ,	Oldies	ABC, $44.00	(Banner)	Opus

American Radio Summer 1991 Supplement, Copyright 1991

JACKSONVILLE

Arbitron Rank/Pop (12+): 49/800,700
MSA Rank/Pop: 57/947,000
ADI # 56
Average Person Ratings: 15.8
Market TSL: 21.25 hours

Stations: 20/19
Diaries: 1285/623:1/47.4%
Sample Target: 1145
% Below Line: 0.6
% Not Listed: 20.5

1990 Revenue: $24,500,000
HH Inc.: $31,680
Retail $: 7.4 Bil
Pop per Station: 42,142
#1 Biller: WAPE-F $4,600,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WQIK-F	(C)	132/10.4	13.7	11.4	11.3	9.9	11.7	175/2121	1524/19.0	23.1	19.2	12.7	184	1385	WQIK-F
2. WAPE-F	(CHR)	122/ 9.6	10.2	9.5	11.3	11.5	10.1	139/2133	1930/24.1	26.6	25.9	12.1	175	2307	WAPE-F
3. WFYV-F	(AOR)	103/ 8.1	7.2	9.5	7.7	6.4	8.1	130/1532	1298/16.2	15.9	15.9	11.1	161	1400	WFYV-F
4. WHJX-F	(B)	96/ 7.6	5.9	7.4	6.5	5.8	6.8	125/1127	953/11.9	11.7	10.8	11.0	159	1231	WHJX-F
5. WEJZ-F	(SAC)	94/ 7.4	6.5	6.4	8.1	8.8	7.1	102/1577	1353/16.9	18.7	17.9	6.8	99	1002	WEJZ-F
6. WIVY-F	(AC)	88/ 7.0	7.1	5.4	5.6	5.2	6.3	91/1286	1203/15.0	18.2	16.3	5.6	81	1396	WIVY-F
7. WKQL-F	(O)	83/ 6.6	6.3	4.5	7.6	8.5	6.3	87/1410	1198/15.0	15.8	17.7	7.2	105	1228	WKQL-F
8. WCRJ-F	(C)	72/ 5.7	5.0	5.7	4.6	5.5	5.3	83/1109	929/11.6	12.8	11.8	3.4	50	824	WCRJ-F
9. WOKV	(N/T)	40/ 3.2	3.5	4.5	4.1	5.0	3.8	45/614	577/ 7.2	8.4	9.2	1.7	24	397	WOKV
10. WAIA-F	(AOR)	39/ 3.1	2.8	1.9	0.5	----	2.1	46/788	699/ 8.7	8.2	0.0	4.3	62	882	WAIA-F
11. WSVE	(G)	27/ 2.1	2.1	1.9	2.3	2.2	2.1	27/305	305/ 3.8	2.8	4.5	0.8	11	249	WSVE
12. WZAZ	(B)	21/ 1.7	2.1	1.2	2.6	2.4	1.9	21/284	284/ 3.5	4.0	5.6	1.0	14	298	WZAZ
13. WCGL	(G)	19/ 1.5	2.1	2.8	2.5	1.6	2.2	19/316	316/ 3.9	3.6	3.7	0.8	11	242	WCGL
14. WZAZ-F	(B)	18/ 1.4	3.4	3.1	2.9	3.6	2.7	18/548	532/ 6.6	8.0	8.0	2.8	40	732	WZAZ-F
15. WOKV-F	(N/T)	14/ 1.1	0.3	0.8	1.5	1.8	0.9	15/339	317/ 4.0	2.0	6.0	1.4	20	237	WOKV-F

12+ FM SHARE (METRO): 86.38% (869 of 1006) (SUM 90: 82.02%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAPE-F››	1 WFYV-F›	1 WFYV-F	1 WIVY-F‹	1 WQIK-F	1 WQIK-F›	1 WQIK-F	1 WQIK-F	1 WQIK-F	1 WHJX-F	1 WQIK-F
2 WHJX-F	2 WAPE-F	2 WAPE-F	2 WQIK-F‹	2 WEJZ-F‹	2 WKQL-F	2 WAPE-F	2 WEJZ-F	WFYV-F‹	WAPE-F	2 WHJX-F
3	3 WHJX-F	3 WQIK-F‹	3 WEJZ-F	3 WIVY-F	3 WEJZ-F›	3 WEJZ-F	3 WAPE-F	3 WAPE-F‹	3 WFYV-F	3 WFYV-F›
4	4 WIVY-F	4 WKQL-F	4 WKQL-F	4 WCRJ-F‹	4 WIVY-F	4 WFYV-F	4 WHJX-F	4 WHJX-F	4 WQIK-F›	4 WCRJ-F
5	5 WQIK-F	5 WHJX-F	5 WHJX-F‹	5 WHJX-F‹	5 WIVY-F	5 WFYV-F‹	5 WKQL-F‹	5 WKQL-F‹	5 WCRJ-F‹	5 WKQL-F
6	6 WEJZ-F	6 WKQL-F	6 WFYV-F	6 WFYV-F	6 WOKV	6 WKQL-F	6 WIVY-F	6 WEJZ-F‹	6 WIVY-F	6
7	7	WEJZ-F	7 WAPE-F	7 WAPE-F	7	7 WHJX-F	7	7 WIVY-F	7	7
8	8	8	8	8 WCRJ-F	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WAPE-F››	1 WAPE-F›	1 WEJZ-F	1 WAPE-F‹	1 WEJZ-F
2 WQIK-F	2 WQIK-F	WAPE-F	2 WEJZ-F‹	WQIK-F
WHJX-F	3 WHJX-F	3 WQIK-F	3 WQIK-F	3 WIVY-F
WFYV-F›	WEJZ-F	4 WIVY-F	4 WIVY-F	4 WKQL-F
5 WIVY-F	5 WIVY-F	WHJX-F	5 WKQL-F‹	5 WAPE-F
6 WKQL-F	6 WFYV-F	6 WFYV-F	6 WHJX-F	6 WHJX-F
WCRJ-F	7 WAIA-F	WAIA-F	7	7 WCRJ-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFYV-F››	1 WFYV-F››	1 WFYV-F›	1 WFYV-F›	1 WFYV-F
2 WAPE-F	2 WHJX-F	2 WIVY-F	2 WHJX-F‹	2 WIVY-F‹
3 WHJX-F›	3 WAPE-F	3 WHJX-F›	3 WIVY-F	3 WKQL-F
4 WCRJ-F	4 WIVY-F›	4 WQIK-F	4 WQIK-F	4 WQIK-F
5 WQIK-F	5 WQIK-F	WAPE-F	WKQL-F	5 WHJX-F
WIVY-F	WCRJ-F	6 WEJZ-F	WAPE-F	6 WEJZ-F
7	7	WCRJ-F	7 WCRJ-F	7 WCRJ-F
		WAIA-F		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WPDQ	690	Jacksonville	0.6/3.3/ 8/ 299
WQIK	1320	Jacksonville	0.4/1.6/ 5/ 145
WRXJ	930	Jacksonville	0.4/0.9/ 5/ 70
WVOJ	970	Jacksonville	0.9/1.4/ 12/ 116
WNFI-F	99.9	Palatka	0.6/3.1/ 12/ 327

RADIO STATIONS

WCGL ,	1360, 5 KW (DAYS)	, Gospel	SBN, $ 15.00	(K & P)		
WOKV ,	600, 5 KW (DA-N)	, News/Talk	ABC CBS, $ 25.00	(HMR)	EZ	
WSVE ,	1280, 5 KW (DAYS)	, Gospel	NBN UNIPWR, $ 13.00	(Republic)		
WZAZ ,	1400, 1 KW	, Black	CBS, $ 14.00	(K & P)		
WAIA-F,	93.3, 50 KW @ 500	, Classic AOR	, $ 20.00	(---)	(ST. MARY)	
WAPE-F,	95.1, 100 KW @ 984	, CHR	, $100.00	(HNWH)	Evergreen	
WCRJ-F,	107.3, 100 KW @ 705	, Country	, $ 46.00	(Banner)	Hoker	
WEJZ-F,	96.1, 100 KW @ 984	, Soft AC	UNISUP, $ 47.00	(Katz)	Renda	
WFYV-F,	104.5, 100 KW @ 1014	, AOR	NBC, $ 74.00	(Christal)	Metroplex	
WHJX-F,	101.5, 100 KW @ 1863	, Black	ABC, $ 30.00	(Durpetti)	(BRUNSWICK, GA)	
WOKV-F,	100.7, 36 KW @ 1463	, News/Talk	ABC, $ 36.00	(---)	Osborn (BRUNSWICK, GA)	
WIVY-F,	102.9, 100 KW @ 1014	, AC	APR, $ 62.00	(Durpetti)	Taylor	
WKQL-F,	96.9, 100 KW @ 1013	, Oldies	, $ 70.00	(HMR)	EZ	
WQIK-F,	99.1, 100 KW @ 1014	, Country	ABC, $ 98.00	(Eastman)	Jacor	
WZAZ-F,	92.7, 1.3 KW @ 497	, Black	CBS, $ 21.00	(K & P)	(GREEN COVE SPGS)	

American Radio Summer 1991 Supplement, Copyright 1991

JOHN CITY-KINGSPORT

Arbitron Rank/Pop (12+): 92/378,400
MSA Rank/Pop: 109/454,000
ADI # 87
Average Person Ratings: 14.6
Market TSL: 19.75 hours

Stations: 23/18
Diaries: 807/469:1/58.0%
Sample Target: 820
% Below Line: 7.1
% Not Listed: 14.0

1990 Revenue: $10,100,000
HH Inc.: $27,034
Retail $: 2.6 Bil
Pop per Station: 21,022
#1 Biller: WQUT-F $2,000,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90		Birch Share	Birch AQH	Birch Cume	
1. WQUT-F	(CHR)	116/21.1	18.0	20.0	16.5	----	18.9	149/1953	1357/35.9	34.6	0.0		20.0	129	1708	WQUT-F
2. WXBQ-F	(C)	115/20.9	22.7	19.3	17.9	----	20.2	164/1869	1256/33.2	40.0	0.0		25.1	162	1416	WXBQ-F
3. WTFM-F	(AC)	60/10.9	14.2	11.9	18.4	----	13.8	68/1249	956/25.3	31.6	0.0		16.7	108	1136	WTFM-F
4. WJCW	(N/T)	28/ 5.1	4.3	6.0	3.6	----	4.8	28/439	429/11.3	11.2	0.0		1.7	11	263	WJCW
5. WIMZ-F	(AOR)	24/ 4.4	4.3	3.8	4.1	----	4.2	50/624	361/ 9.5	9.8	0.0		6.4	41	460	WIMZ-F
WUSJ-F	(C)	24/ 4.4	5.9	6.6	5.1	----	5.5	24/416	375/ 9.9	11.8	0.0		2.9	19	253	WUSJ-F
7. WZAP	(G)	18/ 3.3	0.9	3.0	1.4	----	2.2	21/295	223/ 5.9	3.6	0.0		1.1	7	124	WZAP
8. WETB	(G)	13/ 2.4	2.1	2.3	2.2	----	2.3	18/318	272/ 7.2	4.4	0.0		1.7	11	159	WETB
9. WKPT	(EZ)	11/ 2.0	2.1	2.5	2.2	----	2.2	11/253	242/ 6.4	6.7	0.0		2.0	13	215	WKPT
WKOS-F	(O)	11/ 2.0	2.9	2.1	1.9	----	2.2	11/260	251/ 6.6	8.1	0.0		2.9	19	307	WKOS-F

12+ FM SHARE (METRO): 79.96% (379 of 474) (SUM 90: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQUT-F>>	1 WQUT-F>	1 WQUT-F	1 WXBQ-F	1 WXBQ-F	1 WXBQ-F>	1 WQUT-F	1 WXBQ-F	1 WQUT-F	1 WXBQ-F	1 WXBQ-F>
2	2 WXBQ-F>	2 WXBQ-F>	2 WQUT-F>	2 WQUT-F>	2 WQUT-F	2 WXBQ-F>	2 WQUT-F>	2 WXBQ-F>	2 WQUT-F>>	2 WQUT-F
3	3 WTFM-F>	3 WTFM-F	3 WTFM-F	3 WTFM-F	3 WTFM-F>	3 WTFM-F>	3 WTFM-F	3 WTFM-F	3 WTFM-F>	3
4	4 WIMZ-F	4	4	4	4 WJCW	4 WJCW	4	4	4 WIMZ-F	4
5	5	5	5	5	5 WUSJ-F	5	5	5	5	5
6	6	6	6	6	6 WZAP	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WQUT-F>>	1 WQUT-F>	1 WQUT-F	1 WQUT-F	1 WXBQ-F
2 WXBQ-F	2 WXBQ-F	2 WXBQ-F>	2 WXBQ-F	2 WQUT-F
3 WTFM-F>	3 WTFM-F	3 WTFM-F	3 WTFM-F	3 WTFM-F
4 WIVK-F>	4	4	4	
5 WIMZ-F	5	5	5	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WQUT-F>>	1 WQUT-F>>	1 WQUT-F	1 WQUT-F	1 WXBQ-F
2 WIMZ-F>	2 WXBQ-F>	2 WXBQ-F>>	2 WXBQ-F>>	2 WQUT-F>
3 WXBQ-F>	3 WIMZ-F>	3 WIMZ-F	3 WTFM-F	3 WTFM-F
4 WTFM-F>	4 WTFM-F	WTFM-F	4 WIMZ-F	4
5 WJCW	5	5	5	5

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBEJ	1240	Elizabethton	0.9/3.2/ 5/ 120
WEMB	1420	Erwin	1.3/1.2/ 5/ 60
WEYE-F	104.3	Surgoinsville	0.5/2.1/ 5/ 114
WFHG	980	Bristol	0.4/3.4/ 2/ 139
WIKQ-F	94.9	Greenville	0.5/2.3/ 12/ 256
WJDT-F	106.5	Rogersville	0.7/1.8/ 5/ 104
WJTZ	640	Blountville	0.7/2.7/ 4/ 126
WMCH	1260	Church Hill	1.3/2.2/ 7/ 83
WMEV-F	93.9	Marion	0.7/3.2/ 25/ 391
WIVK-F	107.7	Knoxville	1.1/5.6/ 30/ 662
WKSF-F	99.9	Asheville	0.5/3.3/ 8/ 250
WMIT-F	106.9	Black Mountain	0.7/2.6/ 6/ 172
WMYU-F	102.1	Sevierville	0.4/1.6/ 9/ 188

RADIO STATIONS

WJCW	, 910, 5 KW/1 KW (DA-N)	,	N/T/Full Service	CBS	MBS, $18.00	(Katz)	Bloomington	(JOHNSN CTY)
WKPT	, 1400, 1 KW	,	EZ		ABC, $13.00	(Eastman)	Home News	(KINGSPORT)
WFHG	, 980, 5 KW/1 KW (DA-N)	,	Oldies	ABC	SMN, $12.00	(Mc-Guild)	Nininger	(BRISTOL,VA)
WQUT-F,	101.5, 100 KW @ 1497	,	CHR		CBS, $48.00	(Katz)	Bloomington	(JOHNSN CTY)
WTFM-F,	98.5, 100 KW @ 1260	,	AC		ABC, $38.00	(Eastman)	Home News	(KINGSPORT)
WUSJ-F,	99.3, 3 KW @ 328	,	Country		NBC, $17.00	(Durpetti)		(ELIZABETHTOWN)
WXBQ-F,	96.9, 67 KW @ 2240	,	Country		ABC, $42.00	(Mc-Guild)	Nininger	(BRISTOL, VA)
WKOS-F,	104.5, 1.4 KW @ 480	,	Oldies		SMN, $16.00	(Banner)	Bahakel	(KINGSPORT)

WIMZ-F -- See Knoxville

American Radio Summer 1991 Supplement, Copyright 1991

KANSAS CITY

Arbitron Rank/Pop (12+): 26/1,316,300
MSA Rank/Pop: 29/1,600,000
ADI # 29
Average Person Ratings: 17.0
Market TSL: 22.75 hours

Stations: 24/23
Diaries: 1628/808:1/53.1%
Sample Target: 1485
% Below Line: 0.5
% Not Listed: 8.5

1990 Revenue: $42,900,000
HH Inc.: $35,265
Retail $: 12.6 Bil
Pop per Station: 57,230
#1 Biller: WDAF $5,200,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90		Birch Share	Birch AQH	Birch Cume	
1. KFKF-F	(C)	235/10.5	11.2	9.?	9.2	7.8	10.1	274/3191	2569/19.5	20.3	16.9		11.3	285	2941	KFKF-F
2. WDAF	(C)	234/10.4	10.3	14.1	12.1	11.0	11.7	348/4235	2539/19.3	21.8	20.6		9.8	247	2424	WDAF
3. KYYS-F	(AOR)	205/ 9.2	9.0	7.1	7.9	8.3	8.3	271/3603	2603/19.8	18.4	16.6		11.9	301	3144	KYYS-F
4. KMBZ	(N/T/FS)	168/ 7.5	6.8	3.4	4.4	6.4	5.5	180/2527	2236/17.0	18.5	16.7		5.1	129	1695	KMBZ
5. KPRS-F	(B)	138/ 6.2	6.1	6.1	7.3	5.5	6.4	151/1476	1323/10.1	10.5	11.2		10.8	271	1809	KPRS-F
6. KBEQ-F	(CHR)	117/ 5.2	4.7	5.2	5.1	6.8	5.0	154/3460	2680/20.4	18.7	20.7		5.2	132	2818	KBEQ-F
7. KCFX-F	(CL AOR)	107/ 4.8	3.9	4.8	6.1	4.8	4.9	119/2482	2096/15.9	12.7	13.1		6.5	164	2164	KCFX-F
8. KCMO-F	(O)	105/ 4.7	3.8	5.3	4.8	5.2	4.7	143/2221	1640/12.5	11.9	13.8		3.1	77	1249	KCMO-F
9. KCMO	(N/T)	95/ 4.2	4.9	4.7	5.9	5.6	4.9	133/2227	1569/11.9	13.2	14.0		3.8	95	1619	KCMO
10. KUDL-F	(AC)	90/ 4.0	3.9	4.0	2.9	4.1	3.7	116/2213	1746/13.3	13.5	12.2		3.4	85	1397	KUDL-F
11. KXXR-F	(CHR)	89/ 4.0	3.7	3.4	4.4	3.0	3.9	105/1767	1524/11.6	12.0	10.7		4.6	117	1647	KXXR-F
12. KRVK-F	(AOR)	81/ 3.6	4.7	2.5	3.6	5.1	3.6	103/1866	1490/11.3	13.7	13.5		2.5	62	1009	KRVK-F
13. KLSI-F	(AC)	77/ 3.4	3.0	5.3	3.9	4.0	3.9	83/1460	1264/ 9.6	10.6	11.1		3.0	76	1300	KLSI-F
14. KMBR-F	(SAC)	72/ 3.2	4.5	6.0	5.3	4.3	4.8	98/1446	1153/ 8.8	12.4	11.5		3.3	82	946	KMBR-F
15. KPRT	(G)	46/ 2.1	1.4	2.2	1.0	1.8	1.7	46/521	521/ 4.0	2.8	3.2		1.7	42	415	KPRT
16. KXTR-F	(CL)	44/ 2.0	2.8	2.2	2.9	2.1	2.5	51/810	666/ 5.1	7.0	5.7		1.7	117	1647	KXTR-F
17. WHB	(O)	32/ 1.4	2.3	1.8	2.1	1.8	1.9	67/1511	863/ 6.6	7.2	7.8		1.7	43	999	WHB
18. KCCV	(REL)	28/ 1.3	1.1	0.4	0.9	0.6	0.9	31/332	279/ 2.1	2.8	1.7		0.6	12	308	KCCV
19. KNHN	(N)	25/ 1.1	1.4	2.5	0.7	0.4	1.4	25/823	805/ 6.6	5.2	2.2					KNHN
20.																

12+ FM SHARE (METRO): 67.89% (1391 of 2049) (SUM 90: 67.50%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	KBEQ-F‹	KYYS-F›	KFKF-F‹	KFKF-F›	KFKF-F›	WDAF ›	WDAF ›	KFKF-F	KFKF-F	KMBZ ››	KFKF-F
2	KXXR-F›	KFKF-F›	KYYS-F›	KYYS-F	KMBZ	KFKF-F›	KFKF-F›	KYYS-F‹	KYYS-F	KYYS-F	KCMO
3	KPRS-F	KPRS-F	KPRS-F‹	KCMO-F	KCMO-F‹	KFKF-F›	KYYS-F	WDAF ›	WDAF ›	KPRS-F	WDAF
4		KCFX-F	KCFX-F‹	KCFX-F	WDAF	KCMO	KCMO	KPRS-F‹	KPRS-F	KFKF-F	KYYS-F
5		KBEQ-F	KCMO-F	WDAF ‹	KCFX-F‹	KCMO-F	KBEQ-F	KCMO-F‹	KMBZ	WDAF	KMBZ
6		KXXR-F	KBEQ-F	KPRS-F‹	KPRS-F‹	6	KPRS-F	KCMO	KCMO-F‹	KXXR-F	6
7		KUDL-F	7	KUDL-F	KMBZ ‹	7	KCMO-F	7	KUDL-F	7	7
8		8	8	KLSI-F	KLSI-F	8	8	8	8	8	8

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1	KYYS-F›	KFKF-F	KFKF-F›	KFKF-F›	KFKF-F›
2	KFKF-F	KYYS-F	KPRS-F	KYYS-F	KLSI-F
3	KXXR-F	KPRS-F›	KYYS-F	KPRS-F	KCMO-F
4	KPRS-F	KBEQ-F	KLSI-F	KLSI-F	WDAF ‹
	KBEQ-F››	KLSI-F	KUDL-F	KBEQ-F	KPRS-F‹
6		KUDL-F‹	KCFX-F	KUDL-F	KUDL-F
7		KXXR-F	KRVK-F	KCMO-F	KYYS-F
8		KRVK-F	KBEQ-F	8	8
		KCFX-F			

	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	KYYS-F››	KYYS-F››	KYYS-F››	KYYS-F›	KFKF-F
2	KXXR-F	KCFX-F	KFKF-F	KFKF-F›	KYYS-F›
3	KCFX-F	KFKF-F	KCFX-F›	KCFX-F›	KMBZ
4	KBEQ-F	KPRS-F	KPRS-F	KCMO-F‹	KCFX-F‹
5	KPRS-F›	KXXR-F	KUDL-F	WDAF	WDAF
6	KPRT	KBEQ-F	WDAF	KMBZ	KCMO-F
7		7	KMBZ	KPRS-F	7
8		8	KCMO-F	8	8

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KBZR	1030	Blue Sprg/KCty	0.9/2.0/ 20/ 283
KCFM-F	107.3	Lexington	0.9/3.0/ 40/ 698
KEXS	1090	Excelsr Spgs	
KIDZ	1510	Independence	0.4/1.3/ 10/ 169
KMZU-F	100.7	Carrollton	0.5/0.6/ 37/ 397

American Radio Summer 1991 Supplement, Copyright 1991

KANSAS CITY

AM STATIONS

KCCV,	760, 6 KW/(DAYS) ,	Religion	,	$ 18.00	(---)	Bott
KCMO,	810, 50 KW/5 KW (DA-2) ,	Talk/News	CBS MBS,	$ 84.00	(Mc-Guild)	Gannett
KCMW,	1380, 2.5 KW ,	Religion	,	$ 20.00	(---)	Marsh
KJLA,	1190, 5 KW/250 W (DA-N) ,	Nostalgia	MBS UNISUP,	$ 30.00	(Roslin)	
KMBZ,	980, 5 KW (DA-2) ,	N/T/Full Service	NBC,	$ 65.00	(Durpetti)	Bonneville
KPRT,	1590, 1 KW ,	Gospel	MBS,	$ 22.00	(Eastman)	
KNHN,	1340, 1 KW ,	Talk	CNN UNISUP,	$ 21.00	(---)	
WDAF,	610, 5 KW ,	Country	ABC,	$100.00	(Katz)	Great American
WHB ,	710, 10 KW/5 KW (DA-2) ,	Oldies	APR,	$ 43.00	(Christal)	Shamrock

FM STATIONS

KBEQ,	104.3, 100 KW @ 987 ,	CHR	ABC,	$ 86.00	(CBS)	Noble
KCFX,	100.7, 100 KW @ 833 ,	Classic AOR	UNIPWR,	$ 59.00	(MMR)	Hoker
KCMO,	94.9, 100 KW @ 1057 ,	Oldies	,	$ 50.00	(Mc-Guild)	Gannett
KFKF,	94.1, 100 KW @ 995 ,	Country	,	$ 95.00	(HNWH)	Sconnix
KLSI,	93.3, 100 KW @ 1065 ,	AC	,	$ 67.00	(MMR)	Apollo
KMBR,	99.7, 100 KW @ 988 ,	EZ	UNIULT,	$ 60.00	(Durpetti)	Bonneville
KPRS,	103.3, 100 KW @ 995 ,	Black	SBN ABC,	$ 50.00	(Eastman)	
KRVK,	98.9, 100 KW @ 1057 ,	AOR	ABC,	$ 47.00	(HNWH)	Journal Co
KUDL,	98.1, 100 KW @ 995 ,	AC	APR,	$ 63.00	(Christal)	Shamrock
KXTR,	96.5, 100 KW @ 984 ,	Classical	UNIULT,	$ 40.00	(CMBS)	
KXXR,	106.5, 100 KW @ 981 ,	CHR/DANCE	,	$ 62.00	(Banner)	Olympia
KYYS,	102.1, 100 KW @ 1000 ,	AOR	SOURCE,	$ 80.00	(Katz)	Great American

American Radio Summer 1991 Supplement, Copyright 1991

KNOXVILLE

Arbitron Rank/Pop (12+): 70/515,600

MSA Rank/Pop: 85/612,000
ADI # 64

Average Person Ratings: 17.1
Market TSL: 22.75 hours

Stations: 16/15
Diaries: 1054/489:1/57.7%
Sample Target: 945
% Below Line: 0.3
% Not Listed: 11.2

1990 Revenue: $14,600,000
HH Inc.: $28,176
Retail $: 4.8 Bil
Pop per Station: 34,373
#1 Biller: WIVK-AF $6,200,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WIVK-F	(C)	295/33.4	32.0	29.8	35.4	32.4	32.7	437/4385	2493/48.4	46.4	52.8	33.3	304	2489	WIVK-F
2. WEZK-F	(SAC)	98/10.9	14.2	13.4	11.8	8.7	12.6	173/2316	1444/28.0	28.5	19.3	11.2	102	1298	WEZK-F
3. WOKI-F	(CHR)	86/ 9.7	9.1	10.9	9.5	12.1	9.8	178/2583	1107/21.5	20.5	25.6	14.1	129	1248	WOKI-F
4. WMYU-F	(AC)	85/ 9.6	9.6	11.5	10.5	11.9	10.3	129/1985	1304/25.3	27.5	27.5	7.9	72	1562	WMYU-F
5. WIMZ-AF	(AOR)	63/ 7.1	9.4	8.1	10.0	9.9	8.7	166/1991	922/17.9	22.0	23.5	7.3	66	1112	WIMZ-AF
6. WWZZ-F	(AOR)	36/ 4.1	3.8	2.9	0.6	1.7	2.8	37/456	423/ 8.2	6.9	6.4	5.5	50	525	WWZZ-F
WQBB	(EZ)	36/ 4.1	3.9	4.0	4.1	2.4	4.0	36/347	337/ 6.5	5.5	4.5	1.3	12	144	WQBB
8. WJBZ-F	(G)	22/ 2.5	1.3	----	----	----	0.9	22/269	247/ 4.8	2.4	0.0	1.8	16	225	WJBZ-F
9. WRJZ	(REL)	21/ 2.4	1.2	1.1	1.3	2.0	1.5	22/280	267/ 5.2	6.3	5.7	1.2	11	264	WRJZ
WIVK	(C)	21/ 2.4	2.1	2.8	3.4	2.8	2.7	32/481	302/ 5.9	6.1	0.0	2.5	23	556	WIVK

12+ FM SHARE (METRO): 87.77% (689 of 785) (SUM 90: 87.01%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOKI-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>
2 WEZK-F	2 WIMZ-AF	2 WMYU-F<	2 WMYU-F	2 WEZK-F<	2 WEZK-F	2 WEZK-F<	2 WEZK-F	2 WMYU-F	2 WOKI-F>	2 WIMZ-F
3	3 WOKI-F>	3 WEZK-F	3 WEZK-F>	3 WMYU-F>	3 WMYU-F>	3 WMYU-F>	3 WMYU-F	3 WEZK-F	3 WEZK-F	3 WOKI-F
4	4 WMYU-F<	4 WIMZ-AF	4 WIMZ-AF>	4 WIMZ-AF	4 WQBB	4 WOKI-F<	4 WOKI-F	4 WOKI-F>	4 WIMZ-AF	4 WWZZ-F
5	5 WEZK-F	5 WOKI-F	5 WOKI-F	5	5	5 WIMZ-AF	5 WIMZ-AF	5 WIMZ-AF	WMYU-F	5
6	6 WWZZ-F	6	6	6	6	6	6	6	6 WWZZ-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WOKI-F	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>
2 WIVK-F>>	2 WOKI-F	2 WIMZ-AF	2 WMYU-F<	2 WEZK-F<
3 WIMZ-AF	3 WIMZ-AF	3 WEZK-F	3 WEZK-F>	3 WMYU-F
4 WMYU-F	4 WMYU-F	4 WMYU-F>	4 WOKI-F	4
5 WWZZ-F	WEZK-F	5 WWZZ-F	5 WIMZ-AF	5
WEZK-F	6	6	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIVK-F	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>
2 WOKI-F	2 WIMZ-AF	2 WIMZ-AF>	2 WIMZ-AF>	2 WIMZ-AF
3 WWZZ-F	3 WOKI-F	3 WMYU-F	3 WMYU-F	3 WMYU-F<
4 WIMZ-AF>>	4 WWZZ-F	4 WOKI-F	WEZK-F	4 WEZK-F
5 WEZK-F	5 WMYU-F	5 WEZK-F	5 WOKI-F	5
6	6 WEZK-F	6 WWZZ-F	6 WWZZ-F	6

OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME TSA
WQAP	1400	Maryville	0.5/2.5/ 4/ 131
WUTK	850	Knoxville	0.8/3.1/ 7/ 175
WXST-F	105.3	Loudon	0.5/2.7/ 7/ 195
WYSH	1380	Clinton	0.7/1.2/ 7/ 78
WMYI-F	102.5	Hendersonville	0.3/0.9/ 3/ 73

RADIO STATIONS

WIVK (10 KW, 990) simulcasts with WIVK-F
WIMZ (1 KW, 1240) simulcasts with WIMZ-F

WCKS-F,	93.1,	3 KW @ 328	,	AOR	, $15.00	(---)	(KARNS)
WEZK-F,	97.5,	100 KW @ 1298	,	SAC/EZ	UNISUP, $37.00	(Durpetti)	South Central
WIMZ-F,	103.5,	100 KW @ 1720	,	AOR	SOURCE, $65.00	(Christal)	Stoner
WIVK-F,	107.7,	100 KW @ 1970	,	Country	ABC, $116.00	(Katz)	Dick
WKNF-F,	94.3,	1.8 KW @ 514	,	Soft AC	UNISUP UNIULT, $16.00	(---)	(OAK RIDGE)
WMYU-F,	102.3,	15 KW @ 1979	,	AC	UNIPWR, $73.00	(Eastman)	Jacor
WOKI-F,	100.3,	100 KW @ 2000	,	CHR	ABC CBS, $35.00	(HNWH)	(OAK RIDGE)

American Radio Summer 1991 Supplement, Copyright 1991

LANSING

Arbitron Rank/Pop (12+): 100/367,000
MSA Rank/Pop: 110/436,000
ADI # 103
Average Person Ratings: 17.5
Market TSL: 23.00 hours

Stations: 22/14
Diaries: 526/432:1/52.1%
Sample Target: 820
% Below Line: 11.4
% Not Listed: 21.2

1990 Revenue: $13,000,000
HH Inc.: $32,649
Retail $: 3.5 Bil
Pop per Station: 26,500
#1 Biller: WITL-AF $3,400,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WITL-AF (C)	95/15.2	18.3	13.9	18.5	14.9	16.5	178/1875	929/26.0	32.4	27.1	18.1	110	950	WITL-AF
2. WJXQ-F (AOR)	64/10.3	10.1	7.6	6.1	8.2	8.5	116/1321	698/19.6	17.1	14.3	11.4	73	760	WJXQ-F
3. WVIC-F (CHR)	60/ 9.6	12.7	14.4	13.3	13.0	12.8	125/1861	1062/29.0	31.7	30.4	12.2	78	1222	WVIC-F
4. WJIM-F (SAC)	53/ 8.5	7.0	8.1	8.7	7.8	8.1	67/771	590/16.6	16.6	15.2	5.3	34	591	WJIM-F
5. WFMK-F (AC)	34/ 5.4	5.1	8.5	5.6	7.7	6.2	54/972	631/17.7	14.6	15.8	4.4	28	512	WFMK-F
6. WIBM-F (O)	32/ 5.1	4.6	5.9	5.1	4.5	5.2	73/1402	601/16.8	17.3	13.6	5.1	33	558	WIBM-F
7. WQOR-F (CHR)	28/ 4.5	4.7	3.7	5.3	5.7	4.8	35/766	603/16.9	18.0	16.8	7.3	47	844	WQOR-F
8. WJR (FS)	27/ 4.3	5.7	4.6	3.8	4.2	4.6	74/1201	421/11.8	12.3	11.4	4.4	28	552	WJR
9. WMMQ-F (CL AOR)	17/ 2.7	3.1	4.9	2.4	3.7	3.3	20/475	388/10.9	11.3	12.8	4.8	31	436	WMMQ-F
10. WILS (B)	11/ 1.8	1.8	1.6	1.7	2.3	1.7	13/226	168/ 4.7	5.2	4.8	1.6	10	235	WILS

12+ FM SHARE (METRO): 88.82% (437 of 492) (SUM 90: 89.08%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WVIC-F	1 WJXQ-F>	1 WJXQ-F	1 WITL-AF>	1 WITL-AF>	1 WITL-AF>	1 WITL-AF	1 WITL-AF>	1 WITL-AF>	1 WJXQ-F	1 WITL-F>
2 WQOR-F>>	2 WITL-AF	2 WITL-AF	2 WJXQ-F	2 WJXQ-F	2 WJIM-F>	2 WVIC-F	2 WJIM-F	2 WJXQ-F	2 WITL-AF>	2 WJIM-F>
3	3 WVIC-F>	3 WVIC-F>	3 WVIC-F	3 WVIC-F<	3 WJR	3 WJXQ-F	3 WJXQ-F<	3 WJIM-F	3 WVIC-F	3 WJXQ-F
4	4 WFMK-F	4 WJIM-F	4 WJIM-F	4 WJIM-F	4 WIBM-F	4 WJIM-F>	4 WVIC-F	4 WVIC-F>	4 WQOR-F	4
5	5 WQOR-F	5 WFMK-F	5 WIBM-F	5 WIBM-F	5 WVIC-F	5 WFMK-F<	5 WFMK-F	5 WIBM-F<	5 WJR	5
6	6	6 WIBM-F	6 WFMK-F	6 WFMK-F	6	6 WIBM-F	6	6 WFMK-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WJXQ-F	1 WITL-AF	1 WITL-AF>	1 WITL-AF	1 WITL-AF>
2 WVIC-F	2 WVIC-F	2 WVIC-F	2 WVIC-F	2 WVIC-F
3 WITL-AF	3 WJXQ-F	WFMK-F	3 WJIM-F	3 WJIM-F<
4 WJIM-F>	4 WFMK-F>	4 WJXQ-F	4 WFMK-F	4 WFMK-F>
5 WQOR-F	5 WJIM-F	5	5 WJXQ-F	5 WIBM-F
WFMK-F	6	6	6	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WJXQ-F>>	1 WJXQ-F>>	1 WJXQ-F>>	1 WJXQ-F>	1 WITL-AF
2 WVIC-F>	2 WITL-AF	2 WITL-AF>>	2 WITL-AF>	2 WJXQ-F>
3 WQOR-F	WVIC-F>	3 WJFM-F	3 WVIC-F	3 WIBM-F>
4	4 WQOR-F	WIOG-F	WIBM-F	4 WJIM-F
5	5	WVIC-F	5	5 WVIC-F
6	6	WMMQ-F	6	WMMQ-F
		WLYY-F		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WJIM	1240	Lansing	1.4/5.0/ 9/ 179
WLYY-F	101.7	Lansing	1.3/6.0/ 8/ 215
CKLW	800	Windsor/Detroit	0.3/1.2/ 19/ 106
WIOG-F	102.5	Bay City/Flint	1.6/5.7/ 26/ 512
WJFM-F	93.7	Gr Rapids/Klmzo	1.4/4.1/ 15/ 319
WKQI-F	95.5	Detroit	0.6/1.4/ 13/ 149
WOOJ-F	107.3	Greenvl/GrRpds	0.5/3.4/ 17/ 338
WOOD-F	105.7	Grand Rapids	1.6/4.1/ 27/ 431
WRIF-F	101.1	Detroit	1.0/1.6/ 40/ 489

RADIO STATIONS

WILS ,	1320,	5 KW/1 KW (DA-3),	Black	ABC, $14.00	(Christal)	MacDonald
WJIM ,	1240,	1 KW ,	Talk	NBC, $12.00	(Torbet)	Double L
WFMK-F,	99.1,	28 KW @ 559 ,	AC	, $41.00	(Eastman)	Liggett
WQOR-F,	92.1,	3 KW @ 300 ,	CHR	CBS, $21.00	(HMMH)	(ST. JOHNS)
WIBM-F,	94.1,	40 KW @ 550 ,	Oldies	UNIULT, $28.00	(HMR)	CR (JACKSON)
WITL-F,	100.7,	27 KW @ 628 ,	Country	ABC, $54.00	(Banner)	
WJIM-F,	97.5,	28 KW @ 440 ,	EZ/Soft	, $28.00	(Torbet)	Double L
WJXQ-F,	106.1,	50 KW @ 490 ,	AOR	ABC, $26.00	(Durpetti)	(JACKSON)
WLYY-F,	101.7,	3 KW @ 150 ,	AC	ABC, $24.00	(Christal)	MacDonald
WMMQ-F,	92.7,	1.5 KW @ 466 ,	Classic AOR	SOURCE NBC, $25.00	(HMMH)	(CHARLOTTE)
WVIC-F,	94.9,	48 KW @ 500 ,	CHR	UNIPWR, $65.00	(Katz)	Goodrich

American Radio Summer 1991 Supplement, Copyright 1991

LAS VEGAS

Arbitron Rank/Pop (12+): 59/640,300
MSA Rank/Pop: 72/670,000
ADI # 91
Average Person Ratings: 17.5
Market TSL: 23.00 hours

Stations: 24/24
Diaries: 974/657:1/46.6%
Sample Target: 960
% Below Line: 0.0
% Not Listed: 15.6

1990 Revenue: $22,700,000
HH Inc.: $31,781
Retail $: 5.4 Bil
Pop per Station: 26,679
#1 Biller: KFMS-AF $3,500,000

	12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1.	KFMS-AF	(C)	113/10.1	8.9	8.7	13.4	11.8	10.3	117/1204	1178/18.4	17.6	18.7	8.3	84	797	KFMS-AF
2.	KLUC-AF	(CHR)	100/ 9.0	8.1	9.0	8.6	11.0	8.7	100/1840	1780/27.8	24.9	26.3	12.6	136	1841	KLUC-AF
3.	KMZQ-F	(AC)	91/ 8.1	5.6	7.0	5.0	6.3	6.4	91/1041	1036/16.2	11.8	15.0	4.9	54	747	KMZQ-F
4.	KXTZ-F	(EZ)	66/ 5.9	7.4	6.7	8.9	7.3	7.2	71/826	752/11.7	12.3	11.3	3.0	33	559	KXTZ-F
5.	KKLZ-F	(CL AOR)	65/ 5.8	6.5	5.4	5.6	6.4	5.8	65/954	951/14.9	13.6	13.3	7.0	77	684	KKLZ-F
6.	KWNR-F	(C)	53/ 4.7	4.7	3.9	3.6	0.7	4.2	56/599	590/ 9.2	9.9	4.6	4.1	45	479	KWNR-F
	KRLV-F	(SAC)	53/ 4.7	4.7	4.0	3.4	2.9	4.2	54/710	649/10.1	11.1	8.0	4.0	44	400	KRLV-F
	KOMP-F	(AOR)	53/ 4.7	6.4	4.4	4.6	5.5	5.0	56/827	819/12.8	14.1	13.9	5.7	62	569	KOMP-F
9.	KUDA-F	(O)	51/ 4.6	5.3	4.9	5.1	5.4	5.0	53/743	679/10.6	14.5	11.9	3.4	37	564	KUDA-F
10.	KJUL-F	(BB)	46/ 4.1	3.0	1.8	1.0	2.0	2.5	50/532	504/ 7.9	6.0	3.9	3.2	35	375	KJUL-F
	KEYV-F	(J/NA)	46/ 4.1	2.5	1.7	3.0	2.1	2.8	48/675	655/10.2	6.8	5.6	4.8	53	513	KEYV-F
12.	KYRK-F	(CHR)	44/ 3.9	3.9	4.7	5.1	5.8	4.4	48/1060	994/15.5	15.7	18.5	5.9	65	1482	KYRK-F
13.	KMMK-F	(AC)	36/ 3.2	4.5	4.2	2.6	2.6	3.6	36/580	580/ 9.1	8.6	4.9	2.6	28	339	KMMK-F
14.	KORK	(BB)	26/ 2.3	2.4	4.1	2.3	4.2	2.8	26/355	355/ 5.5	5.7	7.5	1.7	19	338	KORK
15.	KNUU	(N/T)	23/ 2.1	2.2	3.3	2.1	2.1	2.4	23/451	442/ 6.9	7.2	8.6	1.8	20	304	KNUU
16.	KMTW	(AOR)	20/ 1.8	0.6	1.6	0.9	1.4	1.2	20/187	187/ 2.9	1.9	3.2	1.2	13	131	KMTW
17.	KRRI-F	(O)	14/ 1.3	1.7	1.3	2.0	1.2	1.6	14/307	295/ 4.6	6.3	4.7	3.2	35	288	KRRI-F
	KDWN	(N/T)	14/ 1.3	3.8	2.8	2.0	2.1	2.5	15/319	301/ 4.7	9.4	4.6	1.7	19	280	KDWN
19.																
20.																

12+ FM SHARE (METRO): 87.39% (825 of 944) (SUM 90: 84.70%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KLUC-AF>	1 KLUC-AF<	1 KLUC-AF	1 KFMS-AF	1 KFMS-AF	1 KFMS-AF>	1 KLUC-AF<	1 KFMS-AF	1 KFMS-AF<	1 KLUC-AF>	1 KFMS-F
2 KYRK-F>	2 KMZQ-F	KMZQ-F	KMZQ-F	2 KMZQ-F	2 KXTZ-F	2 KFMS-AF	2 KMZQ-F	2 KMZQ-F	2 KFMS-AF>	2 KLUC-F
3 KMZQ-F	3 KOMP-F	3 KFMS-AF	3 KKLZ-F<	3 KWNR-F<	3 KJUL-F	3 KKLZ-F<	3 KLUC-AF	3 KLUC-AF>	3 KOMP-F<	3 KKLZ-F
4	4 KKLZ-F>	4 KKLZ-F	4 KLUC-AF<	4 KLUC-AF	4 KUDA-F	4 KMZQ-F	4 KRLV-F<	4 KXTZ-F<	4 KYRK-F	KDWN
5	5 KRLV-F	5 KOMP-F	5 KEYV-F<	KKLZ-F	5 KEYV-F	5 KXTZ-F	5 KKLZ-F<	5 KKLZ-F	5 KKLZ-F	5 KNUU
6	6	6	6 KWNR-F	6 KEYV-F	6	6	6 KXTZ-F	6 KOMP-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KLUC-AF	1 KMZQ-F	1 KMZQ-F>	1 KMZQ-F<	1 KFMS-AF
2 KMZQ-F>	2 KLUC-AF>	2 KLUC-AF	2 KLUC-AF>	2 KMZQ-F
3 KOMP-F>	3 KRLV-F>	3 KRLV-F	3 KFMS-AF<	3 KLUC-AF
4 KKLZ-F	4 KWNR-F	4 KWNR-F	4 KRLV-F	4 KRLV-F
5 KMTW	KKLZ-F	5	5	5 KWNR-F
KMMK-F	6	6	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KOMP-F	1 KOMP-F>	1 KOMP-F	1 KKLZ-F	1 KKLZ-F<
2 KLUC-AF>	2 KKLZ-F	2 KKLZ-F>	2 KOMP-F	2 KFMS-AF
3 KMTW	3 KLUC-AF>	3 KMZQ-F	3 KFMS-AF	3 KEYV-F
4 KKLZ-F	4 KMZQ-F	4 KWNR-F	4 KLUC-AF	4 KMZQ-F
5 KYRK-F	5 KYRK-F	5 KEYV-F	KEYV-F	5 KOMP-F
KUDA-F	6	6	6 KMZQ-F	6 KWNR-F

OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME
KDOL	1280	Henderson/LosVg	1.2/1.5/ 13/ 93
KENO	1460	Las Vegas	0.4/2.5/ 5/ 162
KROL	870	Laughlin/E LV	0.4/1.7/ 5/ 175
KVEG	840	North Las Vegas	0.7/2.4/ 8/ 156

RADIO STATIONS

KDWN ,	720,	50 KW (DA-N) ,	Talk	, $18.00	(Roslin)		
KMTW ,	1340,	1 KW ,	AOR	SMN, $13.00	(Banner)		
KNUU ,	970,	5 KW/500 W (DA-2),	News/Talk	MBS CBS, $17.00	(---)		
KORK ,	920,	5 KW/500 W (DA-2),	Nostalgia	ABC, $19.00	(Banner)	Anchor	
KEYV-F,	93.1,	25 KW @ 3724 ,	Jazz/NAC	, $28.00	(HNWH)		
KFMS-F,	101.9,	100 KW @ 1180 ,	Country	, $64.00	(Katz)		
KJUL-F,	104.3,	25 KW @ 3724 ,	Nostalgia	UNISUP UNIULT, $18.00	(CBS)		
KKLZ-F,	98.3,	100 KW @ 1176 ,	Classic AOR	, $35.00	(Banner)		
KMMK-F,	103.5,	100 KW @ 1162 ,	AC/Rock	CNN UNISUP, $23.00	(Schubert)		
KLUC-F,	98.5,	100 KW @ 1180 ,	CHR	UPI, $63.00	(Mc-Guild)	Nationwide	
KMZQ-F,	100.5,	100 KW @ 1104 ,	AC	, $35.00	(Eastman)	Commonwealth	(HENDERSON)
KOMP-F,	92.3,	100 KW @ 1520 ,	AOR	, $38.00	(Christal)	Lotus	
KRLV-F,	106.5,	100 KW @ 1155 ,	Soft AC	CBS, $26.00	(HMR)		
KRRI-F,	105.5,	4 KW @ 1588 ,	Oldies	NBC, $17.00	(Torbet)		(BOULDER CITY)
KUDA-F,	107.5,	25 KW @ 3724 ,	Oldies	, $31.00	(CBS)	Americom-Quinn	
KWNR-F,	95.5,	100 KW @ 1160 ,	Country	UNIULT, $21.00	(Torbet)		
KXTZ-F,	94.1,	100 KW @ 1210 ,	EZ	, $45.00	(Durpetti)	Parker (HENDERSON)	
KYRK-F,	97.1,	100 KW @ 1919 ,	CHR	, $31.00	(Banner)	Anchor	

American Radio Summer 1991 Supplement, Copyright 1991

LITTLE ROCK

Arbitron Rank/Pop (12+): 81/423,400
MSA Rank/Pop: 97/523,000
ADI # 57
Average Person Ratings: 16.4
Market TSL: 22.00 hours

Stations: 20/20
Diaries: 970/436:1/54.3%
Sample Target: 805
% Below Line: 0.0
% Not Listed: 9.4

1990 Revenue: $14,800,000
HH Inc.: $30,766
Retail $: 4.2 Bil
Pop per Station: 21,170
#1 Biller: KSSN-F $4,300,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. KSSN-F	(C)	120/17.3	20.1	21.0	24.2	----	20.6	241/3081	1434/33.9	36.9	0.0	23.2	161	1447	KSSN-F
2. KMJX-F	(AOR)	78/11.2	9.2	10.7	10.6	----	10.4	141/1386	812/19.2	18.2	0.0	13.7	95	811	KMJX-F
3. KIPR-F	(B/CHR)	62/ 8.9	8.9	6.5	9.1	----	8.4	130/1175	616/14.5	14.3	0.0	10.8	75	766	KIPR-F
4. KURB-F	(AOR)	60/ 8.6	4.9	4.7	4.9	----	5.8	88/1733	1010/23.8	18.8	0.0	6.6	46	1012	KURB-F
5. KEZQ-F	(SAC)	59/ 8.5	10.2	9.9	7.3	----	9.0	82/1205	757/17.9	19.6	0.0	4.9	34	456	KEZQ-F
6. KARN	(N/T)	42/ 6.1	6.3	6.2	6.3	----	6.7	46/632	523/12.4	13.0	0.0	2.9	20	432	KARN
7. KKYK-F	(CHR)	38/ 5.5	4.3	5.3	4.4	----	4.9	68/1246	747/17.8	17.0	0.0	6.1	42	597	KKYK-F
8. KOLL-F	(O)	36/ 5.2	5.7	4.3	6.5	----	5.4	70/1139	631/14.9	14.5	0.0	4.8	33	416	KOLL-F
9. KHLT-F	(AC)	32/ 4.6	4.3	5.0	4.6	----	4.6	48/1094	583/13.8	12.6	0.0	3.0	21	378	KHLT-F
10. KXIX-F	(C)	25/ 3.6	2.8	1.3	----	----	1.9	27/482	396/ 9.4	9.1	0.0	3.7	26	316	KXIX-F
11. KMZX-F	(B)	22/ 3.2	2.1	2.1	2.6	----	2.5	22/269	269/ 6.4	5.9	0.0	2.0	14	170	KMZX-F
12. KLRG	(G)	15/ 2.2	2.9	3.2	3.8	----	3.0	15/221	221/ 5.2	4.6	0.0	3.5	24	190	KLRG
13.															
14.															
15.															

12+ FM SHARE (METRO): 86.65% (545 of 629) (SUM 90: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKYK-F	1 KMJX-F>	1 KMJX-F<	1 KSSN-F	1 KSSN-F>	1 KSSN-F>	1 KSSN-F>	1 KSSN-F>	1 KSSN-F>	1 KSSN-F	1 KSSN-F
2 KIPR-F>	2 KIPR-F	2 KSSN-F>	2 KMJX-F	2 KMJX-F	2 KEZQ-F	2 KARN <	2 KMJX-F>	2 KMJX-F	2 KIPR-F	2 KEZQ-F
3 KSSN-F	3 KSSN-F	3 KURB-F	3 KURB-F	3 KURB-F	3 KARN >	3 KURB-F	3 KURB-F	3 KEZQ-F	3 KMJX-F	3 KARN
4	4 KURB-F	4 KIPR-F>	4 KOLL-F	4 KOLL-F<	4 KOLL-F	4 KMJX-F	4 KEZQ-F<	4 KURB-F	4 KEZQ-F>	4
5	5	5 KOLL-F	KIPR-F	5 KIPR-F	5 KURB-F	5 KIPR-F	5 KIPR-F	5 KIPR-F	5 KURB-F	5
6	6	6	6	6 KEZQ-F	6	6 KEZQ-F	6	6	6	6
				7 KHLT-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KMJX-F	1 KURB-F<	1 KURB-F	1 KSSN-F<	1 KSSN-F
2 KIPR-F	2 KIPR-F	2 KSSN-F	2 KURB-F>	2 KURB-F>
3 KURB-F>	3 KSSN-F	KHLT-F	3 KIPR-F	3 KEZQ-F
4 KSSN-F>	4 KMJX-F	4 KIPR-F>	4 KHLT-F	4 KHLT-F
5 KMZX-F	5 KHLT-F	5 KMJX-F>	5 KMJX-F	5 KIPR-F
KKYK-F	6	6 KKYK-F	6 KEZQ-F	6 KOLL-F
KHLT-F				

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMJX-F>>	1 KMJX-F>>	1 KMJX-F>>	1 KMJX-F>	1 KMJX-F
2 KSSN-F>	2 KIPR-F	2 KIPR-F	2 KSSN-F>	2 KSSN-F>
3 KKYK-F	3 KSSN-F>	3 KSSN-F>	3 KIPR-F	3 KOLL-F
KIPR-F	4 KURB-F	4 KURB-F	4 KOLL-F	4 KIPR-F
5 KXIX-F	5	5	5 KURB-F	5 KURB-F
6 KURB-F	6	6	6	6

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KAAV	1090	Little Rock	0.4/2.6/ 10/ 340
KBIS	1010	Little Rock	1.3/4.0/ 9/ 190
KITA	1440	Little Rock	0.7/3.0/ 6/ 140
KLRA-F	96.5	England	0.9/2.1/ 6/ 88
KMTL	760	Sherwood/LtlRck	0.4/1.8/ 12/ 160
KQUS-F	97.5	Ht Springs	0.7/2.0/ 29/ 495

RADIO STATIONS

KARN, 920, 5 KW (DA-2)	, NEWS/TALK	CBS , $	32.000 (Katz)		
KBIS, 1010, 10 KW/5 KW (DA-N)	, BUSINESS TALK	BRN NBC , $	18.000 (Christal)	Signal	
KITA, 1440, 5 KW/50 W	, RELIGION	, $	13.000 (---)		
KLRG, 1150, 5 KW/1 KW (DA-N)	, GOSPEL	NBN , $	13.000 (McGuild)	Willis	
KEZQ-F, 100.3, 44 KW @ 1369,	EZ/SOFT AC	CBS, $	37.000 (McGuild)		
KHLT-F, 94.1, 100 KW @ 1602,	AC	, $	38.000 (Christal)		
KIPR-F, 92.3, 100 KW @ 938,	BLACK	, $	25.000 (Katz)		(PINE BLUFF)
KKYK-F, 103.7, 100 KW @ 1510,	CHR	, $	49.000 (Banner)	Shepard	
KMJX-F, 105.1, 81 KW @ 1054,	AOR	ABC , $	40.000 (HNWH)		
KMZX-F, 106.3, 2.5 KW @ 353,	BLACK	NBN , $	18.000 (K & P)	Willis	(LANOKE)
KOLL-F, 94.9, 100 KW @ 1844,	OLDIES	UNIPWR, $	36.000 (McGuild)		(PINE BLUFF)
KSSN-F, 95.7, 100 KW @ 1664,	COUNTRY	ABC , $	90.000 (Katz)	South. Skies	
KURB-F, 98.5, 100 KW @ 1285,	CHR/URBAN	SOURCE, $	34.000 (Eastman)	GMB (Buck)	

American Radio Summer 1991 Supplement, Copyright 1991

LOS ANGELES

Arbitron Rank/Pop (12+): 2/9,400,500

MSA Rank/Pop: 1/12,100,000
ADI # 2
Average Person Ratings: 18.1
Market TSL: 23.75 hours

Stations: 42/41
Diaries: 4120/2282:1/47.5%
Sample Target: 3835
% Below Line: 0.3
% Not Listed: 11.9

1990 Revenue: $417,000,000
HH Inc.: $42,203
Retail $: 95.0 Bil
Pop per Station: 229,280
#1 Biller: KABC $39,500,000

	12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90		Birch Share	Birch AQH	Birch Cume	
1.	KOST-F	(AC)	1013/ 5.0	6.1	5.7	5.5	6.6	5.8	1204/20160	16681/17.7	16.8	17.1		5.3	856	10607	KOST-F
2.	KIIS-F	(CHR)	891/ 5.2	4.7	4.6	5.0	4.9	4.9	1076/20467	16873/17.7	17.8	18.3		6.6	1071	18891	KIIS-F
3.	KKBT-F	(B)	833/ 4.9	4.1	3.6	3.5	3.0	4.0	905/10519	9175/ 9.8	9.2	7.3		6.0	975	10089	KKBT-F
4.	KABC	(T)	798/ 4.7	5.1	4.3	4.3	4.9	4.6	887/12464	10930/11.6	11.2	11.4		5.4	874	9369	KABC
5.	KLOS-F	(AOR)	763/ 4.5	4.5	4.0	4.6	4.1	4.4	1026/14781	11033/11.7	11.8	11.9		5.6	915	12397	KLOS-F
6.	KRTH-F	(O)	653/ 3.8	3.6	2.8	1.9	2.4	3.0	847/15521	11896/12.7	12.9	8.8		2.9	473	8764	KRTH-F
	KBIG-F	(AC)	653/ 3.8	4.1	3.5	3.8	3.5	3.8	768/13726	11299/12.0	11.3	10.1		2.8	455	5950	KBIG-F
8.	KPWR-F	(CHR)	594/ 3.5	3.4	3.5	4.5	4.3	3.7	649/12811	11159/11.9	12.7	14.8		4.4	715	12610	KPWR-F
9.	KLVE-F	(SP)	592/ 3.5	2.8	3.1	3.7	2.8	3.3	645/7900	6915/ 7.4	6.6	6.6		2.3	368	5403	KLVE-F
10.	KFWB	(N)	532/ 3.1	3.1	4.3	2.9	3.1	3.3	565/12918	11848/12.6	13.8	11.2		2.7	441	8223	KFWB
11.	KWKW	(SP)	521/ 3.1	3.4	3.1	3.3	3.8	3.2	528/5889	5803/ 6.2	7.0	6.8		3.0	488	6131	KWKW
12.	KXEZ-F	(EZ)	473/ 2.8	3.0	3.2	3.0	3.1	3.0	515/8648	7877/ 8.4	8.2	8.4		1.1	181	2972	KXEZ-F
13.	KLSX-F	(CL AOR)	470/ 2.8	2.8	2.1	2.2	2.3	2.5	535/9824	8675/ 9.2	9.2	8.1		3.2	513	8414	KLSX-F
14.	KROQ-F	(AOR)	453/ 2.7	3.1	2.9	3.2	3.4	3.0	591/9006	7453/ 7.9	8.5	8.8		3.7	605	9866	KROQ-F
15.	KZLA-F	(C)	450/ 2.6	1.8	2.8	2.5	1.8	2.4	476/5767	5357/ 5.7	4.6	4.8		2.6	415	3913	KZLA-F
16.	KMPC	(BB)	442/ 2.6	2.6	2.4	2.8	2.5	2.6	614/7707	6332/ 6.7	6.8	7.0		2.4	397	4678	KMPC
17.	KNX	(N)	437/ 2.6	2.7	4.0	3.2	2.6	3.1	592/13163	9800/10.4	11.3	10.4		2.6	426	7987	KNX
18.	KTWV-F	(J/NA)	419/ 2.5	2.8	2.9	3.0	3.0	2.8	518/8620	7206/ 7.7	8.5	8.2		2.5	400	6049	KTWV-F
19.	KTNQ	(SP)	405/ 2.4	2.7	2.7	2.3	2.3	2.5	434/5840	5423/ 5.8	5.9	6.1		1.7	282	3778	KTNQ
20.	KQLZ-F	(AOR)	382/ 2.2	2.0	3.0	2.7	3.5	2.5	478/8920	6893/ 7.3	7.5	10.1		2.7	441	6359	KQLZ-F
21.	KFI	(T)	368/ 2.1	2.3	2.4	1.9	1.7	2.2	645/9671	6332/ 6.7	6.6	6.8		2.4	389	6823	KFI
22.	KKHJ	(SP)	360/ 2.1	1.7	2.3	2.5	1.7	2.2	372/5268	5016/ 5.3	5.1	4.1		1.8	298	3505	KKHJ
23.	KLIT-F	(AC)	264/ 1.6	0.9	0.8	0.8	1.2	1.0	282/5800	4894/ 5.2	4.2	3.7		0.7	118	1882	KLIT-F
24.	KKQO-F	(CL)	244/ 1.4	1.4	1.3	1.3	1.4	1.3	284/5480	4814/ 5.1	5.0	5.0		1.2	190	2618	KKQO-F
25.	KJLH-F	(B)	235/ 1.4	1.3	1.1	0.9	1.1	1.2	235/4662	4650/ 4.9	4.9	3.8		2.2	363	4732	KJLH-F
26.	KCBS-F	(O)	234/ 1.4	1.9	1.5	1.7	2.3	1.8	325/7540	5570/ 5.9	6.8	7.4		1.3	208	3398	KCBS-F
27.	KALI	(SP)	189/ 1.1	1.9	1.2	1.7	1.0	1.5	189/2453	2453/ 2.6	3.6	2.9		0.8	133	2254	KALI
28.	KSKQ-F	(SP)	148/ 0.9	1.0	0.8	0.6	1.2	0.8	150/2646	2591/ 2.8	2.9	2.4		0.5	78	1224	KSKQ-F
29.	KACE-F	(NAC ?)	145/ 0.9	0.7	0.8	1.2	1.2	0.9	145/2430	2431/ 2.6	2.7	2.8		1.1	184	1783	KACE-F
30.	KRLA	(O)	144/ 0.8	1.1	0.6	0.8	1.0	0.8	169/3076	2638/ 2.8	3.9	3.1		0.8	137	2505	KRLA
31.	KNAC-F	(AOR)	141/ 0.8	0.8	1.1	0.8	1.1	0.9	147/2922	2718/ 2.9	2.6	2.4		1.3	209	3477	KNAC-F
32.																	
33.																	
34.																	
35.																	

12+ FM SHARE (METRO): 69.56% (10441 of 15009) (SUM 90: 66.13%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	KIIS-F>>	KLOS-F	KOST-F	KOST-F	KOST-F	KABC >	KLOS-F>	KOST-F>	KOST-F	KABC	KABC >
2	KPWR-F	KKBT-F	KLOS-F	KLOS-F	KOST-F	KFWB	KABC	KBIG-F<	KKBT-F	KKBT-F	KKBT-F>
3	KKBT-F	KOST-F	KKBT-F	KKBT-F	KRTH-F<	KMPC	KIIS-F	KIIS-F	KIIS-F	KOST-F<	KNX
4		KIIS-F	KIIS-F	KRTH-F	KKBT-F	KFWB <	KRTH-F	KBIG-F	KIIS-F	KFWB	KFWB
5		KPWR-F<	KRTH-F	KBIG-F	KBIG-F	KRTH-F	KOST-F	KKBT-F	KRTH-F	KPWR-F>	KBIG-F>
6		KROQ-F	KBIG-F	KLSX-F	KIIS-F	KNX	KKBT-F	KLOS-F	KPWR-F	KWKW	KLVE-F
7		KLVE-F	KLVE-F	KIIS-F	KLSX-F	KXEZ-F	KNX	KLVE-F	KLOS-F<	KLVE-F	KOST-F
8		KBIG-F	KLSX-F	KLVE-F	KLVE-F<	KBIG-F<	KLVE-F	KABC	KLSX-F	KNX	KLOS-F
9			KPWR-F	KWKW <	KZLA-F	KZLA-F	KWKW				KTNQ
10				KZLA-F							KFI

	MOM 18-24	MOM 18-34	MOM 25-34	MOM 18-49	MOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	KLVE-F	KOST-F	KOST-F	KOST-F>	KOST-F>	KROQ-F	KLOS-F>	KLOS-F>	KLOS-F>	KLOS-F>
2	KKBT-F<	KKBT-F	KKBT-F	KKBT-F<	KBIG-F	KLOS-F	KROQ-F<	KKBT-F	KKBT-F<	KRTH-F
3	KIIS-F	KBIG-F<	KBIG-F>	KBIG-F	KKBT-F<	KPWR-F	KKBT-F<	KLSX-F<	KLSX-F	KLSX-F<
4	KOST-F<	KLVE-F<	KIIS-F	KLVE-F<	KRTH-F	KIIS-F	KQLZ-F<	KQLZ-F	KRTH-F	KKBT-F<
5	KPWR-F	KIIS-F	KLVE-F<	KIIS-F	KLVE-F	KQLZ-F	KPWR-F	KOST-F	KOST-F	KOST-F
6	KROQ-F	KPWR-F	KLOS-F	KRTH-F	KIIS-F	KKBT-F	KIIS-F	KPWR-F<	KIIS-F	KWKW
7	KBIG-F	KROQ-F<	KRTH-F	KPWR-F	KZLA-F	KNAC-F	KLSX-F	KLVE-F	KWKW	KZLA-F
8	KLSX-F	KLOS-F	KTNQ	KLOS-F	KTWV-F<	KLVE-F	KWKW	KTNQ	KROQ-F	KIIS-F<
9	KLOS-F		KPWR-F		KLOS-F	KJLH-F	KLVE-F	KIIS-F<	KQLZ-F	KABC
10	KJLH-F						KOST-F	KRTH-F	KPWR-F	KQLZ-F

American Radio Summer 1991 Supplement, Copyright 1991

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KBOB-F	98.3	West Covina	0.3/0.6/ 55/ 672
KEZY-F	95.9	Anaheim	0.6/2.2/118/2222
KFSG-F	96.3	Los Angeles	0.4/1.2/ 76/1205
KGFJ	1230	Los Angeles	0.7/1.7/112/1560
KIEV	870	Glendale	0.3/1.7/ 61/1710
KIKF-F	94.3	Garden Grove/LA	0.3/1.0/ 48/ 919
KKLA-F	99.5	Los Angeles	0.4/1.8/ 76/1929
KLAC	570	LA/Anaheim	0.6/2.3/120/2730
KMAX-F	107.1	Arcadia/LosAngl	0.3/1.2/ 54/1155
KSKQ	1540	Los Angeles	0.4/1.5/ 64/1377
XTRA	690	Tijuana/SnDiego	0.3/1.2/ 65/1760

RADIO STATIONS

AM STATIONS

KABC,	790,	5 KW (DA-N)	, TALK	ABC	, $ 420.00	(Katz)	Cap Cities/ABC
KALI,	1430,	5 KW (DA-2)	, HISPANIC		, $ 90.00	(Katz)	United (SAN GABRIEL)
KDAY,	1580,	50 KW (DA-2)	, BUS. NEWS	MBN, UNIPWR	, $ 80.00	(Roslin)	(SANTA MONICA)
KFI ,	640,	50 KW	, TALK	MBS	, $ 110.00	(Christal)	Cox
KFWB,	980,	5 KW	, NEWS	CNN NBC	, $ 305.00	(Group W)	Westinghouse
KGFJ,	1230,	1 KW	, BLACK OLDIES	SBN, SMN	, $ 70.00	(Roslin)	
KGIL,	1260,	5 KW (DA-2)	, TALK	APR, TALKNT	, $ 60.00	(HRRH)	Buckley (SAN FERNANDO)
KIEV,	870,	10 KW/1 KW (DA-2)	, TALK	UNISUP UNIULT	, $ 55.00	(---)	(GLENDALE)
KLAC,	570,	5 KW (DA-N)	, COUNTRY	ABC,	$ 115.00	(Eastman)	Malrite
KMPC,	710,	50 KW/10 KW (DA-N),	NOSTALGIA/MOR	NBC,	$ 220.00	(Banner)	Golden West
KNX ,	1070,	50 KW	, NEWS	CBS	, $ 340.00	(CBS)	CBS
KRLA,	1110,	50 KW/10 KW (DA-2),	OLDIES		, $ 80.00	(HRR)	Greater Media
KSKQ,	1540,	50 KW/10 KW (DA-2),	HISPANIC		, $ 100.00	(SBS)	SBS
KTNQ,	1020,	50 KW (DA-2)	, HISPANIC		, $ 155.00	(Caballero)	Heftel
KWKW,	1330,	5 KW (DA-N)	, HISPANIC		, $ 100.00	(Lotus)	Lotus

FM STATIONS

KACE,	103.9,	1.6 KW @ 390,	NAC	APR, UNIULT	, $ 80.00	(K & P)	All Pro (INGLEWOOD)
KBIG,	104.3,	105 KW @ 2890,	AC		, $ 300.00	(CBS)	Bonneville
KFSG,	96.3,	54 KW @ 480,	RELIGION	APR	, $ 25.00	(---)	
KIIS,	102.7,	8 KW @ 2960,	CHR		, $ 520.00	(McGuild)	Gannett
KJLH,	102.3,	2.2 KW @ 338,	BLACK		, $ 110.00	(Roslin)	(COMPTON)
KKBT,	92.3,	43 KW @ 2910,	URBAN		, $ 160.00	(HRR)	Evergreen
KKGO,	105.1,	18 KW @ 2887,	CLASSICAL	APR	, $ 125.00	(CHBS)	
KLIT,	101.9,	2.4 KW @ 2848,	SOFT AC		, $ 100.00	(Banner)	Golden West (GLENDALE)
KLOS,	95.5,	63 KW @ 3129,	AOR	ABC	, $ 400.00	(Katz)	Cap Cities/ABC
KLSX,	97.1,	21 KW @ 3002,	CLASSIC AOR		, $ 300.00	(HRR)	Greater Media
KLVE,	107.5,	30 KW @ 2998,	HISPANIC		, $ 175.00	(Caballero)	Heftel
KMAX,	107.1,	3 KW @ -44 ,	RELIGION/ETHNIC		, $ 60.00	(---)	Douglas (ARCADIA)
KNAC,	105.5,	1 KW @ 453,	AOR	ABC	, $ 120.00	(Durpetti)	(LONG BEACH)
KOBS,	93.1,	29 KW @ 3498,	OLDIES	CBS	, $ 190.00	(CBS)	CBS
KOST,	103.5,	13 KW @ 3100,	AC		, $ 475.00	(Christal)	
KPWR,	105.9,	72 KW @ 770,	CHR		, $ 430.00	(HRRH)	Emmis
KQLZ,	100.3,	5 KW @ 3004,	AOR	SOURCE	, $ 300.00	(Durpetti)	Westwood One
KROQ,	106.7,	6 KW @ 1387,	AOR		, $ 270.00	(Torbet)	Infinity
KRTH,	101.1,	51 KW @ 3133,	OLDIES	UNIULT	, $ 375.00	(Banner)	Beasley
KSKQ,	97.9,	79 KW @ 410,	HISPANIC		, $ 120.00	(SBS)	SBS
KTWV,	94.7,	58 KW @ 2831,	JAZZ/NAC		, $ 300.00	(Group W)	Westinghouse
KXEZ,	98.7,	75 KW @ 1180,	SOFT AC/EZ		, $ 250.00	(Torbet)	Viacom
KZLA,	93.9,	49 KW @ 720,	COUNTRY		, $ 225.00	(Eastman)	Malrite

American Radio Summer 1991 Supplement, Copyright 1991

LOUISVILLE

Arbitron Rank/Pop (12+): 51/791,800
MSA Rank/Pop: 52/968,000
ADI # 46
Average Person Ratings: 16.0
Market TSL: 21.00 hours

Stations: 17/17
Diaries: 1315/602:1/55.4%
Sample Target: 1260
% Below Line: 0.0
% Not Listed: 11.3

1990 Revenue: $27,000,000
HH Inc.: $30,273
Retail $: 7.5 Bil
Pop per Station: 46,576
#1 Biller: WHAS $6,900,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90		Birch Share	Birch AQH	Birch Cume	
1. WAMZ-F	(C)	227/17.9	19.5	17.1	20.8	16.7	18.8	336/3605	2407/30.4	29.1	27.3		21.0	292	2622	WAMZ-F
2. WHAS	(FS)	181/14.3	14.3	17.3	15.0	12.8	15.2	224/3219	2415/30.5	30.4	27.6		11.6	162	2223	WHAS
3. WQMF-F	(AOR)	132/10.4	7.8	8.4	6.4	7.0	8.3	174/2178	1546/19.5	18.0	16.7	*	11.2	156	1538	WQMF-F
4. WDJX-F	(CHR)	101/ 8.0	8.9	6.8	7.3	7.7	7.8	146/2353	1724/21.8	23.1	23.6		8.8	123	2316	WDJX-F
5. WVEZ-F	(SAC)	88/ 6.9	6.5	7.6	7.0	8.3	7.0	97/1449	1235/15.6	14.0	19.9		3.7	52	658	WVEZ-F
6. WRKA-F	(O)	85/ 6.7	4.9	6.9	6.7	4.8	6.3	85/1492	1449/18.3	17.1	17.0		5.7	80	874	WRKA-F
7. WGZB-F	(B)	74/ 5.8	6.7	6.3	6.3	5.6	6.3	84/919	844/10.7	10.1	9.2		9.3	129	1168	WGZB-F
8. WLRS-F	(AC)	59/ 4.6	3.4	2.8	3.8	5.5	3.7	61/1050	1031/13.0	11.3	16.0		4.5	62	965	WLRS-F
9. WZKS-F	(CHR)	44/ 3.5	5.0	3.9	3.4	4.3	4.0	46/1118	1070/13.5	14.1	10.8		4.6	64	1297	WZKS-F
10. WLOU	(B)	39/ 3.1	2.7	3.7	3.1	4.3	3.2	39/629	622/ 7.9	6.8	8.0		3.8	53	612	WLOU
11. WAVG	(O)	28/ 2.2	2.1	2.3	0.9	1.6	1.9	30/553	501/ 6.3	6.6	6.1		1.7	23	571	WAVG
12. WXVW	(BB)	19/ 1.5	1.5	2.3	2.9	2.5	2.0	19/309	309/ 3.9	3.4	5.4		1.1	16	257	WXVW
13. WLLV	(G)	17/ 1.3	1.2	1.0	0.6	1.5	1.0	17/239	233/ 2.9	2.8	2.0		0.5	7	187	WLLV
14. WWKY	(C)	14/ 1.1	1.2	0.7	1.0	2.1	1.0	14/436	420/ 5.3	3.9	4.8		0.6	9	137	WWKY
15.																

12+ FM SHARE (METRO): 72.00% (810 of 1125) (SUM 90: 68.99%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDJX-F››	1 WQMF-F	1 WAMZ-F	1 WAMZ-F›	1 WAMZ-F›	1 WHAS	1 WHAS	1 WAMZ-F›	1 WAMZ-F›	1 WAMZ-F	1 WAMZ-F››
2 WQMF-F	2 WAMZ-F›	2 WQMF-F›	2 WHAS ‹	2 WHAS	2 WAMZ-F››	2 WAMZ-F›	2 WHAS	2 WHAS	2 WQMF-F	2 WQMF-F
3 WGZB-F	3 WDJX-F›	3 WHAS	3 WQMF-F	3 WQMF-F	3 WRKA-F	3 WQMF-F›	3 WQMF-F	3 WQMF-F	3 WHAS	3 WHAS
4 WZKS-F	4 WGZB-F	4 WDJX-F‹	4 WRKA-F	4 WRKA-F	4 WVEZ-F	4 WDJX-F	4 WVEZ-F	4 WDJX-F	4 WGZB-F‹	4 WRKA-F‹
WAMZ-F	5 WLRS-F	5 WRKA-F	5 WVEZ-F‹	5 WVEZ-F	5	5 WRKA-F‹	5 WDJX-F	5 WVEZ-F	5 WDJX-F	5 WGZB-F
6	WHAS ‹	6 WVEZ-F	6 WDJX-F	6 WDJX-F	6	6 WVEZ-F	6 WRKA-F	6 WRKA-F‹	6	6
7	7 WVEZ-F	7	7	7	7	7	7	7 WGZB-F	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WAMZ-F	1 WAMZ-F›	1 WAMZ-F›	1 WAMZ-F›	1 WAMZ-F›
2 WQMF-F	2 WDJX-F‹	2 WVEZ-F	2 WVEZ-F	2 WVEZ-F
WDJX-F	3 WQMF-F	WDJX-F	3 WDJX-F	3 WHAS
4 WZKS-F	4 WVEZ-F‹	4 WQMF-F	4 WQMF-F	4 WRKA-F
5 WLRS-F	5 WLRS-F	5 WRKA-F	5 WRKA-F	5 WDJX-F
WGZB-F	6 WGZB-F	6 WGZB-F	6 WLRS-F	6
7 WVEZ-F	7	7	7 WGZB-F	7
			8 WHAS	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WQMF-F››	1 WQMF-F›	1 WQMF-F	1 WQMF-F	1 WAMZ-F
2 WAMZ-F›	2 WAMZ-F›	2 WAMZ-F›	2 WAMZ-F›	2 WHAS
3 WGZB-F	3 WHAS	3 WHAS ›	3 WHAS	3 WQMF-F
4 WDJX-F›	4 WDJX-F	4 WDJX-F›	4 WRKA-F	4 WRKA-F›
5 WLRS-F	5 WGZB-F	5 WRKA-F	5 WDJX-F	5 WDJX-F
6	6	WGZB-F	6	6
7	7	7	7	7

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WFIA	900	Louisville	0.6/2.5/ 7/ 207
WOBS	1570	New Albany/Lsvl	
WTMT	620	Louisville	0.8/2.9/ 11/ 254

RADIO STATIONS

WAVG ,	970,	5 KW (DA-N) ,	Oldies	NBC UNISUP,	$ 22.00	(Durpetti)	Radio One
WDJX ,	1080,	10 KW/1 KW (DA-2)	-- simulcast with WDJX-F				
WHAS ,	840,	50 KW ,	MOR/Full Service	ABC,	$110.00	(Christal)	Clear Channel
WLOU ,	1350,	5 KW/500 W (DA-N),	Black	SBN,	$ 25.00	(---)	Johnson
WWKY ,	730,	5 KW/1 KW (DA-2),	Country	UNISUP,	$ 20.00	(Katz)	Wilks-Schwartz
WXVW ,	1450,	1 KW ,	Nostalgia	SMN UNISUP,	$ 25.00	(K & P)	
WAMZ-F,	97.5,	100 KW @ 500 ,	Country	,	$ 90.00	(Christal)	Clear Channel
WDJX-F,	99.7	24 KW @ 715 ,	CHR	APR,	$ 70.00	(Eastman)	Stoner
WGZB-F,	96.5,	3 KW @ 300 ,	Black	CNN,	$ 22.00	(---)	(CORYDON)
WLRS-F,	102.3,	3 KW @ 285 ,	AC	UNIPWR,	$ 40.00	(Durpetti)	Radio One
WLSY-F,	101.7,	1.4 KW @ 415 ,	EZ	UNIULT,	$ 25.00	(Banner)	
WQMF-F,	95.7,	34 KW @ 580 ,	AOR	,	$ 54.00	(HHHH)	
WRKA-F,	103.1,	3 KW 2 275 ,	Oldies	,	$ 52.00	(Banner)	Capitol-Johnson
WVEZ-F,	106.9,	25 KW @ 670 ,	AC	UNISUP,	$ 57.00	(Katz)	Wilks-Schwartz
WZKS-F,	103.9,	1 KW @ 490 ,	CHR	,	$ 22.00	(HHR)	

MADISON

Arbitron Rank/Pop (12+): 118/301,800
MSA Rank/Pop: 136/356,000
ADI # 90
Average Person Ratings: 16.4
Market TSL: 21.25 hours

Stations: 16/14
Diaries: 768/393:1/60.5%
Sample Target: 725
% Below Line: 1.2
% Not Listed: 20.8

1990 Revenue: $15,300,000
HH Inc.: $33,352
Retail $: 3.3 Bil
Pop per Station: 21,557
#1 Biller: WIBA-F $2,600,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WIBA-F	(AOR)	76/15.4	15.3	14.7	12.3	----	14.4	156/1750	925/30.6	34.3	0.0	16.7	82	903	WIBA-F
2. WZEE-F	(CHR)	58/11.7	7.0	8.5	8.0	----	8.8	125/1785	864/28.6	25.5	0.0	13.4	66	1008	WZEE-F
3. WOLX-F	(AC)	44/ 8.9	9.9	7.7	6.3	----	8.2	133/1767	743/24.6	27.4	0.0	7.5	37	603	WOLX-F
4. WWQM-F	(C)	33/ 6.7	8.5	7.7	6.1	----	7.3	40/669	512/16.4	18.0	0.0	11.0	54	506	WWQM-F
5. WIBA	(FS)	31/ 6.3	7.0	6.4	6.3	----	6.5	33/591	533/17.7	17.4	0.0	4.3	21	297	WIBA
6. WMGN-F	(AC)	30/ 6.1	7.6	6.6	7.6	----	7.0	43/684	485/16.1	15.8	0.0	7.1	35	359	WMGN-F
7. WTSO	(C)	27/ 5.5	3.1	7.4	6.5	----	5.6	50/658	335/11.1	9.6	0.0	3.5	17	247	WTSO
8. WTDY	(N/T)	19/ 3.8	2.7	4.4	4.7	----	3.9	23/327	276/ 9.1	8.4	0.0	4.1	20	251	WTDY
9. WMAD-F	(AOR)	16/ 3.2	4.3	2.9	4.3	----	3.7	19/393	363/12.0	12.4	0.0	3.7	18	329	WMAD-F
WJJO-F	(AC)	16/ 3.2	6.0	5.4	5.5	----	5.0	36/750	430/14.2	23.0	0.0	4.9	24	543	WJJO-F
11. WMLI-F	(SAC)	15/ 3.0	4.1	2.9	4.5	----	3.6	23/491	360/11.9	13.4	0.0	3.3	16	239	WMLI-F
12. WSJY-F	(EZ)	8/ 1.6	2.3	1.9	2.0	----	2.0	42/513	122/ 4.0	5.6	0.0	1.8	9	142	WSJY-F
WIBU	(BB)	8/ 1.6	1.7	2.3	1.4	----	1.8	16/232	133/ 4.4	4.5	0.0	1.6	8	72	WIBU
14.															
15.															

12+ FM SHARE (METRO): 77.81% (305 of 392) (SUM 90: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZEE-F>>	1 WIBA-F>>	1 WIBA-F>	1 WIBA-F	1 WIBA-F<	1 WIBA	1 WIBA-F>	1 WIBA-F>	1 WIBA-F	1 WZEE-F	1 WIBA-F
2 WIBA-F>	2 WZEE-F>	2 WZEE-F	2 WOLX-F	2 WOLX-F	2 WOLX-F	2 WZEE-F	2 WZEE-F	2 WZEE-F>	WIBA-F	2 WZEE-F
3 WOLX-F	3 WMGN-F	3 WOLX-F	3 WMGN-F	3 WMGN-F	3 WTSO >	3 WOLX-F<	3 WOLX-F	3 WOLX-F	3 WIBA >	3 WTDY
4	4 WWQM-F	4 WMGN-F	4 WZEE-F	4 WWQM-F	4 WWQM-F	4 WTSO <	4 WWQM-F	4 WWQM-F	4 WOLX-F	WIBA
5	WOLX-F	5 WWQM-F	5 WWQM-F	5 WZEE-F	5 WTDY	5 WIBA	5 WMGN-F	5 WMGN-F	5 WMGN-F	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WIBA-F	1 WZEE-F	1 WMGN-F	1 WMGN-F	1 WMGN-F
2 WZEE-F>>	2 WIBA-F<	2 WZEE-F	2 WZEE-F	2 WOLX-F
3 WMLI-F	3 WMGN-F>>	3 WIBA-F>	3 WIBA-F	3 WZEE-F>
WMGN-F	4 WOLX-F	4 WOLX-F	4 WOLX-F	4 WWQM-F
WJJO-F	WMLI-F	5 WWQM-F	5	WIBA-F
6	6	6 WMLI-F	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIBA-F>>	1 WIBA-F>>	1 WIBA-F>>	1 WIBA-F>>	1 WIBA-F>
2 WZEE-F>	2 WZEE-F>	2 WMAD-F	2 WOLX-F	2 WOLX-F
3 WWQM-F>	3 WWQM-F	3 WZEE-F	3 WZEE-F	3 WWQM-F>
4 WOLX-F	4 WOLX-F	WOLX-F	4 WWQM-F	4 WMAD-F
WJJO-F	WMAD-F	5 WWQM-F	5	5 WZEE-F
6	6	WJJO-F	6	WJJO-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WMBM-F	105.5	Verona/Madison	1.0/5.7/ 6/ 179
WBBM	780	Chicago	0.4/2.1/ 6/ 235
WJVL-F	99.9	Janesville	0.8/2.2/ 47/ 578

RADIO STATIONS

WIBA ,	1310,	5 KW (DA-2) ,	MOR/Full Service	CBS, $41.00	(Katz)	Double L	
WIBU ,	1240,	1 KW ,	Nostalgia	, $10.00	(---)	(POYNETTE)	
WTDY ,	1480,	5 KW (DA-2) ,	News/Talk	NBC ABC, $20.00	(Mc-Guild)	Midwest Family	
WTSO ,	1070	10 KW/5 KW (DA-2),	Country	APR, $36.00	(Banner)	Mid Continent	
WWQM-F,	106.3,	4.5 KW @ 380 ,	Country	ABC, $24.00	(Eastman)		
WIBA-F,	101.5,	50 KW @ 450 ,	AOR	CBS, $49.00	(Katz)	Double L	
WMAD-F,	92.1,	2 KW @ 400 ,	AOR	, $24.00	(Torbet)		
WMGN-F,	98.1,	38 KW @ 580 ,	AC	, $46.00	(Mc-Guild)	Midwest Family	
WMLI-F,	96.3,	6 KW @ 500 ,	Soft AC	UNIULT UNISUP, $19.00	(Torbet)	(SAUK CITY)	
WOLX-F,	94.9,	37 KW @ 1300 ,	Oldies	, $38.00	(Christal)	(BARABOO)	
WSJY-F,	107.3,	50 KW @ 500 ,	EZ	ABC, $16.00	(---)	(PORT ATKINSON)	
WJJO-F,	94.1,	50 KW @ 500 ,	AC	, $31.00	(HNWH)	Joyner (WATERTOWN)	
WZEE-F,	104.1,	6 KW @ 1120 ,	CHR	, $46.00	(Banner)	Midcontinent	

MCALLEN-BROWNSVILLE

Arbitron Rank/Pop (12+): 76/496,300
MSA Rank/Pop: 119/664,000 (McAllen)
ADI # 113
Average Person Ratings: 18.7
Market TSL: 25.50 hours

Stations: 19/18
Diaries: 905/548:1/49.1%
Sample Target: 915
% Below Line: 0.6
% Not Listed: 12.6

1990 Revenue: $12,600,000
HH Inc.: $21,897
Retail $: 3.3 Bil
Pop per Station: 27,572
#1 Biller: KGBT $2,200,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90		Birch Share	Birch AQH	Birch Cume	
1. KTEX-F	(C)	156/16.8	19.5	18.5	17.3	16.3	18.0	174/1752	1605/32.3	31.0	27.1		20.0	186	1874	KTEX-F
2. KGBT	(SP)	120/12.9	13.8	15.1	12.1	14.3	13.5	134/1396	1311/26.4	24.6	22.9		11.2	104	1184	KGBT
3. KBFM-F	(CHR)	100/10.8	11.1	13.1	14.0	17.4	12.3	111/1607	1485/29.9	31.1	32.6		14.0	130	1583	KBFM-F
4. KIWW-F	(SP)	86/ 9.3	7.0	8.0	7.5	6.6	7.9	95/1190	1081/21.8	21.9	15.4		8.1	75	923	KIWW-F
5. KRGV-F	(CHR)	53/ 5.7	5.3	3.7	2.8	2.6	4.4	56/919	877/17.7	13.5	8.7		7.0	65	938	KRGV-F
6. KVLY-F	(O)	45/ 4.9	5.5	4.9	6.8	5.5	5.5	52/684	631/12.7	13.5	13.1		6.5	60	789	KVLY-F
KELT-F	(AC)	45/ 4.9	6.8	5.7	6.2	6.6	5.9	50/900	809/16.3	18.8	18.0		8.0	74	839	KELT-F
8. KQXX-F	(SP)	43/ 4.6	4.6	3.3	4.5	4.4	4.3	43/562	545/11.0	9.7	10.1		3.0	28	473	KQXX-F
9. KBOR-F	(SP)	32/ 3.5	2.2	1.2	1.2	0.9	2.0	33/415	401/ 8.1	8.7	3.7		2.7	25	402	KBOR-F
10. KBOR	(SP)	30/ 3.2	1.9	2.5	4.0	2.7	2.9	30/366	366/ 7.4	5.4	6.3		1.1	10	216	KBOR
11. KURV	(T)	26/ 2.8	2.8	1.8	1.9	2.5	2.3	26/306	304/ 6.1	6.8	7.2		1.7	16	232	KURV
12. KIRT	(SP)	20/ 2.2	1.2	1.9	1.9	3.1	1.8	22/361	335/ 6.7	5.4	8.0		0.8	7	168	KIRT
13.																
14.																
15.																

12+ FM SHARE (METRO): 72.22% (585 of 810) (SUM 90: 71.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBFM-F>>	1 KTEX-F>	1 KTEX-F>	1 KTEX-F>	1 KTEX-F>	1 KGBT >	1 KGBT <	1 KTEX-F>	1 KTEX-F	1 KTEX-F	1 KTEX-F
2 KRGV-F	2 KBFM-F	2 KIWW-F	2 KIWW-F	2 KIWW-F	2 KTEX-F>	2 KTEX-F>	2 KGBT	2 KGBT >	2 KBFM-F>	KGBT
3 KTEX-F	3 KIWW-F>	3 KBFM-F	3 KGBT <	3 KGBT	3 KIWW-F	3 KIWW-F>	3 KBFM-F	3 KBFM-F	3 KQXX-F<	3 KIWW-F
4	4 KRGV-F	4 KGBT	4 KVLY-F	4 KVLY-F	4	4 KBFM-F>	4 KIWW-F>	4 KIWW-F>	4 KGBT	4 KVLY-F
5	KELT-F	5 KVLY-F	5 KBFM-F	5 KQXX-F	5	5 KVLY-F	5 KVLY-F<	5 KRGV-F	5 KIWW-F	5
6	6	6 KELT-F	6	KBFM-F	6	6	6 KELT-F<	6	6 KRGV-F	6
7	7	7	7	7	7	7	7 KRGV-F	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KTEX-F	1 KTEX-F>	1 KTEX-F>	1 KTEX-F>	1 KTEX-F>
2 KBFM-F>	2 KBFM-F	2 KIWW-F	2 KIWW-F	2 KIWW-F<
3 KRGV-F	3 KIWW-F	3 KELT-F	3 KBFM-F	3 KGBT >
4 KIWW-F	4 KELT-F>	4 KBFM-F	4 KGBT	4 KVLY-F
5 KELT-F	5 KRGV-F	5 KBOR	KELT-F	KELT-F
6 KBOR-F	KBOR	6 KVLY-F	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KTEX-F	1 KTEX-F>	1 KTEX-F>>	1 KTEX-F>>	1 KTEX-F>>
KRGV-F	2 KBFM-F>	2 KVLY-F	2 KIWW-F	2 KIWW-F
3 KBFM-F>	3 KIWW-F	KBFM-F	3 KBFM-F	3 KVLY-F
4 KIWW-F	4 KRGV-F	4 KIWW-F>	4 KVLY-F	4 KGBT
5 KGBT	5 KVLY-F	5 KGBT	KGBT	5 KQXX-F
KELT-F	6	6	6	6 KBFM-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KJAV-F	104.9	Alamo/McAllen	0.3/1.5/ 3/ 82
KRGE	1290	Weslaco	1.2/3.9/ 15/ 230
KSOX-F	101.7	Raymondville	1.7/4.3/ 19/ 345
KUBR	1210	San Juan	0.6/1.8/ 6/ 89
KVJY	840	Pharr	0.6/3.3/ 7/ 170
KVTY-F	105.5	Mission	0.6/3.3/ 6/ 176
XEMS	1490	Matamoros	0.6/1.7/ 6/ 84

RADIO STATIONS

KBOR, 1600, 1 KW (DA-1) , HISPANIC , $ 20.00 (Caballero)
KGBT, 1530, 50 KW/10 KW (DA-N), HISPANIC , $ 45.00 (Katz) Tichenor
KIRT, 1580, 1 KW/300 W , HISPANIC , $ 16.00 (Caballero)
KURV, 710, 1 KW (DA-1) , TALK ABC, CNN, $ 11.00 (---)

KBFM-F, 104.1, 100 KW @ 998, CHR ABC , $ 45.00 (Banner)
KBOR-F, 106.2, .5 KW @ 633, SEE KBOR-A
KELT-F, 94.5, 100 KW @ 1158, AC , $ 30.00 (Katz)
KVTY-F, 105.3, 3 KW @ 285, RELIGION , $ 15.00 (---)
KIWW-F, 96.1, 100 KW @ 987, HISPANIC , $ 31.00 (Katz Hisp) Tichenor

KQXX-F, 98.5, 100 KW @ 1202, HISPANIC , $ 24.00 (Caballero)
KRGV-F, 99.5, 100 KW @ 1037, AOR UNIPWR ABC, $ 23.00 (Torbet) First City
KTEX-F, 100.3, 100 KW @ 1125, COUNTRY ABC, $ 45.00 (Christal) Tate
KJAV-F, 104.9, 3 KW @ 260, HISPANIC , $ 11.00 (In House)
KVLY-F, 107.9, 100 KW @ 790, OLDIES , $ 23.00 (Torbet) Tippie

American Radio Summer 1991 Supplement, Copyright 1991

MEMPHIS

Arbitron Rank/Pop (12+): 43/895,100
MSA Rank/Pop: 49/989,000
ADI # 39
Average Person Ratings: 17.1
Market TSL: 23.00 hours

Stations: 24/24
Diaries: 1238/723:1/51.0%
Sample Target: 1230
% Below Line: 0.0
% Not Listed: 9.7

1990 Revenue: $29,000,000
HH Inc.: $23,401
Retail $: 7.0 Bil
Pop per Station: 37,295
#1 Biller: WGKX-F $5,900,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90		Birch Share	Birch AQH	Birch Cume	
1. WGKX-F	(C)	180/11.7	9.8	10.4	10.0	10.2	10.5	228/2810	2022/22.6	20.6	18.4		9.7	138	1880	WGKX-F
2. WHRK-F	(B)	179/11.7	12.0	13.5	14.0	12.8	12.8	239/2898	2222/24.8	24.0	23.5		16.7	238	2497	WHRK-F
3. WDIA	(B)	174/11.3	9.7	9.7	10.0	9.4	10.2	209/2424	1846/20.6	20.3	20.1		11.3	161	1621	WDIA
4. KJMS-F	(B)	149/ 9.7	7.9	4.1	5.4	5.1	6.8	159/2095	1809/20.2	17.4	15.7		8.4	120	1987	KJMS-F
5. WEGR-F	(AOR)	127/ 8.3	8.0	11.2	8.8	9.4	9.1	169/2059	1506/16.8	16.3	15.1		13.4	190	1778	WEGR-F
6. WMC -F	(CHR)	103/ 6.7	7.9	6.8	8.4	8.7	7.4	126/2233	1692/18.9	20.6	22.2		10.1	144	1791	WMC -F
7. WRVR-F	(AC)	82/ 5.3	6.9	9.1	8.0	8.5	7.3	111/1654	1276/14.3	17.1	20.6		5.1	72	935	WRVR-F
8. WLOK	(G)	76/ 5.0	5.5	5.5	5.4	5.5	5.3	77/975	937/10.5	12.4	11.9		4.3	61	877	WLOK
9. WMC	(N/T)	60/ 3.9	2.7	4.1	2.7	3.9	3.3	65/885	828/ 9.3	7.3	7.9		1.8	25	403	WMC
10. KPYR-F	(O)	56/ 3.7	4.8	4.9	6.2	4.1	4.9	113/1855	1160/13.0	14.4	12.9		4.7	67	973	KPYR-F
11. WREC	(N/T)	36/ 2.3	2.7	2.2	3.2	1.7	2.6	46/607	524/ 5.9	7.5	6.1		1.1	15	341	WREC
12. WEZI-F	(SAC)	33/ 2.2	3.4	3.4	2.5	3.9	2.9	39/528	472/ 5.3	9.1	8.5		1.8	25	492	WEZI-F
13. WCRV	(REL)	31/ 2.0	1.2	1.0	1.3	1.1	1.4	35/404	324/ 3.6	3.8	2.5		1.2	17	253	WCRV
14.																
15.																

12+ FM SHARE (METRO): 66.57% (922 of 1385) (SUM 90: 70.27%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHRK-F››	1 WEGR-F	1 WDIA ‹	1 WDIA	1 WDIA ‹	1 WDIA	1 WGKX-F	1 WGKX-F	1 WGKX-F	1 WHRK-F	1 WHRK-F
2 KJMS-F››	KJMS-F	2 WHRK-F	2 WGKX-F	2 WGKX-F›	2 WGKX-F›	2 WDIA ‹	2 WDIA	2 WHRK-F	2 KJMS-F›	KJMS-F››
3 WMC -F	3 WHRK-F	WEGR-F‹	3 WEGR-F	3 WEGR-F‹	3 WLOK	3 WHRK-F‹	3 KJMS-F‹	3 WEGR-F	3 WGKX-F	3 WGKX-F››
4	4 WGKX-F	4 WGKX-F‹	4 KJMS-F	4 KJMS-F	4 WMC ‹	4 WEGR-F	4 WHRK-F	4 KJMS-F	WDIA	4 WDIA ‹
5	5 WMC -F‹	5 KJMS-F	5 WMC -F‹	5 WRVR-F‹	5 WRVR-F	5 WMC -F	5 WEGR-F	5 WDIA	5 WEGR-F	5 WEGR-F
6	6 WDIA	6 WMC -F	6 WHRK-F‹	6 WHRK-F‹	6 WHRK-F	6	6 WMC -F	6 WMC -F	6	6
7	7	7	7 WRVR-F	7 WMC -F	7	7	7 WRVR-F	7 WRVR-F	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WHRK-F	1 WHRK-F	1 WDIA	1 WDIA	1 WDIA
2 KJMS-F	2 KJMS-F	2 WMC -F	2 WGKX-F	2 WGKX-F›
3 WGKX-F	3 WDIA ‹	KJMS-F‹	3 WHRK-F	3 WHRK-F
4 WMC -F	4 WGKX-F‹	4 WGKX-F	4 WMC -F	4 WMC -F‹
5 WEGR-F	5 WMC -F›	5 WHRK-F	5 KJMS-F	5 WRVR-F
6 WDIA	6 WEGR-F	6 WEGR-F	6 WRVR-F	6 KJMS-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WEGR-F	1 WEGR-F	1 WEGR-F	1 WEGR-F	1 WEGR-F
2 WHRK-F››	2 KJMS-F›	2 KJMS-F›	2 KJMS-F	2 WGKX-F‹
3 KJMS-F›	3 WHRK-F›	3 WGKX-F›	3 WHRK-F	3 KJMS-F‹
4 WMC -F	4 WGKX-F	4 WRVR-F	4 WGKX-F	4 WDIA ›
5	5	5 WHRK-F	5 WDIA	5 WRVR-F
6	6	6 WDIA	6 WMC -F	6 WMC -F
				WWWZ
				8 WHRK-F
				KPYR-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KFTH-F	107.1	Marion/Memphis	0.5/3.8/ 8/ 344
KHLS-F	96.3	Blytheville	0.3/0.8/ 13/ 217
KSUD	730	W Memphis/Mmphs	0.5/0.9/ 8/ 90
KWAM	990	Memphis	1.1/3.5/ 24/ 382
WBBP	1480	Memphis	1.0/3.0/ 16/ 267
WGSF	1210	Arlington/Mphs	0.3/1.1/ 5/ 101
WHBQ	560	Memphis	1.0/2.6/ 16/ 298
WNWZ	1430	Germantown/Mphs	0.3/1.3/ 5/ 112
WODZ	680	Memphis	0.3/2.2/ 5/ 215
WPLX	1170	Germantown	0.3/0.7/ 5/ 62
WXSS	1030	Memphis	0.7/1.1/ 12/ 127

RADIO STATIONS

KWAM, 990, 10 KW/450 W (DA-2), GOSPEL		UNIULT, $ 20.00 (Durpett1)		Rivers	
WDIA, 1070, 50 KW/5 KW (DA-2) , BLACK		CBS, $ 39.00 (McGuild)		Ragan Henry	
WHBQ, 560, 5 KW/1 KW (DA-2) , OLDIES		ABC, APR, $ 20.00 (Roslin)			
WLOK, 1340, 1 KW (DA-1) , GOSPEL		NBN, SBN, $ 24.00 (K & P)			
WMC , 790, 5 KW (DA-N) , TALK		ABC, NBC, $ 35.00 (Banner)		Scripps-Howard	
WREC, 600, 5 KW (DA-N) , NOSTALGIA		CBS, $ 30.00 (McGuild)		New Market	
WXSS, 1030, 50 KW/ 1 KW(DA-2) , BLACK/GOSPEL		SMN, NBN, $ 20.00 (---)		Willis	
KJMS-F, 101.1, 100 KW @ 450, BLACK		NBC, $ 37.00 (Durpett1)		Rivers	
KPYR-F, 98.1, 100 KW @ 1270, OLDIES		, $ 60.00 (CBS)		Diamond	(OSCEOLA, AR)
WEQR-F, 102.7, 100 KW @ 900, AOR		UNIPWR, $ 57.00 (McGuild)		New Market	
WEZI-F, 94.3, 3 KW @ 300, EZ	UNISUP, UNIPWR, $ 35.00 (Eastman)			Ardman	
WGKX-F, 105.9, 100 KW @ 984, COUNTRY		, $ 105.00 (Katz)		Barnstable	
WHRK-F, 97.1, 100 KW @ 531, BLACK		NBC, $ 75.00 (McGuild)		Ragan Henry	
WMC-F , 99.7, 300 KW @ 908, CHR		SOURCE, $ 96.00 (Banner)		Scripps-Howard	
WRVR-F, 104.5, 100 KW @ 750, AC		, $ 100.00 (MMR)		Keymarket	

American Radio Summer 1991 Supplement, Copyright 1991

MIAMI-FT. LAUDERDALE

Arbitron Rank/Pop (12+): 11/2,767,100
MSA Rank/Pop: 25/3,180,000 (Miami)
ADI # 16
Average Person Ratings: 19.1
Market TSL: 22.25 hours

Stations: 37/33
Diaries: 2785/994:1/48.3%
Sample Target: 2640
% Below Line: 2.6
% Not Listed: 8.6

1990 Revenue: $106,000,000
HH Inc.: $33,612
Retail $: 27.5 Bil
Pop per Station: 83,851
#1 Biller: WHQT-F $10,000,000

	12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1.	WLYF-F	(EZ)	397/ 7.5	8.9	8.3	8.1	6.8	8.2	424/4786	4276/15.5	16.2	13.1	4.6	202	2442	WLYF-F
2.	WEDR-F	(B)	328/ 6.2	5.7	5.8	6.2	5.5	6.0	365/3860	3281/11.9	10.5	10.0	7.6	335	3355	WEDR-F
3.	WPOW-F	(CHR)	270/ 5.1	5.2	5.8	4.9	4.8	5.3	283/4589	4111/14.9	13.6	12.6	8.1	359	4071	WPOW-F
4.	WIOD	(N/T)	257/ 4.9	4.0	5.3	5.1	5.3	4.8	286/3615	3139/11.3	9.7	12.0	4.3	191	2182	WIOD
5.	WAQI	(SP)	249/ 4.7	4.6	6.1	4.4	5.0	4.9	250/2078	2058/ 7.4	7.5	7.1	3.6	161	1543	WAQI
6.	WHQT-F	(B)	239/ 4.5	5.3	4.6	4.1	5.5	4.6	274/4023	3411/12.3	12.7	12.2	8.3	366	4724	WHQT-F
7.	WSHE-F	(AOR)	215/ 4.1	3.3	2.6	3.2	3.3	3.3	251/3418	2789/10.1	9.9	9.0	5.6	248	2998	WSHE-F
8.	WFLC-F	(AC)	206/ 3.9	4.2	3.3	4.4	4.0	4.0	56/783	701/11.4	13.0	12.0	3.4	151	2595	WFLC-F
9.	WKIS-F	(C)	187/ 3.5	3.9	4.0	4.2	3.6	3.9	218/3327	2886/10.4	9.4	9.0	4.8	213	2089	WKIS-F
10.	WTMI-F	(CL)	179/ 3.4	2.5	2.7	2.5	2.8	2.8	201/2581	2242/ 8.1	7.8	7.0	2.5	111	1515	WTMI-F
11.	WMXJ-F	(O)	176/ 3.3	2.6	3.1	3.6	3.1	3.1	207/3337	2855/10.3	10.0	9.3	2.5	109	1795	WMXJ-F
12.	WXDJ-F	(SP)	171/ 3.2	3.5	3.7	3.4	4.0	3.5	172/1815	1790/ 6.5	6.7	7.3	2.1	91	875	WXDJ-F
13.	WJQY-F	(SAC)	167/ 3.2	3.1	2.8	3.6	3.8	3.2	190/3055	2703/ 9.8	8.4	10.1	2.8	124	1838	WJQY-F
14.	WHYI-F	(CHR)	151/ 2.9	3.3	3.5	3.6	3.8	3.3	168/3981	3363/12.2	12.3	13.9	4.2	185	3436	WHYI-F
15.	WLVE-F	(J/NA)	141/ 2.7	2.3	2.1	2.5	2.4	2.4	155/2351	2064/ 7.5	6.9	7.5	3.4	151	1919	WLVE-F
16.	WINZ	(N)	139/ 2.6	3.0	3.6	2.7	2.8	3.0	150/2430	2185/ 7.9	8.6	9.5	2.5	111	1674	WINZ
	WCMQ-F	(SP)	139/ 2.6	2.6	2.0	3.0	3.5	2.5	141/1718	1693/ 6.1	6.5	7.5	1.9	83	1344	WCMQ-F
18.	WZTA-F	(CL AOR)	134/ 2.5	3.6	2.2	3.0	2.5	2.8	177/3001	2333/ 8.4	8.3	6.7	3.3	147	1977	WZTA-F
	WQBA	(SP)	134/ 2.5	2.9	3.8	3.6	3.7	3.2	140/1530	1440/ 5.2	5.5	6.3	1.7	76	962	WQBA
	WHRZ	(BB)	134/ 2.5	2.9	2.0	1.3	3.1	2.2	144/1616	1372/ 5.0	5.7	9.3	1.6	70	751	WHRZ
21.	WAXY-F	(AC)	109/ 2.1	2.1	2.0	2.1	2.6	2.1	116/2483	2257/ 8.2	8.3	9.8	2.3	100	1987	WAXY-F
22.	WWFE	(SP)	108/ 2.0	1.6	----	2.1	0.5	1.4	111/843	833/ 3.0	3.0	4.6	1.6	71	540	WWFE
23.	WQBA-F	(SP)	96/ 1.8	1.9	1.5	1.7	1.6	1.7	103/1590	1466/ 5.3	5.7	5.5	1.7	76	1015	WQBA-F
24.	WCMQ	(SP)	76/ 1.4	1.0	2.2	0.6	1.0	1.3	76/826	816/ 2.9	2.7	2.2	0.4	17	298	WCMQ
25.																

12+ FM SHARE (METRO): 71.39% (3453 of 4837) (SUM 90: 70.95%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPOW-F>	1 WEDR-F	1 WEDR-F>	1 WEDR-F	1 WEDR-F	1 WLYF-F>	1 WLYF-F<	1 WLYF-F>	1 WLYF-F	1 WEDR-F	1 WIOD
2 WHQT-F	2 WSHE-F<	2 WPOW-F<	2 WFLC-F	2 WMXJ-F	2 WAQI	2 WAQI	2 WIOD	2 WEDR-F	2 WPOW-F	2 WINZ
WEDR-F>	3 WPOW-F	3 WSHE-F<	3 WMXJ-F	WFLC-F	3 WIOD	3 WIOD <	3 WEDR-F<	3 WPOW-F	3 WHQT-F	3 WEDR-F>
4 WHYI-F	4 WHQT-F	4 WFLC-F	4 WSHE-F<	4 WLYF-F<	4 WTMI-F	4 WEDR-F	4 WFLC-F<	4 WHQT-F	4 WSHE-F<	4 WLYF-F
5 WSHE-F	5 WFLC-F>	5 WHQT-F	5 WHQT-F	5 WIOD <	5 WHRZ	5 WINZ	5 WPOW-F	5 WSHE-F	5 WLYF-F	5 WMBM
6	6 WZTA-F	6 WMXJ-F	6 WZTA-F	6 WHQT-F<	WKIS-F<	6 WPOW-F<	WAQI	WFLC-F	6 WIOD	6 WAQI
7	7 WHYI-F	7 WZTA-F	WIOD	7 WSHE-F<	7 WQBA	7 WHQT-F	7 WJQY-F	7 WIOD	7 WAQI	7 WSHE-F
8	8	8	8 WXDJ-F	8 WJQY-F	WMXJ-F	8	8 WSHE-F	WAQI	8	8
9	9	9	WPOW-F	9 WKIS-F	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WPOW-F	1 WEDR-F	1 WEDR-F>	1 WEDR-F	1 WEDR-F>
2 WHQT-F	2 WPOW-F<	2 WHQT-F	2 WHQT-F<	2 WFLC-F<
WFTL >	3 WHQT-F	WFTL	3 WPOW-F	3 WHQT-F<
4 WEDR-F	4 WFLC-F	WFLC-F	4 WFLC-F>	4 WJQY-F<
5 WSHE-F<	5 WSHE-F	5 WPOW-F	5 WXDJ-F	5 WLYF-F<
6 WFLC-F	6 WHYI-F	6 WJQY-F	6 WMXJ-F	6 WMXJ-F
7 WHYI-F	7 WJQY-F	7 WSHE-F	7 WJQY-F	7 WXDJ-F
8 WXDJ-F	8 WXDJ-F	WHYI-F	8 WHYI-F	WPOW-F
9	9	9	9 WAXY-F	9

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WEDR-F	1 WSHE-F	1 WSHE-F	1 WSHE-F<	1 WIOD
2 WSHE-F	2 WEDR-F	2 WZTA-F>	2 WEDR-F>	2 WSHE-F
3 WPOW-F>	3 WPOW-F	3 WFLC-F<	3 WZTA-F<	3 WZTA-F<
4 WHQT-F	4 WZTA-F	4 WLVE-F<	4 WIOD <	4 WMXJ-F
WFTL	5 WFLC-F	5 WEDR-F	5 WFLC-F<	5 WEDR-F
6 WFLC-F	6 WHQT-F>	6 WPOW-F	6 WPOW-F	6 WFLC-F
7	7 WLVE-F<	7 WHQT-F	7 WMXJ-F	7 WLVE-F<
8	8 WHYI-F	WFTL <	8	8 WKIS-F
9	9	9 WIOD	9	9

American Radio Summer 1991 Supplement, Copyright 1991

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAVS	1170	Davie/Miami	0.8/2.1/ 46/ 613
WFTL	1400	Ft.Lauderdale	0.9/2.5/274/4023
WKAT	1360	North Miami	0.4/1.2/ 22/ 332
WMBM	1490	Miami Beach	0.7/1.8/ 36/ 502
WOCN	1450	Miami	0.3/1.2/ 18/ 337
WQAM	560	Miami/Ft. Ldrdl	0.7/3.7/ 41/1117
WRFM	830	Hialeah	0.3/1.1/ 17/ 305
WRHC	1550	Coral Gables	0.6/1.6/ 30/ 441
WRTO-F	98.3	Goulds/Miami	0.9/2.5/ 45/ 687
WEAT-F	104.3	West Palm Beach	1.2/2.7/285/2936
WJNO	1230	West Palm Beach	0.4/1.1/144/1508
WRMF-F	97.9	West Palm Beach	0.8/2.2/153/1999
WYFX	1040	Boynton Beach	0.3/1.0/ 54/ 691

RADIO STATIONS

AM STATIONS

WAQI,	710,	50 KW/25 KW (DA-2) ,	Hispanic		, $ 68.00	(Caballero)		
WCMQ,	1210,	25 KW/2.5 KW (DA-2),	Hispanic MOR		, $ 50.00	(SBS)	SBS	
WFTL,	1400,	1 KW ,	Talk	CNN UNISUP	, $ 38.00	(Roslin)		
WINZ,	940,	50 KW/25 KW (DA-N) ,	News/Talk	CNN	CBS, $ 72.00	(Katz)	Guy Gannett	
WIOD,	610,	10 KW (DA-2) ,	News/Talk		MBS, $130.00	(Christal)	Cox	
WMBM,	1490,	1 KW ,	Gospel		NBN, $ 28.00	(K & P)		
WMRZ,	790,	25 KW ,	Nostalgia		ABC, $ 70.00	(Banner)	Jeff-Pilot	
WOCN,	1450,	1 KW (DA-2) ,	Hispanic		, $ 35.00	(Lotus)		
WQAM,	560,	5 KW/1 KW ,	Country	NBC	SMN, $ 33.00	(HNWH)	Sunshine Wireless	
WQBA,	1140,	50 KW/10 KW (DA-2) ,	Hispanic Full Service		, $130.00	(Katz Hisp.)	Tichenor	
WRHC,	1150,	10 KW/500 W (DA-2) ,	Hispanic		, $ 43.00	(---)	Omar Valliant	
WSUA,	1290,	5 KW (DA-2) ,	Hispanic		, $ 38.00	(Caballero)		
WVCG,	1080,	50 KW/10 KW (DA-2) ,	Religion/Ethnic		, $ 30.00	(---)	Evergreen	

FM STATIONS

WAXY,	105.9,	100 KW @ 1020 ,	AC/Oldies		, $109.00	(Eastman)	Ackerly	
WCMQ,	92.3,	31 KW @ 620 ,	Hispanic/Soft AC		, $ 75.00	(SBS)	SBS	
WEDR,	99.1,	70 KW @ 165 ,	Black		CBS, $ 68.00	(McGuild)	Rivers	
WFLC,	97.3,	98 KW @ 800 ,	AC		, $145.00	(Christal)	Cox	
WHQT,	105.1,	100 KW @ 1006 ,	Urban/CHR		, $135.00	(HMR)	EZ	
WHYI,	100.7,	100 KW @ 1006 ,	CHR		, $125.00	(Mc-Guild)	Metroplex	
WJQY,	106.7,	100 KW @ 984 ,	Soft AC	UNISUP	, $140.00	(Katz)	Tak	
WKIS,	99.9,	100 KW @ 984 ,	Country	UNIPWR	, $ 90.00	(HNWH)	Sunshine Wireless	
WLVE,	93.9,	96 KW @ 1006 ,	AC/Jaz/NAC		, $138.00	(Torbet)	Gilmore	
WLYF,	101.5,	100 KW @ 810 ,	EZ		, $104.00	(Banner)	Jeff-Pilot	
WMXJ,	102.7,	100 KW @ 1006 ,	Oldies		, $	(Durpetti)		
WPOW,	96.5,	100 KW @ 1006 ,	CHR	SOURCE	, $178.00	(HNWH)	Beasley	
WQBA,	107.5,	96 KW @ 1006 ,	Hispanic AC		, $ 85.00	(Katz Hisp.)	Tichenor	
WSHE,	103.5,	100 KW @ 1006 ,	AOR		, $ 92.00	(Schubert)	TK	
WTMI,	93.1,	96 KW @ 1006 ,	Classical		, $ 83.00	(CMBS)	Marlin	
WXDJ,	95.7,	100 KW @ 980 ,	??		, $ 57.00	(Caballero)		
WZTA,	94.9,	96 KW @ 1006 ,	Classic AOR		, $ 70.00	(Katz)	Guy Gannett	

American Radio Summer 1991 Supplement, Copyright 1991

MILWAUKEE

Arbitron Rank/Pop (12+): 27/1,302,400
MSA Rank/Pop: 34/1,400,000
ADI # 28
Average Person Ratings: 16.8
Market TSL: 22.00 hours

Stations: 28/24
Diaries: 1589/820:1/57.6%
Sample Target: 1495
% Below Line: 2.3
% Not Listed: 9.7

1990 Revenue: $44,400,000
HH Inc.: $31,752
Retail $: 11.1 Bil
Pop per Station: 54,266
#1 Biller: WTMJ $8,300,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90		Birch Share	Birch AQH	Birch Cume	
1. WTMJ	(FS)	232/10.6	11.9	9.4	10.3	11.4	10.6	278/3987	3417/26.2	26.5	26.7		9.7	239	3589	WTMJ
2. WOKY	(BB/FS)	168/ 7.7	7.5	7.4	5.2	6.9	6.9	176/2109	1923/14.8	14.7	12.3		5.4	132	1429	WOKY
3. WLUM-F	(CHR)	165/ 7.6	7.3	8.0	9.5	9.3	8.1	171/2953	2763/21.2	21.1	21.9		11.7	287	3580	WLUM-F
4. WMIL-F	(C)	158/ 7.2	9.8	6.8	8.6	6.5	8.1	203/2535	2000/15.4	17.5	14.8		8.8	215	2170	WMIL-F
5. WKLH-F	(CL AOR)	138/ 6.3	4.9	7.3	6.5	7.5	6.3	169/2495	2174/16.7	14.7	16.9		7.5	183	1863	WKLH-F
6. WEZW-F	(EZ)	127/ 5.8	4.8	5.2	6.0	4.1	5.4	140/2050	1843/14.2	12.1	9.6		1.9	46	844	WEZW-F
7. WKTI-F	(AC)	125/ 5.7	6.5	6.3	7.5	8.6	6.5	138/3189	2796/21.5	21.7	25.0		7.5	183	3596	WKTI-F
8. WLZR-F	(AOR)	115/ 5.3	4.6	5.5	4.5	4.5	5.0	137/2609	2085/16.0	13.6	14.4		7.8	191	1961	WLZR-F
9. WZTR-F	(O)	110/ 5.0	4.3	3.8	4.0	4.1	4.3	124/2347	2077/15.9	14.4	12.4		4.4	107	1433	WZTR-F
10. WLTQ-F	(SAC)	95/ 4.4	3.2	3.9	4.0	4.1	3.9	111/1728	1546/11.9	10.8	10.5		2.3	56	697	WLTQ-F
11. WISN	(N/T)	90/ 4.1	3.7	5.2	3.6	2.9	4.2	104/1790	1564/12.0	9.7	9.7		4.2	104	1485	WISN
12. WMYX-F	(AC)	89/ 4.1	4.9	4.6	4.6	3.3	4.6	103/2091	1802/13.8	12.7	10.8		2.3	56	902	WMYX-F
13. WQFM-F	(AOR)	63/ 2.9	3.3	3.1	2.7	3.2	3.0	99/2189	1573/12.1	12.9	13.4		4.2	102	1893	WQFM-F
WKKV-F	(AC)	63/ 2.9	1.4	1.8	1.8	2.1	2.0	65/938	883/ 6.8	4.6	6.8		3.1	77	914	WKKV-F
15. WFMR-F	(CL)	48/ 2.2	3.0	1.7	2.4	2.6	2.3	50/852	829/ 6.4	6.5	5.8		2.9	70	586	WFMR-F
16. WMVP	(B)	33/ 1.5	1.8	1.8	2.3	1.7	1.8	33/466	466/ 3.6	4.8	3.8		2.6	63	711	WMVP
17. WEMP	(O)	22/ 1.0	1.3	1.4	0.9	1.7	1.1	27/672	596/ 4.6	4.2	5.9		0.4	11	393	WEMP
18. WNOV	(B)	21/ 1.0	0.9	2.2	2.2	2.0	1.6	21/265	265/ 2.0	3.7	4.6		1.1	26	433	WNOV
19.																
20.																

12+ FM SHARE (METRO): 68.09% (1342 of 1971) (SUM 90: 67.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WLUM-F>>	1 WLZR-F	1 WKLH-F	1 WKLH-F	1 WKLH-F	1 WTMJ	1 WTMJ >	1 WOKY	1 WLUM-F<	1 WTMJ >	1 WTMJ
2 WKTI-F	2 WKLH-F	2 WLZR-F	2 WKTI-F	2 WMIL-F<	2 WOKY >	2 WOKY	2 WMIL-F	2 WTMJ	2 WLUM-F>	WMIL-F>>
3	3 WLUM-F	WKTI-F	3 WZTR-F	3 WKTI-F<	3 WMIL-F<	3 WKTI-F<	WEZW-F<	3 WEZW-F<	3 WLZR-F	3 WLTQ-F<
4	4 WKTI-F>	4 WLUM-F<	4 WMIL-F	4 WZTR-F	4 WEZW-F>	4 WMIL-F	4 WKLH-F	4 WKLH-F<	4 WOKY <	4 WRJN
5	5 WMIL-F	5 WMIL-F	5 WLTQ-F	5 WTMJ	5 WISN	5 WKLH-F	5 WLUM-F<	5 WOKY <	5 WMIL-F	WOKY <
6	6 WQFM-F<	6 WZTR-F	6 WMYX-F<	WLTQ-F<	6 WZTR-F	6 WLUM-F	6 WTMJ	6 WMIL-F	6	6 WLZR-F
7	7 WMYX-F	7 WMYX-F	7 WEZW-F	7 WEZW-F	7	7	7 WLZR-F	WISN	7	7
							WLTQ-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WLUM-F<	1 WKTI-F<	1 WKTI-F	1 WKTI-F	1 WLTQ-F
2 WLZR-F	2 WKLH-F	2 WMYX-F	2 WLTQ-F<	2 WEZW-F<
3 WKLH-F>	3 WLUM-F	3 WKLH-F	3 WKLH-F	3 WKTI-F
4 WKTI-F	4 WLZR-F	4 WLTQ-F	4 WLUM-F	4 WMIL-F<
WKKV-F>	5 WMYX-F	5 WZTR-F	5 WEZW-F<	5 WZTR-F<
6 WQFM-F	6 WMIL-F<	6 WMIL-F	6 WMIL-F<	6 WMYX-F
WMIL-F	7 WKKV-F	7 WLUM-F	7 WMYX-F	7 WTMJ
			8 WZTR-F	8 WKLH-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLZR-F>>	1 WLZR-F>	1 WKLH-F	1 WKLH-F	1 WKLH-F
2 WLUM-F	2 WKLH-F	2 WLZR-F	2 WLZR-F>	2 WMIL-F
3 WKLH-F>	3 WLUM-F	3 WQFM-F	3 WMIL-F	3 WZTR-F
4 WMIL-F	4 WQFM-F	4 WKTI-F	4 WZTR-F	4 WTMJ <
5 WQFM-F	5 WMIL-F	5 WLUM-F	5 WLUM-F	5 WKTI-F
6	WKTI-F	6 WZTR-F	6 WKTI-F	WISN
7	7	7	7 WQFM-F<	7
			WISN	

OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME
WBKV	1470	West Bend	0.4/1.1/ 9/ 159
WBWI-F	92.5	West Bend	0.5/1.6/ 15/ 321
WHKQ-F	92.1	Racine	0.7/1.2/ 16/ 193
WRJN	1400	Racine	0.5/1.6/ 14/ 243
WBBM	780	Chicago	0.5/2.5/ 16/ 493
WGN	720	Chicago	0.8/2.6/ 46/ 644
WJZQ-F	95.1	Kenosha	0.5/1.1/ 23/ 424
WLUP	1000	Chicago	0.5/0.8/ 23/ 212

American Radio Summer 1991 Supplement, Copyright 1991

MILWAUKEE

RADIO STATIONS

AM STATIONS

WEMP, 1250, 5 KW (DA-2)	, OLDIES	UNISUP, CBS	, $ 37.00	(Eastman)	Heritage
WISN, 1130, 50 KW/10 KW (DA-N)	, TALK	ABC, MBS	, $ 54.00	(Katz)	Hearst
WMVP, 1290, 5 KW (DA-2)	, BLACK	CBS UNIULT	, $ 24.00	(K & P)	All Pro
WNOV, 860, 250 W (DAYS, DA)	, BLACK/GOSP.	NBN	, $ 20.00	(---)	
WOKY, 920, 5 KW/1 KW (DA-2)	, NOSTALGIA	MBS	, $ 50.00	(CBS)	Sundance
WTMJ, 620, 5 KW (DA-N)	, MOR/FULL SER.	NBC	, $ 128.00	(Christal)	Journal Co.

FM STATIONS

WKKV, 100.7, 50 KW @ 500, BLACK AC	UNIPWR	, $ 40.00	(Eastman)	(RACINE)
WEZW, 103.7, 20 KW @ 840, EZ/SOFT AC		, $ 60.00	(MMR)	Multimedia
WFMR, 98.3, 3 KW @ 328, CLASSICAL		, $ 41.00	(CMBS)	(MENOMONEE FALLS)
WKLH, 96.5, 20 KW @ 807, CLASSIC AOR		, $ 115.00	(McGuild)	Sage
WKTI, 94.5, 16 KW @ 911, AC/CHR	SOURCE	, $ 110.00	(Christal)	Journal Co.
WLTQ, 97.3, 16 KW @ 911, SOFT AC	ABC	, $ 54.00	(Katz)	Hearst
WLUM, 102.1, 20 KW @ 817, CHR/URBAN	CBS, UNPWR	, $ 71.00	(K & P)	All Pro
WLZR, 102.9, 50 KW @ 428, AOR	ABC	, $ 65.00	(Eastman)	Great American
WMIL, 106.1, 13 KW @ 976, COUNTRY	UNIULT	, $ 78.00	(CBS)	Sundance
WMYX, 99.1, 50 KW @ 448, AC	CBS	, $ 58.00	(Eastman)	Heritage
WQFM, 93.3, 13 KW @ 990, AOR	ABC	, $ 54.00	(MMR)	Shamrock-Lynett
WZTR, 96.7, 34 KW @ 610, OLDIES		, $ 50.00	(Durpetti)	Mystar

********** F O R M A T C O D E S **********

AC - Adult Contemporary	J/NAC- Jazz and New Adult Contemporary
AOR - Album Oriented Rock	M/FS - Middle of Road, (MOR) Full Service
B - Black (audience predominately black - over 75%)	N - News
BB - Big Band, Nostalgia	O - Oldies (1955 to current)
C - Country	R - Religion, Christian
CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary
CL - Classical	SP - Hispanic/Spanish
CL AOR - Classic AOR, Classic Rock	T - Talk
E - Ethnic	U - Urban (majority of audience is non-white)
EZ - EZ Listening, Beautiful Music, Some Very soft AC	? - Others or Unknown
G - Gospel	

American Radio Summer 1991 Supplement, Copyright 1991

MINNEAPOLIS-ST. PAUL

Arbitron Rank/Pop (12+): 18/1,999,600
MSA Rank/Pop: 16/2,430,000
ADI # 13
Average Person Ratings: 16.9
Market TSL: 22.25 hours

Stations: 20/19
Diaries: 1933/1034:1/59.1%
Sample Target: 1610
% Below Line: 0.4
% Not Listed: 14.6

1990 Revenue: $77,000,000
HH Inc.: $35,952
Retail $: 21.2 Bil
Pop per Station: 105,242
#1 Biller: WCCO $22,000,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WCCO	(FS)	678/20.1	15.0	17.2	15.2	16.9	16.9	916/11086	8088/40.4	33.9	38.6	14.7	523	7241	WCCO
2. KQRS-AF	(AOR)	332/ 9.8	11.0	10.1	10.1	10.9	10.3	385/6062	4988/24.9	27.1	24.1	12.2	427	6361	KQRS-AF
3. KEEY-F	(C)	315/ 9.3	9.7	10.5	9.3	7.2	9.7	355/4799	4208/21.0	20.9	17.0	9.4	336	3652	KEEY-F
4. KDWB-F	(CHR)	294/ 8.7	9.7	7.5	6.6	7.0	8.1	357/5746	4675/23.4	26.9	23.5	12.6	450	5766	KDWB-F
5. WLTE-F	(SAC)	288/ 8.5	8.9	8.6	8.7	7.5	8.6	320/4647	3960/19.8	20.9	18.6	5.1	183	2663	WLTE-F
6. KSTP-F	(AC)	187/ 5.5	7.9	6.4	6.1	6.5	6.5	221/4009	3395/17.0	17.6	17.3	6.9	247	3154	KSTP-F
7. KQQL-F	(O)	141/ 4.2	3.7	4.2	4.4	4.4	4.1	198/3731	2707/13.5	12.5	12.7	3.7	133	2363	KQQL-F
8. KLXK-F	(CL AOR)	139/ 4.1	4.1	4.6	4.9	5.0	4.4	161/3652	3305/16.5	17.6	16.0	3.3	116	2675	KLXK-F
9. KSTP	(N/T)	125/ 3.7	3.7	3.3	3.6	2.3	3.6	137/2418	2143/10.7	13.7	8.1	2.8	101	1538	KSTP
10. KTCZ-F	(AOR)	96/ 2.8	3.4	3.1	3.6	3.5	3.2	101/1835	1804/ 9.0	9.6	9.7	4.0	143	1794	KTCZ-F
11. KJJO-F	(AOR)	88/ 2.6	1.7	1.6	2.1	1.9	2.0	91/1728	1497/ 7.5	6.6	5.1	3.4	120	2136	KJJO-F
12. KLBB	(BB)	56/ 1.7	2.7	1.7	2.0	2.5	2.0	56/605	805/ 4.0	4.9	5.5	1.4	50	705	KLBB
13.															
14.															
15.															

12+ FM SHARE (METRO): 65.81% (1898 of 2884) (SUM 90: 71.34%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDWB-F>>	1 KQRS-AF>	1 KQRS-AF	1 WCCO >	1 WCCO >	1 WCCO >>	1 WCCO >>	1 WLTE-F	1 WCCO >	1 WCCO >>	1 WCCO >
2 KQRS-AF	2 KDWB-F	2 WCCO	2 KEEY-F<	2 WLTE-F<	2 WLTE-F	2 KQRS-AF>	2 WCCO	2 KQRS-AF<	2 KDWB-F	2 KEEY-F>
3	3 KEEY-F	3 KEEY-F	3 WLTE-F	3 KEEY-F	3 KEEY-F>	3 KEEY-F	3 KQRS-AF<	3 KEEY-F<	3 KEEY-F<	3 KQRS-F
4	4 KLXK-F	4 WLTE-F	4 KQRS-AF	4 KQRS-AF	4 KSTP	4 WLTE-F<	4 KEEY-F	4 WLTE-F<	4 KQRS-AF	4 KSTP-F<
5	5 WCCO	5 KDWB-F	5 KSTP-F	5 KSTP-F	KQQL-F	5 KDWB-F<	5 KDWB-F	5 KDWB-F>	5	5 KSTP
6	6 KSTP-F<	6 KSTP-F	6 KQQL-F	6 KQQL-F	6	6 KSTP-F	6 KSTP-F	6 KSTP-F	6	6
7	7 WLTE-F	7	7	7	7	7	7	7 KLXK-F<	7	7
								8 KQQL-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KDWB-F<	1 KDWB-F<	1 KEEY-F	1 WLTE-F	1 WLTE-F
2 KQRS-AF>>	2 KQRS-AF	2 WLTE-F<	2 KEEY-F	2 KEEY-F
3 WLTE-F	3 WLTE-F	3 KSTP-F	KDWB-F	3 WCCO <
4 KSTP-F	4 KEEY-F<	4 KDWB-F<	4 KSTP-F	4 KSTP-F>
5 KJJO-F	5 KSTP-F>	5 KQRS-AF>	5 KQRS-AF	5 KDWB-F
6 KEEY-F	6 KLXK-F	6 KLXK-F	6 WCCO	6 KQQL-F
7 KLXK-F	7 KJJO-F	7	7 KQQL-F	7 KQRS-AF

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQRS-AF>>	1 KQRS-AF>>	1 KQRS-AF>	1 KQRS-AF	1 WCCO >
2 KDWB-F	2 WCCO	2 WCCO >	2 WCCO >	2 KQRS-AF
3 KLXK-F	KEEY-F	3 KEEY-F	3 KEEY-F>	3 KEEY-F>
4 KEEY-F>	4 KLXK-F	4 KLXK-F	4 KLXK-F	4 KQQL-F<
5 WCCO	5 KDWB-F	5 KJJO-F	5 KDWB-F	5 WLTE-F
6	6	6 KTCZ-F	6 KQQL-F<	6 KSTP-F
7	7	7 KSTP	7 KSTP-F	KSTP
				KLXK-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KFAN	1130	Minneapolis	0.4/2.9/ 19/ 722
KMZZ	980	Richfield	1.0/2.4/ 38/ 549
WDGY	630	St.Paul/Mnnpls	0.6/3.4/ 29/ 809
WIXK-F	107.1	New Richmond	0.4/0.9/ 13/ 202
WMIN	1030	Maplewood	1.1/3.2/ 41/ 719
WWTC	1280	Minneapolis/StP	0.4/2.6/ 15/ 522
WWJO-F	98.1	St.Cloud	0.4/1.4/ 59/ 957

American Radio Summer 1991 Supplement, Copyright 1991

MINNEAPOLIS-ST. PAUL

RADIO STATIONS

AM STATIONS

KDWB,	630,	5 KW/500 W (DA-2),	OLDIES	UNISUP,UNIULT,	$	N/A	(Christal)	Midcontinent
KLBB,	1400,	1 KW,	NOSTALGIA	ABC UNISUP,	$	30.00	(Roslin)	
KSTP,	1500,	50 KW (DA-N),	NEWS/JAZZ	ABC,	$	48.00	(McGuild)	Hubbard
KTCJ,	690,	500 W (DAYS),	JAZZ	,	$	24.00	(Eastman)	Parker
KMZZ,	980,	5 KW (DA-1),	EZ	UNIULT,	$	21.00	(HNWH)	Entercom
WCCO,	830,	50 KW,	MOR/FULL SER.	CBS,UNISUP,	$	310.00	(CBS)	
KFAN,	1130,	50 KW/25 KW (DA-2),	SPORTS	MBS,	$	44.00	(Katz)	Malrite

FM STATIONS

KDWB,	101.3,	50 KW @ 822,	CHR	,	$	100.00	(Christal)	Midcontinent
KEEY,	102.1,	50 KW @ 822,	COUNTRY	,	$	130.00	(Katz)	Malrite
KJJO,	104.1,	100 KW @ 1070,	AOR	CBS,	$	65.00	(HNR)	Park
KLXK,	93.7,	50 KW @ 822,	CL AOR	UNIULT,	$	70.00	(HNWH)	Entercom
KQRS,	92.5,	50 KW @ 822,	AOR	ABC,	$	178.00	(Katz)	Cap.Cities/ABC
KQQL,	107.9,	100 KW @ 1090,	OLDIES	,	$	70.00	(Durpetti)	Trumper
KSTP,	94.5,	95 KW @ 1220,	AC	,	$	158.00	(McGuild)	Hubbard
KTCZ,	97.1,	100 KW @ 236,	AOR/JAZZ	,	$	70.00	(Eastman)	Parker
WLTE,	102.9,	100 KW @ 1304,	SOFT AC	,	$	130.00	(CBS)	

American Radio Summer 1991 Supplement, Copyright 1991

MOBILE

Arbitron Rank/Pop (12+): 89/396,900
MSA Rank/Pop: 101/494,000
ADI # 55 (w/Pensacola)
Average Person Ratings: 16.6
Market TSL: 22.25 hours

Stations: 25/20
Diaries: 840/472:1/47.5%
Sample Target: 820
% Below Line: 8.3
% Not Listed: 8.8

1990 Revenue: $11,000,000
HH Inc.: $27,432
Retail $: 3.2 Bil
Pop per Station: 19,845
#1 Biller: WKSJ-AF $3,200,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90		Birch Share	Birch AQH	Birch Cume	
1. WBLX-F	(B)	114/17.3	15.9	17.4	17.2	----	17.0	210/1641	891/22.4	24.5	0.0		26.0	197	1328	WBLX-F
2. WKSJ-AF	(C)	94/14.3	17.0	13.3	16.0	----	15.1	121/1577	1129/28.4	30.3	0.0		10.4	77	1084	WKSJ-AF
3. WABB-F	(CHR)	45/ 6.8	6.8	9.5	10.8	----	8.5	80/1365	859/21.6	19.0	0.0		10.5	80	1324	WABB-F
4. WKRG	(N/T)	41/ 6.2	4.9	6.1	3.4	----	5.2	44/502	451/11.4	11.9	0.0		4.2	32	538	WKRG
5. WKRG-F	(AC)	37/ 5.6	5.3	7.3	5.0	----	5.8	129/1479	679/17.1	17.1	0.0		6.5	49	574	WKRG-F
WAVH-F	(O)	37/ 5.6	5.6	4.0	5.6	----	5.2	101/1244	595/15.0	13.9	0.0		5.1	39	419	WAVH-F
7. WGOK	(B)	35/ 5.3	6.8	5.1	5.3	----	5.6	35/431	431/10.9	12.6	0.0		2.6	20	318	WGOK
8. WGCX-F	(AOR)	29/ 4.4	5.9	6.1	5.2	----	5.4	69/750	457/11.5	12.5	0.0		10.1	77	690	WGCX-F
9. WMEZ-F	(EZ)	23/ 3.5	2.8	2.7	4.0	----	3.3	54/810	266/ 6.7	7.7	0.0		1.6	12	173	WMEZ-F
WDLT-F	(SAC)	23/ 3.5	2.8	4.0	2.7	----	3.3	23/464	455/11.5	9.9	0.0		3.0	23	385	WDLT-F
11. WZEW-F	(AOR)	18/ 2.7	2.8	2.4	1.9	----	2.5	18/306	258/ 6.5	8.1	0.0		3.4	26	315	WZEW-F
12. WXBM-F	(C)	17/ 2.6	2.1	2.0	2.5	----	2.3	100/1251	214/ 5.4	5.5	0.0		0.9	7	153	WXBM-F
13. WLPR	(BB)	15/ 2.3	1.2	1.1	1.5	----	1.5	15/179	179/ 4.5	3.4	0.0		1.1	8	94	WLPR
14. WBLX	(B)	14/ 2.1	1.8	1.8	1.9	----	1.9	16/258	209/ 5.3	5.8	0.0		1.1	8	82	WBLX
15.																

12+ FM SHARE (METRO): 78.74% (474 of 602) (SUM 90: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBLX-F>>	1 WBLX-F>>	1 WBLX-F>	1 WBLX-F	1 WBLX-F	1 WKSJ-AF>>	1 WKSJ-AF	1 WKSJ-AF>	1 WBLX-F	1 WBLX-F>>	1 WBLX-F>
2 WABB-F	2 WABB-F	2 WKSJ-AF>	2 WKSJ-AF	2 WKSJ-AF>	2 WKRG	2 WBLX-F>	2 WBLX-F>	2 WKSJ-AF>>	2 WKSJ-AF>	2 WKSJ-F>
3	3 WKSJ-AF	3 WAVH-F	3 WAVH-F	3 WAVH-F>	3 WBLX-F	3 WKRG >	3 WGOK	3 WKRG-F	3 WABB-F>	3 WKRG-F
4	4 WGCX-F	4 WABB-F	4 WKRG-F>	4 WKRG-F	4 WGOK	4 WABB-F	4 WKRG	4 WABB-F<	4 WAVH-F<	4 WKRG
5	5 WKRG-F	5 WKRG-F	5 WABB-F	5 WABB-F	WAVH-F	5 WKRG-F	5 WKRG-F<	5 WKRG	5 WGCX-F	5
6	6 WZEW-F	6	6	6	6	WAVH-F	6 WABB-F	WAVH-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WBLX-F>>	1 WBLX-F>>	1 WBLX-F>>	1 WBLX-F>>	1 WBLX-F
2 WABB-F>>	2 WABB-F	2 WKRG-F	2 WKRG-F<	2 WKSJ-AF
3 WKSJ-AF	3 WKRG-F	3 WZEW-F	3 WKSJ-AF	3 WKRG-F
WJLQ-F	4 WKSJ-AF	WAVH-F	4 WAVH-F	WAVH-F>
WKRG-F	WZEW-F	5 WKSJ-AF	5 WABB-F	5 WGOK
WGCX-F	6	WDLT-F	6	WDLT-F
		WABB-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBLX-F	1 WBLX-F>	1 WBLX-F>	1 WBLX-F	1 WBLX-F<
2 WABB-F	2 WKSJ-AF	2 WKSJ-AF	2 WKSJ-AF>	2 WKSJ-AF>
3 WKSJ-AF	WGCX-F	WGCX-F	3 WGCX-F	3 WAVH-F
WGCX-F>>	4 WABB-F	4 WABB-F>	4 WABB-F	4 WGCX-F
5 WXBM-F	5	5 WZEW-F	5 WAVH-F	5 WABB-F
WZEW-F	6	WKRG-F	6	6

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WABB	1480	Mobile	0.3/2.9/ 3/ 125
WBHY	840	Mobile	0.3/1.7/ 2/ 69
WHEP	1310	Foley	1.1/2.6/ 7/ 105
WKQR-F	101.9	Citronelle	1.8/1.5/ 21/ 97
WMMV-F	105.5	Bay Minette/Mob	0.9/3.1/ 6/ 123
WPOB	1360	Mobile	1.7/4.0/ 11/ 160
WZBA-F	104.9	Moss Point	0.8/2.6/ 8/ 203
WJLQ-F	100.7	Pensacola	0.9/7.4/ 55/ 928
WOSM-F	103.1	Ocean Springs	0.6/1.6/ 13/ 167
WOWW-F	107.3	Pensacola	0.8/2.1/ 49/ 898

RADIO STATIONS

WBLX ,	660,	22 KW/1 KW (DA-2)	, Black	, $12.00	(---)		
WGOK ,	900,	1 KW/500 W (DA-2)	, Black	SBN, $15.00	(Roslin)		
WKRG ,	710,	1 KW/500 W (DA-N)	, News/Talk	CBS MBS, $27.00	(Katz)		
WLPR ,	960,	2.5 KW/1 KW (DA-2)	, Nostalgia	SMN, $14.00	(---)		
WABB-F,	97.5,	100 KW @ 1350	, CHR	SUN UPI, $53.00	(Christal)	Dittman	
WAVH-F,	96.1,	100 KW @ 1142	, Oldies	UNISUP, $29.00	(Durpetti)		
WBLX-F,	92.9,	100 KW @ 1555	, Black	UNIPWR ABC, $50.00	(HWWH)		
WDLT-F,	98.3,	6 KW @ 300	, Soft AC	UNISUP, $19.00	(K & P)		
WGCX-F,	104.1,	100 KW @ 1555	, AOR	ABC UNIPWR, $31.00	(MMR)		(ATMORE)
WKRG-F,	99.9,	100 KW @ 1755	, AC	MBS, $30.00	(Katz)		
WKSJ-F,	94.9,	100 KW @ 430	, Country	ABC, $89.00	(Banner)		
WMMV-F,	105.5,	2.6 KW @ 357	, Black	, $14.00	(---)		(BAY MINETTE)
WZEW-F,	92.1,	3 KW @ 288	, AOR	CNN, $16.00	(---)		(FAIRHOPE)

WMEZ, WXBM -- See Pensacola

American Radio Summer 1991 Supplement, Copyright 1991

NASHVILLE

Arbitron Rank/Pop (12+): 46/830,500
MSA Rank/Pop: 47/994,000
ADI # 32
Average Person Ratings: 16.3
Market TSL: 21.75 hours

Stations: 20/19
Diaries: 1283/647:1/52.9%
Sample Target: 1180
% Below Line: 1.8
% Not Listed: 11.0

1990 Revenue: $53,000,000
HH Inc.: $33,040
Retail $: 8.3 Bil
Pop per Station: 42,710
#1 Biller: WSIX-F $5,700,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90		Birch Share	Birch AQH	Birch Cume	
1. WSM -F	(C)	161/11.9	9.0	8.3	9.9	8.8	9.8	277/3252	1889/22.7	22.6	17.2		11.8	168	2173	WSM -F
2. WYHY-F	(CHR)	149/11.0	9.9	10.4	11.4	12.0	10.7	261/3922	2256/27.2	25.7	26.1		13.6	193	2693	WYHY-F
3. WSIX-F	(C)	136/10.1	12.2	11.2	11.6	11.5	11.3	168/2242	1752/21.1	24.5	19.2		11.9	169	1665	WSIX-F
4. WQQK-F	(B)	107/ 7.9	6.0	7.5	7.5	6.6	7.2	110/1133	1083/13.0	13.8	12.7		7.4	105	1774	WQQK-F
5. WKDF-F	(AOR)	98/ 7.3	7.6	6.9	6.1	8.4	7.0	186/2779	1452/17.5	21.2	17.6		10.4	148	1989	WKDF-F
6. WZEZ-F	(SAC)	97/ 7.2	7.8	8.1	6.8	7.7	7.6	133/1704	1214/14.6	16.3	15.3		3.7	53	779	WZEZ-F
7. WLAC-F	(AC)	82/ 6.1	7.9	7.4	7.7	6.7	7.3	128/2337	1525/18.4	20.8	18.2		6.2	88	1373	WLAC-F
8. WQFX-F	(CL AOR)	66/ 4.9	4.6	4.4	4.1	5.3	4.5	92/1586	1186/14.3	16.0	15.9		4.3	61	1065	WQFX-F
9. WRMX-F	(O)	54/ 4.0	5.1	3.8	5.8	4.4	4.7	74/1322	1002/12.1	10.6	11.4		5.3	75	887	WRMX-F
10. WSM	(C)	49/ 3.6	4.3	3.8	3.2	3.5	3.7	84/1210	677/ 8.2	11.2	9.2		4.0	57	620	WSM
11. WVOL	(B)	35/ 2.6	3.1	2.4	1.8	2.5	2.4	38/552	530/ 6.4	5.3	6.2		1.7	24	326	WVOL
12. WMDB	(B)	32/ 2.4	0.6	0.9	0.5	0.6	1.1	32/285	285/ 3.4	2.9	2.9		1.3	19	142	WMDB
13. WLAC	(N/T/REL)	30/ 2.2	2.5	5.1	4.0	2.7	3.6	44/691	518/ 6.2	6.2	5.9		2.9	41	368	WLAC
14. WBVR-F	(C)	24/ 1.8	2.2	1.1	1.4	1.3	1.6	149/1726	493/ 5.9	6.0	3.8		1.5	22	489	WBVR-F
15. WRLT-F	(AOR)	21/ 1.6	1.2	1.1	0.7	2.2	1.1	22/313	350/ 3.6	3.2	4.1		1.7	24	329	WRLT-F
16. WAMB	(BB)	20/ 1.5	1.4	2.1	2.6	2.3	1.9	21/263	269/ 3.1	0.0	3.5		1.0	11	240	WAMB
17.																
18.																
19.																

12+ FM SHARE (METRO): 85.68% (1029 of 1201) (SUM 90: 85.09%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYHY-F>>	1 WYHY-F<	1 WSM -F	1 WSM -F	1 WSM -F	1 WSM -F>	1 WSIX-F	1 WSM -F	1 WSM -F	1 WYHY-F	1 WSM -F
2 WQQK-F>	2 WKDF-F	2 WYHY-F<	2 WSIX-F	2 WSIX-F	2 WSIX-F	2 WSM -F>	2 WYHY-F	2 WYHY-F	2 WQQK-F>	WQQK-F>>
3 WKDF-F	3 WSIX-F<	3 WSIX-F	3 WYHY-F	3 WZEZ-F	3 WZEZ-F>	3 WYHY-F>	3 WSIX-F<	3 WSIX-F	3 WKDF-F	3 WKDF-F
4	4 WQFX-F<	4 WKDF-F	4 WQQK-F	4 WQQK-F<	4 WSM <	4 WZEZ-F<	4 WZEZ-F	4 WQQK-F	4 WSM -F	4 WSIX-F
5	5 WQQK-F	5 WQQK-F	5 WZEZ-F	5 WYHY-F	5 WRMX-F	5 WKDF-F<	5 WKDF-F	5 WZEZ-F<	5 WSIX-F	5 WYHY-F
6	6 WSM -F	6 WQFX-F<	6 WLAC-F<	6 WLAC-F<	WLAC-F	6 WQQK-F	6 WLAC-F<	6 WKDF-F	6 WLAC-F	6
7	7	7 WLAC-F	7 WRMX-F	7 WRMX-F<	7	7	7 WQQK-F	7 WLAC-F	7	7
8	8	8	WQFX-F	8 WQFX-F	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYHY-F	1 WQQK-F	1 WSM -F	1 WSM -F	1 WSM -F	1 WKDF-F>>	1 WKDF-F	1 WQFX-F	1 WKDF-F	1 WSM -F
2 WQQK-F	2 WYHY-F	WSIX-F	2 WSIX-F	2 WSIX-F<	2 WYHY-F>	2 WYHY-F	2 WYHY-F	2 WYHY-F	2 WSIX-F
3 WKDF-F	WSM -F<	3 WLAC-F	3 WYHY-F	3 WZEZ-F	3 WQFX-F	3 WQFX-F>	3 WKDF-F	3 WQFX-F<	3 WQFX-F<
4 WSM -F	4 WSIX-F	4 WQQK-F	WLAC-F	4 WLAC-F	4 WQQK-F	4 WSIX-F>	4 WSIX-F>>	4 WSM -F	4 WQQK-F
5 WSIX-F	5 WLAC-F>	5 WZEZ-F	5 WQQK-F	5 WYHY-F	5 WSM -F	5 WQQK-F	5 WSM -F	5 WSIX-F	5 WYHY-F
WLAC-F	6 WKDF-F	6 WYHY-F	6 WZEZ-F	6 WQQK-F<	6	6 WSM -F	WQQK-F	6 WQQK-F	6 WKDF-F
7	7	7 WQFX-F	7	7 WRMX-F	7	7	7	7	7 WZEZ-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WKDA	1240	Nashville	0.4/1.9/ 6/ 162
WVRY-F	105.1	Waverly	0.7/1.2/ 24/ 307
WWTN-F	99.7	Manchester	0.7/1.9/ 12/ 200
WYCQ-F	102.9	Shelbyville	1.1/4.4/ 52/ 814

AM STATIONS

WAMB, 1160, 50 KW/1 KW (DA-N) , NOSTALGIA	MBS , $ 20.00 (Roslin)			
WLAC, 1510, 50 KW (DA-N) , N/T/REL.	CBS , $ 40.00 (Durpetti)	Fairmont		
WMDB, 860, 2.5 KW (DAYS,DA) , BLACK	, $ 17.00 (---)			
WSIX, 980, 5 KW (DA-N) , VARIETY	, $ N/A (McGuild)	Capstar		
WSM , 650, 50 KW , COUNTRY	NBC , $ 46.00 (Christal)	Gaylord		
WVOL, 1470, 5 KW/1 KW (DA-2) , BLACK	NBN , $ 23.00 (HHR)			

FM STATIONS

WQFX-F, 104.5, 49 KW @ 1312, CLASSIC AOR	SOURCE , $ 46.00 (Banner)	Capitol Johnson		
WKDF-F, 103.3, 100 KW @ 1233, AOR	ABC , $ 94.00 (Katz)	Dick		
WLAC-F, 105.9, 100 KW @ 1233, AC	, $ 90.00 (Durpetti)	Fairmont		
WQQK-F, 92.1, 1.5 KW @ 430, BLACK	, $ 38.00 (HHR)			
WRMX-F, 96.3, 100 KW @ 828, AC/OLDIES	, $ 43.00 (McGuild)	Signature		
WSIX-F, 97.9, 100 KW @ 1145, COUNTRY	, $ 100.00 (---)	Capstar		
WSM-F , 95.5, 100 KW @ 1286, COUNTRY	, $ 80.00 (Christal)	Gaylord		
WYHY-F, 107.5, 100 KW @ 1238, CHR	, $ 87.00 (Eastman)	Jacor (LEBANON)		
WZEZ-F, 92.9, 100 KW @ 1053, EZ/SOFT AC	, $ 50.00 (HHHH)	South Central		

American Radio Summer 199(Supplement, Copyright 1991

NASSAU-SUFFOLK

Arbitron Rank/Pop (12+): 13/2,248,700
MSA Rank/Pop: 11/2,670,000
New York ADI
Average Person Ratings: 18.2
Market TSL: 23.75 hours

Stations: 36/11
Diaries: 1664/1350:1/47.3%
Sample Target: 1735
% Below Line: NA
% Not Listed: NA

1990 Revenue: $34,000,000
HH Inc.: $57,897
Retail $: 28.0 Bil
Pop per Station: 204,245
#1 Biller: WALK-AF $8,500,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WALK-F	(AC)	259/ 6.3	7.0	5.3	7.1	6.4	6.4		3236/14.3	16.0	14.7	5.7	211	2245	WALK-F
2. WYNY-F	(C)	205/ 5.0	3.2	3.2	3.5	2.4	3.7		2044/ 9.1	7.4	7.4	2.4	91	1280	WYNY-F
3. WBAB-F	(AOR)	190/ 4.7	4.7	3.9	4.6	5.2	4.4		3263/14.5	13.9	14.5	6.0	224	3036	WBAB-F
4. WBLI-F	(CHR)	183/ 4.5	5.1	5.6	4.4	4.9	4.9		2693/12.9	14.9	14.3	5.4	202	2593	WBLI-F
5. WKJY-F	(AC)	118/ 2.9	3.1	2.4	3.0	2.6	2.8		1748/ 7.8	7.4	8.0	1.9	69	730	WKJY-F
6. WHLI	(BB)	95/ 2.3	3.1	3.4	2.2	3.9	2.8		937/ 4.2	4.6	5.3	2.5	95	911	WHLI
7. WQSM	(BB)	86/ 2.1	2.1	2.6	2.6	1.4	2.3		829/ 3.7	3.6	2.6	1.5	56	436	WQSM
8. WCTO-F	(SAC)	82/ 2.0	2.6	2.1	1.8	2.6	2.1		1262/ 5.6	5.5	6.0	1.6	58	737	WCTO-F
9. WDRE-F	(AOR)	56/ 1.4	2.3	2.0	1.9	2.0	1.9		1317/ 5.9	7.1	5.7	2.3	87	1285	WDRE-F
10. WRCN-F	(AOR)	54/ 1.3	0.8	0.7	0.8	1.0	0.9		803/ 3.6	3.1	3.8	1.2	45	886	WRCN-F
11. WBAZ-F	(SAC)	18/ 0.4	----	0.5	0.4	0.8	0.3		320/ 1.4	0.0	1.8	0.2	9	240	WBAZ-F
12.															
13.															

14. NOTE: Nassau-Suffolk is a portion of the New York metro. Only stations home
15. to the Nassau-Suffolk survey area are included. There is no TSA

12+ FM SHARE (METRO): NA (SUM 90: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBLI-F›	1 WBAB-F	1 WALK-F	1 WALK-F	1 WALK-F›	1 WALK-F	1 WALK-F›	1 WALK-F	1 WALK-F	1 WBAB-F	1 WALK-F››
2 WBAB-F››	2 WBLI-F›	2 WBAB-F	2 WYNY-F	2 WYNY-F	2 WYNY-F›	2 WYNY-F	2 WBLI-F‹	2 WYNY-F‹	2 WALK-F	2 WBAB-F
3 WKJY-F	3 WALK-F	3 WBLI-F	3 WBAB-F	3 WBAB-F‹	3 WHLI	3 WBLI-F	3 WBAB-F‹	3 WBLI-F	3 WYNY-F	3 WYNY-F
WALK-F	4 WYNY-F	4 WYNY-F	4 WBLI-F	4 WBLI-F	4 WQSM	4 WBAB-F	4 WYNY-F	WBAB-F	4 WDRE-F	4 WBLI-F
5	5 WDRE-F‹	5	5	5 WKJY-F	5	5	5	5	5	5 WDRE-F
6	6 WKJY-F	6	6	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WBLI-F	1 WBLI-F›	1 WBLI-F›	1 WALK-F	1 WALK-F›
2 WBAB-F	2 WBAB-F	2 WKJY-F	2 WBLI-F›	2 WKJY-F‹
3 WDRE-F›	3 WKJY-F	3 WYNY-F	3 WKJY-F	3 WBLI-F
4 WCTO-F	4 WALK-F	4 WBAB-F	4 WYNY-F	4 WYNY-F
5	5	WALK-F	5 WBAB-F	5

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBAB-F››	1 WBAB-F››	1 WBAB-F››	1 WBAB-F›	1 WALK-F
2 WBLI-F›	2 WBLI-F	2 WALK-F	2 WALK-F	2 WBAB-F‹
3 WDRE-F	3 WALK-F	3 WBLI-F	3 WYNY-F	3 WYNY-F›
4	4 WRCN-F	4 WYNY-F	4 WBLI-F	4 WBLI-F
5	5 WYNY-F	5	5	5

OTHER RATED STATIONS	METRO SHARE/CUME RATING		
See New York for more about the following stations:			
WABC	2.3/ 7.4	WNSR-F	3.1/ 9.0
WBLS-F	1.0/ 3.6	WOR	3.9/ 7.4
WCBS	3.3/14.0	WPAT	0.4/ 1.2
WCBS-F	4.9/14.5	WPAT-F	3.3/ 8.0
WEFX-F	0.4/ 1.5		
WEZN-F	1.1/ 5.3	WPLJ-F	3.3/14.8
WFAN	3.2/11.7	WPLR-F	1.1/ 2.7
WHTZ-F	4.2/17.7	WQCD-F	1.7/ 5.6
WINS	2.3/14.1	WQHT-F	3.2/11.0
		WQXR-F	1.3/ 3.1
WLTW-F	2.3/ 7.8	WRKS-F	1.5/ 4.6
WNCN-F	0.9/ 2.9	WSKQ-F	0.5/ 1.2
WNEW	1.8/ 3.8	WXRK-F	3.2/13.6
WNEW-F	3.4/12.0		

RADIO STATIONS

WQSM ,	740,	25 KW (DAYS, DA) ,	Nostalgia/MOR	UNISUP/ULT,	$ 47.00 (MMR)	Greater Media
WHLI ,	1100,	10 KW (DAYS, DA) ,	Nostalgia	,	$ 48.00 (Katz)	Barnstable
WLIX ,	540,	250 W (DAYS) ,	Religion	,	$ 25.00 (---)	
WALK-F,	97.5,	45 KW @ 530 ,	AC	,	$160.00 (Durpetti)	American
WBAB-F,	102.3,	3 KW @ 268 ,	AOR	,	$140.00 (MMR)	Noble
WBAZ-F,	101.7,	6 KW @ 231 ,	Soft AC	UNISUP,	$ 30.00 (---)	
WBLI-F,	106.1,	25 KW @ 492 ,	CHR	,	$111.00 (Katz)	Beck-Ross
WCTO-F,	94.3,	3 KW @ 300 ,	EZ/Btfl	,	$ 55.00 (MMR)	Greater Media
WDRE-F,	92.7,	1 KW @ 521 ,	AOR	,	$ 64.00 (Katz)	
WKJY-F,	98.3,	3 KW @ 328 ,	Soft AC	,	$ 70.00 (Katz)	New Barnstable
WRCN-F,	103.9,	1.5 KW @ 466 ,	AOR	,	$ 40.00 (McGuild)	
WWHB-F,	107.1,	3 KW @ 300 ,	CHR	SOURCE,	$ 28.00 (Roslin)	

NEW ORLEANS

Arbitron Rank/Pop (12+): 36/1,061,900
MSA Rank/Pop: 35/1,310,000
ADI # 36
Average Person Ratings: 17.6
Market TSL: 23.25 hours

Stations: 25/24
Diaries: 1642/647:1/48.4%
Sample Target: 1575
% Below Line: 0.4
% Not Listed: 9.1

1990 Revenue: $31,100,000
HH Inc.: $26,730
Retail $: 9.8 Bil
Pop per Station: 44,245
#1 Biller: WWL $5,700,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90		Birch Share	Birch AQH	Birch Cume	
1. WYLD-F	(B)	202/10.8	10.7	11.1	13.3	11.8	11.5	220/2675	2346/22.1	21.5	21.0		16.3	312	2822	WYLD-F
2. WQUE-AF	(B)	190/10.1	10.7	10.4	10.4	10.2	10.4	268/3380	2463/23.2	21.1	24.0		15.8	302	3054	WQUE-AF
3. WWL	(N/T)	152/ 8.1	8.0	10.9	8.1	7.2	8.8	191/2916	2170/20.4	19.1	18.5		5.0	96	1382	WWL
4. WEZB-F	(CHR)	151/ 8.1	9.3	8.5	9.2	9.1	8.8	204/3304	2530/23.8	26.0	26.5		8.7	167	2913	WEZB-F
5. WNOE-F	(C)	139/ 7.4	8.2	7.2	7.5	6.3	7.6	186/2570	1728/16.3	14.9	12.5		6.3	120	1959	WNOE-F
6. WLMG-F	(SAC)	101/ 5.4	6.4	5.0	5.6	5.8	5.6	122/1643	1386/13.1	15.6	15.1		3.8	73	844	WLMG-F
7. WMXZ-F	(AC)	100/ 5.3	3.8	2.4	2.7	3.7	3.6	109/1901	1647/15.5	13.3	12.1		3.0	57	1217	WMXZ-F
8. WCKW-F	(CL AOR)	86/ 4.6	4.0	3.3	4.3	3.3	4.1	118/1685	1224/11.5	11.4	10.8		5.9	114	1346	WCKW-F
9. WLTS-F	(AC)	78/ 4.2	5.1	6.7	5.7	4.8	5.4	92/1686	1282/12.1	13.4	13.4		3.4	66	951	WLTS-F
KQLD-F	(AC)	78/ 4.2	3.8	4.0	4.7	4.5	4.2	90/1472	1263/11.9	11.4	11.0		3.0	58	814	KQLD-F
11. WBYU	(BB)	71/ 3.8	3.3	3.5	3.4	4.0	3.5	73/902	875/ 8.2	6.7	7.6		1.2	23	585	WBYU
12. WRNO-F	(AOR)	62/ 3.3	2.4	4.0	3.5	3.6	3.3	87/1168	889/ 8.4	7.9	13.1		3.5	68	1222	WRNO-F
13. WBOK	(G)	59/ 3.2	3.4	4.1	3.1	5.2	3.5	60/743	724/ 6.8	6.8	8.0		2.6	49	569	WBOK
14. WYLD	(REL)	54/ 2.9	1.9	1.2	1.5	1.8	1.9	61/803	641/ 6.0	4.5	6.2		1.6	31	313	WYLD
15. KHOM-F	(O)	35/ 1.9	1.4	1.4	1.5	1.9	1.5	68/1315	728/ 6.9	6.0	6.6		1.2	23	388	KHOM-F
16. KNOK-F	(J)	35/ 1.9	1.7	1.1	0.9	1.8	1.4	35/544	535/ 5.0	4.1	3.0		2.1	41	336	KNOK-F
17.																
18.																
19.																
20.																

12+ FM SHARE (METRO): 74.27% (1264 of 1702) (SUM 90: 72.88%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQUE-AF>	1 WYLD-F	1 WYLD-F	1 WYLD-F	1 WYLD-F	1 WWL >	1 WEZB-F	1 WWL	1 WQUE-AF	1 WYLD-F>	1 WYLD-F>>
2 WEZB-F	2 WQUE-AF	2 WQUE-AF	2 WQUE-AF	2 WQUE-AF	2 WNOE-F	2 WWL	2 WQUE-AF	2 WYLD-F	2 WQUE-AF>	2 WQUE-F
3 WYLD-F	3 WEZB-F>	3 WEZB-F	3 WNOE-F	3 WWL <	3 WLMG-F	3 WQUE-AF	3 WYLD-F	3 WWL <	3 WEZB-F	3 WEZB-F
4	4 WCKW-F<	4 WNOE-F	4 WEZB-F	4 WNOE-F	4 WBYU <	4 WYLD-F	4 WNOE-F	4 WNOE-F	4	4 WWL
5	5 WMXZ-F	5 WMXZ-F	5 WWL	5 WLMG-F	5 WYLD-F	5 WNOE-F	5 WLMG-F<	5 WEZB-F	5	5
6	6 WNOE-F	6 WCKW-F	WLMG-F<	WEZB-F	6 WBOK	6 WLMG-F	6 WEZB-F	6 WMXZ-F	6	6
7	7 WRNO-F	7 WLMG-F	7 WMXZ-F	7 WMXZ-F	KQLD-F	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WYLD-F	1 WYLD-F	1 WYLD-F>	1 WYLD-F>	1 WYLD-F
2 WQUE-AF	2 WQUE-AF	2 WQUE-AF	2 WQUE-AF<	2 WNOE-F
WEZB-F>	WEZB-F	WEZB-F<	3 WEZB-F	3 WMXZ-F<
4 WMXZ-F	4 WMXZ-F	4 WMXZ-F	4 WMXZ-F	4 WLMG-F<
5 WLTS-F	5 WNOE-F	5 WNOE-F	5 WNOE-F	5 WQUE-AF<
6 WNOE-F	WLTS-F	6 WLTS-F	6 WLTS-F	6 WLTS-F
7 WLMG-F	7	7	7 WLMG-F	7 WEZB-F
				8 KQLD-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYLD-F	1 WCKW-F<	1 WCKW-F	1 WYLD-F<	1 WWL
2 WEZB-F<	2 WQUE-AF<	2 WRNO-F<	2 WQUE-AF	2 WQUE-AF<
3 WQUE-AF	3 WYLD-F	3 WQUE-AF	3 WCKW-F	3 WYLD-F
4 WCKW-F>	4 WEZB-F<	4 WYLD-F	4 WEZB-F	4 WCKW-F
5 WRNO-F	5 WRNO-F>	5 WEZB-F	5 WWL	5 WNOE-F<
6	6 WMXZ-F	6 WNOE-F	6 WRNO-F	6 WEZB-F
7	7	7 WMXZ-F	7 WNOE-F	7

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KGLA	1540	Gretna	0.9/0.8/ 19/ 99
WADU	830	Marco/Kenner	0.5/1.5/ 18/ 202
WNOE	1060	New Orleans	0.8/3.7/ 16/ 472
WSMB	1350	New Orleans	1.0/3.6/ 18/ 394
WTIX	690	New Orleans	0.7/3.7/ 21/ 475
WVOG	600	New Orleans	0.7/1.1/ 14/ 122
WYAT	990	New Orleans	0.7/1.9/ 14/ 212
WFMF-F	102.5	Baton Rouge	0.4/1.4/ 55/ 978

American Radio Summer 1991 Supplement, Copyright 1991

NEW ORLEANS

RADIO STATIONS

AM STATIONS

WBOK, 1230, 1 KW	, GOSPEL	SBN, UNIULT	$ 24.00 (Roslin)		
WBYU, 1450, 1 KW	, NOSTALGIA/EZ	SMN	$ 30.00 (Roslin)		
WNOE, 1060, 50 KW/5 KW (DA-2)	, SEE WNOE-F				
WSMB, 1350, 5 KW (DA-2)	, TALK	ABC	$ 25.00 (In House)		
WTIX, 690, 10 KW/5 KW (DA-2)	, TALK	NBC, MBS	$ 22.00 (---)		
WWL , 870, 50 KW (DA-1)	, NEWS/TALK	ABC	$ 60.00 (CBS)	Kaymarket	
WYAT, 990, 250 W	, NOSTALGIA	CBS,UNISP,	$ 20.00 (Durpetti)		
WYLD, 940, 10 KW/500 W (DA-2)	, GOSPEL	,	$ 20.00 (HNWH)	Interurban	

FM STATIONS

KHOM, 104.1, 100 KW @ 1954	, OLDIES	UNISUP, NBC	$ 30.00 (Torbet)	(HOUMA)	
KQLD, 106.7, 100 KW @ 983	, OLDIES	ABC	$ 35.00 (McGuild)	Beasley (PORT SULPHUR)	
WCKW, 92.3, 100 KW @ 1954	, AOR	SOURCE	$ 39.00 (Banner)	(LAPLACE)	
WEZB, 97.1, 100 KW @ 984	, CHR	,	$ 100.00 (MMR)		
WLMG, 101.9, 100 KW @ 825	, AC	,	$ 55.00 (Katz)	Kaymarket	
WLTS, 105.3, 100 KW @ 902	, SOFT AC	CBS,	$ 60.00 (Durpetti)		
WMXZ, 95.7, 100 KW @ 984	, AC	,	$ 44.00 (Eastman)	Stoner	
WNOE, 101.1, 100 KW @ 1004	, COUNTRY	ABC,	$ 50.00 (McGuild)	New Market	
WQUE, 93.3, 100 KW @ 984	, URBAN/CHR	,	$ 76.00 (Christal)	Clear Channel	
WRNO, 99.5, 100 KW @ 1004	, AOR	ABC UNIPWR,	$ 51.00 (MMR)		
WYLD, 98.5, 100 KW @ 984	, BLACK	ABC,	$ 61.00 (HNWH)	Interurban	

NEW YORK

Arbitron Rank/Pop (12+): 1/14,151,200
MSA Rank/Pop: 2/15,400,000
ADI # 1
Average Person Ratings: 18.9
Market TSL: 25.00 hours

Stations: 45/43
Diaries: 5205/2719:1/46.4%
Sample Target: 4200
% Below Line: 0.8
% Not Listed: 10.5

1990 Revenue: $335,600,000
HH Inc.: $41,370
Retail $:115.9 Bil
Pop per Station: 329,097
#1 Biller: WINS $26,700,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WCBS-F	(O)	1351/ 5.1	5.2	5.0	5.0	5.1	5.1	1412/21138	19964/14.1	14.5	13.6	4.1	1025	12341	WCBS-F
2. WLTW-F	(AC)	1306/ 4.9	4.8	5.0	5.1	5.1	4.9	1339/18407	17970/12.7	13.2	12.5	2.7	679	9792	WLTW-F
3. WRKS-F	(B)	1289/ 4.8	5.1	5.8	5.6	5.5	5.3	1338/18452	17446/12.3	11.9	11.4	7.7	1927	18624	WRKS-F
4. WPAT-AF	(EZ)	1248/ 4.6	4.9	5.0	5.7	4.4	5.1	1301/15623	14792/10.5	11.6	9.6	3.2	688	8610	WPAT-AF
5. WINS	(N)	1138/ 4.3	4.3	5.7	4.4	4.4	4.7	1161/25307	24693/17.4	18.0	17.9	4.1	1028	19181	WINS
6. WBLS-F	(B)	1119/ 4.2	3.8	4.1	4.0	3.7	4.0	1136/15832	15378/10.9	10.3	9.5	4.8	1216	16431	WBLS-F
7. WQHT-F	(CHR)	1117/ 4.2	4.0	3.7	4.1	4.2	4.0	1151/18198	16994/12.0	10.8	10.8	5.5	1376	17008	WQHT-F
8. WOR	(T)	1080/ 4.0	4.6	4.3	3.9	4.0	4.2	1200/13025	11827/ 8.4	9.7	9.1	3.3	832	9760	WOR
9. WNEW-F	(AOR)	1060/ 4.0	3.1	2.8	3.2	4.1	3.3	1122/17833	16585/11.7	10.3	11.4	5.3	1323	16385	WNEW-F
10. WHTZ-F	(CHR)	1011/ 3.8	3.6	3.6	4.7	4.8	3.9	1029/22412	21799/15.4	14.1	15.9	4.1	1030	19576	WHTZ-F
11. WXRK-F	(CL AOR)	1008/ 3.8	3.3	3.2	3.5	3.3	3.5	1083/19136	17635/12.5	11.4	11.6	3.9	976	14511	WXRK-F
12. WYNY-F	(C)	943/ 3.5	3.3	2.6	2.7	2.5	3.0	1035/12345	11371/ 8.0	7.3	7.1	2.3	572	7246	WYNY-F
13. WCBS	(N)	927/ 3.5	3.4	4.4	3.6	3.6	3.7	1028/23362	20352/14.4	14.8	13.7	2.7	681	12484	WCBS
14. WNSR-F	(AC)	914/ 3.4	4.2	4.2	3.5	3.7	3.8	927/15796	15393/10.9	11.8	11.0	3.3	827	12020	WNSR-F
15. WFAN	(S/T)	872/ 3.3	2.9	2.3	2.7	3.1	2.8	1050/17247	14437/10.2	10.3	10.7	4.0	1000	13696	WFAN
16. WABC	(T)	694/ 2.6	2.7	2.6	3.4	2.6	2.8	777/13336	11907/ 8.4	9.0	8.4	2.8	698	10385	WABC
17. WNEW	(BB)	680/ 2.5	2.1	1.7	1.8	1.9	2.0	738/9584	8571/ 6.1	5.6	5.2	1.9	466	5875	WNEW
18. WPLJ-F	(CHR)	625/ 2.3	2.2	2.0	2.2	2.5	2.2	669/17672	16475/11.6	11.7	11.4	2.8	715	15408	WPLJ-F
19. WSKQ-F	(SP)	533/ 2.0	1.9	2.1	1.6	2.2	1.9	541/6087	6046/ 4.3	3.9	3.6	1.7	436	5026	WSKQ-F
20. WQCD-F	(J)	530/ 2.0	2.4	2.3	2.0	2.1	2.2	570/9120	8763/ 6.2	6.9	5.9	3.2	801	9582	WQCD-F
21. WLIB	(B/T)	442/ 1.7	1.6	1.5	1.5	1.5	1.6	442/4534	4505/ 3.2	2.5	3.1	0.9	231	2142	WLIB
22. WADO	(SP)	401/ 1.5	1.8	2.2	1.6	1.9	1.8	401/3941	3941/ 2.8	3.8	3.0	1.0	262	4852	WADO
23. WQXR-F	(CL)	392/ 1.5	1.4	1.2	1.3	1.3	1.4	418/6706	6351/ 4.5	5.3	4.4	1.6	1927	18624	WQXR-F
24. WSKQ	(SP)	310/ 1.2	1.3	1.3	1.5	1.7	1.3	310/3034	3034/ 2.1	2.6	2.7	0.4	97	2635	WSKQ
25. WNCN-F	(CL)	294/ 1.1	1.3	1.5	1.4	1.3	1.3	309/6517	6184/ 4.4	5.5	4.4	1.1	274	5017	WNCN-F
26. WALK-F	(AC)	280/ 1.0	1.1	0.9	1.1	1.0	1.0	283/4190	4030/ 2.8	2.8	2.4	0.9	223	2630	WALK-F
27. WWRL	(G)	224/ 0.8	0.5	0.9	0.6	0.6	0.7	224/2487	2487/ 1.8	1.1	1.4	0.7	184	2491	WWRL
28. WKDM	(SP)	203/ 0.8	1.0	0.8	1.0	1.0	0.9	203/2326	2326/ 1.6	2.3	1.7				WKDM
WBAB-F	(AOR)	203/ 0.8	0.8	0.6	0.7	0.9	0.7	203/4087	4055/ 2.9	2.4	2.6	1.0	243	3229	WBAB-F
30.															

12+ FM SHARE (METRO): 68.04% (16284 of 23934) (SUM 90: 68.10%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHTZ-F	1 WRKS-F	1 WNEW-F	1 WCBS-F	1 WCBS-F	1 WPAT-AF	1 WINS	1 WLTW-F	1 WLTW-F	1 WBLS-F	1 WINS
2 WQHT-F	WQHT-F	WCBS-F<	2 WLTW-F	2 WLTW-F	2 WOR <	2 WXRK-F	2 WCBS-F	2 WCBS-F<	2 WRKS-F<	2 WBLS-F
3 WRKS-F>	3 WXRK-F	3 WXRK-F<	3 WNEW-F	3 WNEW-F<	3 WCBS-F	3 WCBS	3 WPAT-AF	3 WRKS-F	3 WFAN	3 WOR >
4 WPLJ-F	WNEW-F	4 WRKS-F	4 WBLS-F<	4 WBLS-F	4 WINS <	4 WOR	4 WNEW-F	4 WPAT-AF	4 WQHT-F	4 WCBS
5	5 WBLS-F	WLTW-F	5 WXRK-F	5 WXRK-F	5 WLTW-F	5 WCBS-F	5 WNSR-F<	5 WNEW-F<	5 WLTW-F	5 WFAN
6	6 WNSR-F	WBLS-F	6 WRKS-F	6 WRKS-F	6 WCBS	6 WPAT-AF	6 WRKS-F	6 WQHT-F	6 WPAT-AF<	6 WABC
7	7 WHTZ-F	7 WQHT-F	7 WNSR-F	7 WYNY-F<	7 WYNY-F<	7 WFAN <	7 WQHT-F	7 WABC <	7 WOR	7 WRKS-F
8	8 WLTW-F	8 WNSR-F	8 WYNY-F>	8 WNSR-F	8 WNEW	8 WLTW-F	8 WHTZ-F<	8 WBLS-F<	WHTZ-F<	8 WLTW-F
9	9 WPLJ-F	9 WHTZ-F	9 WQHT-F	9 WINS	9 WFAN	9 WRKS-F	9 WOR	9 WNSR-F<	9 WNEW-F	9 WPAT-F
10	10 WCBS-F	10 WYNY-F	WQCD-F	10 WFAN	10 WABC	WHTZ-F	WBLS-F	10 WHTZ-F	10	10 WCBS-F
			WFAN							
			WHTZ-F							
			WINS							

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WQHT-F	1 WRKS-F	1 WRKS-F	1 WLTW-F	1 WLTW-F
2 WRKS-F	2 WQHT-F<	2 WBLS-F	2 WRKS-F	2 WCBS-F
3 WNSR-F<	3 WNSR-F	3 WLTW-F	3 WCBS-F<	3 WBLS-F<
4 WHTZ-F	4 WBLS-F	4 WNSR-F	4 WBLS-F<	4 WRKS-F
5 WPLJ-F	5 WLTW-F<	5 WNEW-F>	5 WNSR-F	5 WNSR-F
6 WXRK-F	6 WNEW-F	6 WCBS-F<	6 WQHT-F<	6 WYNY-F
7 WBLS-F	7 WHTZ-F	7 WQHT-F	7 WHTZ-F	7 WNEW-F
8 WNEW-F>	8 WXRK-F	WHTZ-F	8 WNEW-F	WINS
9 WDRE-F	9 WPLJ-F	9 WSKQ-F<	9 WYNY-F	9 WHTZ-F
10 WLTW-F	10 WCBS-F	10 WYNY-F	WXRK-F	10 WSKQ-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WQHT-F	1 WXRK-F	1 WXRK-F<	1 WXRK-F	1 WCBS-F
2 WXRK-F	2 WNEW-F	2 WNEW-F>	2 WNEW-F	2 WXRK-F<
3 WRKS-F	3 WQHT-F	3 WRKS-F	3 WCBS-F	3 WNEW-F
4 WNEW-F	4 WRKS-F	WQHT-F	4 WBLS-F<	4 WFAN
5 WBLS-F	5 WBLS-F	5 WFAN <	5 WQHT-F<	5 WBLS-F
6 WHTZ-F>	6 WFAN	6 WBLS-F	6 WFAN <	6 WYNY-F
7 WPLJ-F>	7 WHTZ-F	7 WYNY-F	7 WRKS-F	7 WLTW-F
8 WFAN	8 WPLJ-F	8 WCBS-F	8 WYNY-F<	8 WRKS-F
9	WCBS-F	9 WLTW-F	9 WLTW-F	WNSR-F
10	10 WYNY-F	10 WQCD-F	10 WNSR-F	10 WQCD-F

American Radio Summer 1991 Supplement, Copyright 1991

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBLI-F	106.1	Patchogue	0.7/2.2/188/3317
WCTO-F	94.3	Smithtown	0.3/0.9/ 83/1297
WDHA-F	105.5	Dover	0.3/1.1/ 91/1847
WDRE-F	92.7	Garden City/NY	0.5/2.2/145/3118
WFME-F	94.7	Newark	0.7/1.5/197/2164
WGSM	740	Huntington	0.3/0.6/112/ 991
WHLI	1100	Hempstead	0.4/0.8/109/1385
WHUD-F	100.7	Peekskill	0.6/1.6/234/3454
WKJY-F	98.3	Hempstead	0.5/1.5/139/2157
WMCA	570	New York	0.3/1.4/ 90/2074
WNJR	1430	Newark	0.4/1.3/117/1787
WQXR	1560	New York	0.3/0.9/ 93/1312
WRTN-F	93.5	New Rochelle	0.3/0.7/ 71/1022
WEZN-F	99.9	Bridgeport	0.4/1.5/241/4458
WKXW-F	101.5	Trenton	0.4/1.4/180/3318

RADIO STATIONS

AM STATIONS

WABC,	770,	50 KW	,	Talk	ABC,	$250.00	(Banner)	Cap Cities/ABC
WADO,	1280,	5 KW (DA-1)	,	Hispanic	,	$140.00	(Katz Hisp)	Tichenor
WCBS,	880,	50 KW	,	News	CBS,	$360.00	(CBS)	CBS
WEVD,	1050,	50 KW (DA-1)	,	Big Band/Ethnic	UNIULT,	$ 80.00	(Groskin)	
WFAN,	660,	50 KW	,	Sports Talk	NBC UNIPWR,	$260.00	(HNWH)	Emmis
WINS,	1010,	50 KW (DA-1)	,	News	ABC,	$400.00	(Group W)	Westinghouse
WKDM,	1380,	5 KW (DA-1)	,	Hispanic	,	$ 85.00	(Katz)	United
WLIB,	1190,	10 KW (Days, DA)	,	Black News/Talk	SBN,	$ 90.00	(Mc-Guild)	Inner City
WMCA,	570,	5 KW (DA-1)	,	Religion	,	$ NA	(---)	Saleva
WNEW,	1130,	50 KW (DA-N)	,	Nostalgia/MOR	MBS, NBC,	$150.00	(Eastman)	Westwood One
WOR ,	710,	50 KW (DA-1)	,	Talk	ABC UNIULT,	$250.00	(Mc-Guild)	Buckley
WPAT,	930,	5 KW (DA-2)	,	EZ	,	$ NA	(MMR)	Park
WQXR,	1560,	50 KW (DA-2)	,	Classical	UNISUP,	$ NA	(MMR)	New York Times
WSKQ,	620,	5 KW (DA-2)	,	Hispanic	,	$100.00	(SBS)	SBS
WWDJ,	970,	5 KW (DA-2,	,	Religion	,	$ 40.00	(---)	
WWRL,	1600,	5 KW (DA-2)	,	Gospel	MBS NBN,	$ 45.00	(K & P)	
WZRC,	1480,	5 KW (DA-2)	,	AOR	SMN,	$ NA	(Torbet)	Infinity

FM STATIONS

WBLS,	107.1,	5.4 KW @ 1223	,	Black	ABC,	$320.00	(Mc-Guild)	Inner City
WCBS,	101.1,	7 KW @ 1327	,	Oldies	CBS,	$475.00	(CBS)	CBS
WHTZ,	100.3,	7.8 KW @ 1223	,	CHR	,	$400.00	(Christal)	Melrite
WFME,	94.7,	38 KW @ 570	,	Religion	,	$ NA	(---)	Family (NEWARK) (PEEKSKILL)
WHUD,	100.7,	50 KW @ 500	,	Btfl/EZ	,	$100.00	(Katz)	
WLTW,	106.7,	7.8 KW @ 1223	,	Soft AC	,	$425.00	(Katz)	Viacom
WNCN,	104.3,	7.8 KW @ 1223	,	Classical	CNN UNISUP,	$175.00	(CMBS)	GAF
WNEW,	102.7,	7.8 KW @ 1223	,	AOR	SOURCE UNIPWR,	$340.00	(Group W)	Westinghouse
WNSR,	105.1,	7.8 KW @ 1223	,	AC	UNIPWR,	$279.00	(Mc-Guild)	Bonneville
WPAT,	93.1,	5.4 KW @ 1418	,	Btfl/EZ	,	$220.00	(MMR)	Park
WPLJ,	95.5,	6.8 KW @ 1335	,	CHR	ABC,	$240.00	(Katz)	Cap Cities/ABC
WQCD,	101.9,	5.4 KW @ 1418	,	Jazz	UNISUP,	$255.00	(Christal)	Tribune Co.
WQHT,	97.1,	6.7 KW @ 1346	,	CHR/Dance	,	$240.00	(HNWH)	Emmis
WQXR,	96.3,	7.8 KW @ 1223	,	Classical	UNISUP,	$160.00	(MMR)	New York Times
WRKS,	98.7,	7.8 KW @ 1223	,	Black	SOURCE UNIPWR,	$275.00	(Durpetti)	Summit
WSKQ,	97.9,	7.8 KW @ 1223	,	Hispanic	,	$100.00	(SBS)	SBS
WXRK,	92.3,	7.8 KW @ 1223	,	Classic AOR	ABC,	$310.00	(Torbet)	Infinity
WYNY,	103.5,	5.8 KW @ 1390	,	Country	NBC MBS,	$200.00	(MMR)	Westwood One

American Radio Summer 1991 Supplement, Copyright 1991

NORFOLK

Arbitron Rank/Pop (12+): 33/1,151,600
MSA Rank/Pop: 33/1,390,000
ADI # 42
Average Person Ratings: 17.3
Market TSL: 23.25 hours

Stations: 30/27
Diaries: 1546/745:1/51.0%
Sample Target: 1380
% Below Line: 1.7
% Not Listed: 10.6

1990 Revenue: $31,700,000
HH Inc.: $34,700
Retail $: 10.6 Bil
Pop per Station: 42,651
#1 Biller: WNOR-AF $4,600,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WOWI-F (B)	185/ 9.3	8.2	10.9	13.1	9.4	10.4	217/2287	1835/15.9	20.0	15.7	11.8	238	2185	WOWI-F
2. WCMS-AF (C)	180/ 9.1	8.1	9.1	8.2	9.2	8.6	200/2221	1978/17.2	17.8	16.8	7.2	144	1818	WCMS-AF
3. WNOR-AF (AOR)	175/ 8.8	7.3	7.0	6.7	8.6	7.4	188/2442	2207/19.2	15.9	17.0	6.8	137	2176	WNOR-AF
4. WFOG-F (EZ)	161/ 8.1	6.8	7.3	5.5	6.8	6.9	188/1846	1610/14.0	14.1	13.1	6.4	129	1358	WFOG-F
5. WAFX-F (CL AOR)	102/ 5.1	6.2	5.2	7.6	8.3	6.0	135/2564	1939/16.8	15.6	15.1	8.0	162	2349	WAFX-F
6. WMXN-F (AC)	100/ 5.0	4.3	4.6	3.4	2.9	4.3	108/1983	1819/15.8	12.7	8.4	5.2	104	1754	WMXN-F
7. WMYA-F (B)	99/ 5.0	1.3	----	0.8	0.4	1.8	111/1369	1220/10.6	3.8	1.6	4.9	99	1313	WMYA-F
8. WLTY-F (O)	95/ 4.8	6.1	5.1	5.1	2.8	5.3	109/1682	1507/13.1	14.0	8.5	5.0	100	1287	WLTY-F
9. WWDE-F (AC)	93/ 4.7	7.1	5.9	5.9	5.4	5.9	101/1618	1441/12.5	15.8	13.4	5.1	103	1227	WWDE-F
10. WJQI-AF (SAC)	90/ 4.6	5.4	5.1	6.2	6.6	5.3	95/1305	1220/10.6	13.6	13.5	5.4	109	1018	WJQI-AF
11. WNVZ-F (CHR)	86/ 4.3	6.1	6.9	6.4	6.2	5.9	96/2191	1925/16.7	19.1	18.5	6.6	132	2973	WNVZ-F
12. WNIS (N/T)	71/ 3.6	2.5	3.3	2.3	2.7	2.9	75/992	941/ 8.2	6.1	5.3	3.0	61	606	WNIS
13. WGH -F (C)	61/ 3.1	4.2	2.2	1.4	2.5	2.7	67/1048	926/ 8.0	9.1	11.2	1.9	38	729	WGH -F
14. WKOC-F (AOR)	56/ 2.8	6.0	4.9	4.6	5.2	4.6	64/1220	1009/ 8.8	12.2	10.9	4.0	80	1388	WKOC-F
15. WBSK (B)	45/ 2.3	1.3	1.7	1.5	2.1	1.7	45/637	604/ 5.2	4.6	5.8	0.4	8	202	WBSK
16. WPCE (REL)	41/ 2.1	1.4	2.6	1.9	1.9	2.0	41/447	442/ 3.8	3.9	5.1	1.3	27	444	WPCE
17. WTAR (N/T)	34/ 1.7	2.6	2.8	3.2	2.9	2.6	39/974	852/ 7.4	7.1	5.8	0.8	16	522	WTAR
18.														
19.														
20.														

12+ FM SHARE (METRO): 86.28% (1541 of 1786) (SUM 90: 85.59%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOWI-F››	1 WNOR-AF	1 WNOR-AF	1 WNOR-AF	1 WNOR-AF	1 WFOG-F	1 WCMS-AF	1 WFOG-F	1 WNOR-AF‹	1 WOWI-F›	1 WOWI-F››
2 WNVZ-F›	2 WOWI-F›	2 WOWI-F›	2 WCMS-AF	2 WCMS-AF	2 WCMS-AF›	WNOR-AF	2 WNOR-AF‹	2 WOWI-F	2 WNOR-AF	2 WCMS-F‹
3 WMXN-F	3 WAFX-F	3 WCMS-AF	3 WLTY-F	3 WFOG-F‹	3 WLTY-F	3 WFOG-F	3 WCMS-AF	3 WCMS-AF	3 WCMS-AF‹	3 WMYA-F
4	4 WMXN-F	4 WAFX-F	4 WJQI-AF	4 WLTY-F‹	4 WNIS	4 WOWI-F	4 WOWI-F›	4 WFOG-F	4 WAFX-F	WAFX-F‹
5	5 WNVZ-F	5 WMXN-F	WWDE-F‹	5 WJQI-AF	5 WWDE-F	5 WLTY-F	5 WMXN-F	5 WAFX-F	5 WMYA-F	5 WNVZ-F
6	6 WMYA-F	6 WWDE-F	6 WOWI-F	WOWI-F‹	6 WJQI-AF	6 WNVZ-F‹	6 WLTY-F	6 WMXN-F	6 WNVZ-F‹	6 WFOG-F
7	7 WCMS-AF	WMYA-F	WMYA-F	7 WMYA-F‹	WMYA-F	7 WWDE-F››	7 WNIS ››	7 WWDE-F	7 WMXN-F››	7
8	8	8	8	8 WWDE-F	8	8 WKSV-AF	8 WKSV-AF	WMYA-F››	8 WKSV-AF	8
9	9	9	9	9	9	WTZR-AF	WTZR-AF	9 WKSV-AF	WTZR-AF	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WMXN-F‹	1 WOWI-F	1 WJQI-AF‹	1 WOWI-F	1 WWDE-F‹
2 WOWI-F›	2 WMXN-F›	2 WWDE-F	2 WWDE-F	2 WFOG-F
3 WNVZ-F›	3 WJQI-AF	WOWI-F›	WMXN-F	3 WJQI-AF
4 WNOR-AF	WWDE-F	4 WMXN-F	4 WJQI-AF	WLTY-F‹
5 WMYA-F	5 WNVZ-F	5 WNOR-AF	5 WLTY-F	5 WOWI-F
6 WWDE-F	6 WNOR-AF	6 WMYA-F	6 WMYA-F	6 WCMS-AF
7	7 WMYA-F	7 WGH -F	7 WCMS-AF‹	7 WMYA-F
			8 WFOG-F	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNOR-AF	1 WNOR-AF›	1 WNOR-AF››	1 WNOR-AF›	1 WNOR-AF›
2 WOWI-F	2 WOWI-F	2 WAFX-F	2 WAFX-F‹	2 WCMS-AF›
3 WAFX-F››	3 WAFX-F	3 WCMS-AF	3 WOWI-F	3 WAFX-F‹
4 WMXN-F›	4	WOWI-F	4 WCMS-AF›	4 WMYA-F
5 WNVZ-F	5	5 WKOC-F‹	5 WMYA-F	5 WLTY-F
6	6	6 WMYA-F	6 WKOC-F	6 WOWI-F‹
7	7	7 WNVZ-F	7 WLTY-F	7 WJQI-AF
				WKOC-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WGH	1310	Newport News	0.5/1.8/ 10/ 209
WKEZ-F	94.1	Yorktown	1.5/3.7/ 57/ 766
WMBG	740	Williamsburg	0.4/1.0/ 8/ 125
WMYK-F	92.1	Moyock/Chspk	0.6/1.8/ 16/ 230
WTJZ	1270	Newport News	0.6/2.2/ 11/ 261
WZAM	1110	Norfolk	0.5/1.5/ 9/ 185
WDCK-F	96.5	Williamsburg	0.6/2.5/ 30/ 608
WRVA	1140	Richmond	0.4/1.0/ 24/ 458
WXRI-F	107.7	Windsor	0.8/2.3/ 16/ 282

American Radio Summer 1991 Supplement, Copyright 1991

NORFOLK

AM STATIONS

WBSK	1350, 5 KW/1 KW (DA-2)	Black	NBN ABC, $ 30.00	(Mc-Guild)	Ragan Henry
WNIS	850, 5 KW/1 KW (DA-2)	News/Talk	NBC ABC, $ 37.00	(MMR)	Sinclair
WPCE	1400, 1 KW	Gospel	SBN UNIULT, $ 25.00	(Mc-Guild)	Willis
WTAR	790, 5 KW (DA-1)	News/Talk	CBS UNISUP, $ 35.00	(Katz)	Landmark

FM STATIONS

WAFX	106.9, 100 KW @ 937	Classic AOR	, $ 61.00	(CBS)	Radio Ventures (P)
WCMS	100.5, 50 KW @ 500	Country	ABC, $ 95.00	(Eastman)	
WFOG	92.9, 50 KW @ 484	EZ	UNIULT, $ 65.00	(MMR)	Sunshine Wireless
WGH	97.3, 74 KW @ 400	Country	ABC UNISUP, $ 40.00	(Durpetti)	Susquehanna
WJQI	94.9, 50 KW @ 500	Soft AC	UNISUP, $ 45.00	(HNWH)	Coleman
WKEZ	94.1, 50 KW @ 500	Country	UNIULT, $ 36.00	(Roslin)	Eure
WLTY	95.7, 40 KW @ 881	Oldies	, $ 69.00	(Katz)	Landmark
WKDC	93.7, 100 KW @ 940	AOR	ABC, $ 49.00	(Durpetti)	(ELIZABETH CITY)
WNOR	98.7, 46 KW @ 520	AOR	SOURCE, $100.00	(Mc-Guild)	Saga
WNVZ	104.5, 50 KW @ 480	CHR	, $ 70.00	(Banner)	Wilks-Schwartz
WTZR	92.1, 2 KW @ 421	AOR	ABC, $ 25.00	(K & P)	(MOYOCK)
WOWI	102.9, 50 KW @ 470	Black	SBN UNIPWR, $ 57.00	(MC-Guild)	Ragan Henry
WWDE	101.3, 50 KW @ 500	AC	CBS, $ 84.00	(Christal)	Edens
WWXN	105.3, 50 KW @ 500	AC	MBS ABC, $ 40.00	(Katz)	ML/Win

American Radio Summer 1991 Supplement, Copyright 1991

OKLAHOMA CITY

Arbitron Rank/Pop (12+): 48/802,900
MSA Rank/Pop: 53/978,000
ADI # 40
Average Person Ratings: 15.7
Market TSL: 20.75 hours

Stations: 20/20
Diaries: 1211/663:1/53.8%
Sample Target: 1190
% Below Line: 0.0
% Not Listed: 8.3

1990 Revenue: $23,400,000
HH Inc.: $26,669
Retail $: 7.8 Bil
Pop per Station: 40,145
#1 Biller: KXXY-AF $5,300,000

	12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1.	KXXY-AF	(C)	234/18.6	18.0	15.7	17.1	14.9	17.4	284/3288	2489/31.0	30.7	26.8	19.6	280	2245	KXXY-AF
2.	KJYO-F	(CHR)	134/10.6	9.8	9.0	7.3	9.6	9.2	157/2425	2005/25.0	25.2	22.2	13.4	187	1919	KJYO-F
3.	KATT-F	(AOR)	110/ 8.7	8.4	11.1	10.2	10.2	9.6	164/2399	1682/20.9	17.5	21.4	13.7	191	2120	KATT-F
4.	KEBC-F	(C)	93/ 7.4	7.4	6.9	6.8	5.3	7.1	182/2578	1555/19.4	17.3	14.1	5.7	80	974	KEBC-F
5.	KMGL-F	(AC)	88/ 7.0	7.8	6.2	7.0	6.9	6.9	125/1777	1376/17.1	16.6	15.6	6.5	90	804	KMGL-F
6.	KTOK	(N/T)	86/ 6.8	6.9	8.0	7.2	4.9	7.2	99/1403	1245/15.5	16.8	14.0	5.2	72	1200	KTOK
7.	KRXO-F	(CL AOR)	79/ 6.3	8.1	6.9	7.3	5.7	7.2	95/1429	1152/14.3	14.2	15.0	8.3	115	1390	KRXO-F
8.	KOQL-F	(O)	65/ 5.2	5.7	5.4	4.4	5.1	5.2	82/1508	1116/13.9	14.6	14.0	3.8	53	856	KOQL-F
9.	WKY	(EZ)	47/ 3.7	4.9	3.9	4.8	6.5	4.3	70/1018	739/ 9.2	10.6	12.5	3.5	49	669	WKY
10.	KYIS-F	(CHR)	44/ 3.5	3.6	4.2	5.9	5.8	4.3	51/1399	1218/15.2	16.1	17.9	2.6	36	701	KYIS-F
	KKNG-F	(SAC)	44/ 3.5	3.8	5.0	4.9	5.9	4.3	58/1041	868/10.8	12.5	14.9	2.4	34	468	KKNG-F
12.	KOMA	(O)	43/ 3.4	1.9	2.2	2.3	3.7	2.5	58/893	619/ 7.7	6.0	8.8	1.7	24	483	KOMA
13.																
14.																
15.																

12+ FM SHARE (METRO): 79.13% (914 of 1155) (SUM 90: 77.04%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	KJYO-F>>	1 KATT-F	1 KXXY-AF>	1 KXXY-AF>	1 KXXY-AF>	1 KXXY-AF>	1 KXXY-AF>>	1 KXXY-AF>	1 KXXY-AF>	1 KJYO-F	1 KJYO-F
2	KXXY-AF	2 KXXY-AF	2 KATT-F	2 KRXO-F<	2 KRXO-F	2 KTOK >	2 KJYO-F<	2 KJYO-F	2 KJYO-F	2 KXXY-AF<	2 KXXY-F
3		3 KJYC-F	3 KJYO-F	3 KMGL-F>	KMGL-F>	3 KEBC-F	3 KTOK	3 KMGL-F<	3 KATT-F	3 KATT-F>	3 KTOK <
4		4 KRXO-F	4 KMGL-F	4 KOQL-F	4 KOQL-F	4 WKY <	4 KEBC-F	4 KATT-F<	4 KMGL-F	4 KMGL-F	4 KEBC-F
5		5 KMGL-F>	5 KRXO-F>	KJYO-F	KEBC-F	5 KMGL-F	5 KRXO-F	5 KEBC-F<	5 KRXO-F<	5 KEBC-F	5
6		6 KEBC-F	6 KEBC-F	KATT-F<	6 KJYO-F<	6	6 KMGL-F<	6 KTOK	6 KOQL-F	6	6
7		7	7 KOQL-F	7 KEBC-F	7 KATT-F	7	7 KATT-F	7 KRXO-F	KEBC-F	7	7

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	KXXY-AF	1 KXXY-AF	1 KXXY-AF>	1 KXXY-AF>	1 KXXY-AF>	1 KATT-F>>	1 KATT-F>>	1 KRXO-F	1 KATT-F<	1 KXXY-AF>
2	KJYO-F>	2 KJYO-F>	2 KJYO-F	2 KJYO-F<	KMGL-F>	2 KJYO-F>	2 KXXY-AF<	2 KATT-F	2 KXXY-AF>	2 KRXO-F>
3	KATT-F>	3 KATT-F<	3 KRXO-F	3 KMGL-F>	3 KJYO-F<	3 KXXY-AF	3 KRXO-F	3 KXXY-AF>	3 KRXO-F	3 KMGL-F
4	KMGL-F	4 KMGL-F	KMGL-F	4 KRXO-F<	4 KRXO-F	4	4 KJYO-F>	4 KMGL-F	4 KJYO-F	4 KATT-F<
	KEBC-F	5 KRXO-F	5 KATT-F	5 KEBC-F	5 KEBC-F	5	5 KMGL-F	5 KJYO-F	5 KMGL-F	5 KOQL-F
6	KYIS-F	6 KEBC-F	6 KEBC-F	6 KATT-F	6 KOQL-F	6	6	6	6	6 KTOK
7		7	7 KOQL-F	7	7	7	7	7	7	KEBC-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KBYE	890	Oklahoma City	1.0/1.3/ 13/ 136
KNTL-F	104.9	Bethny/OK City	1.4/4.1/ 18/ 327
KPRW	1140	Oklahoma City	0.4/1.3/ 6/ 128
KQCV	800	Oklahoma City	1.0/2.4/ 16/ 225
KTLV	1220	Midwest Cty/OK	1.0/2.3/ 15/ 190
KTNT-F	97.7	Edmond	1.2/3.9/ 18/ 381
WWLS	640	Moore/Norman	1.0/2.4/ 14/ 238

RADIO STATIONS

KOMA ,	1520,	50 KW (DA-N) ,	Oldies	CBS, $35.00	(CBS)	Diamond
KPRW ,	1140,	1 KW (DAYS) ,	Business News	SBN, $22.00	(Banner)	Surrey
KQCV ,	800,	250 W (DAYS) ,	Religion	, $15.00	(---)	Bott
KTOK ,	1000,	5 KW (DA-2) ,	News/Talk	ABC MBS, $57.00	(Christal)	Clear Channel
KXXY ,	1340,	1 KW ,	See KXXY-F			
WKY ,	930,	5 KW (DA-N) ,	Country	, $32.00	(Torbet)	Gaylord
KATT-F,	100.5,	100 KW @ 1188 ,	AOR	SOURCE, $65.00	(Banner)	Surrey
KEBC-F,	94.7,	100 KW @ 1387 ,	Country	ABC, $40.00	(Katz)	
KJYO-F,	102.7,	100 KW @ 985 ,	CHR	, $54.00	(Christal)	Clear Channel
KKNG-F,	92.5,	100 KW @ 984 ,	EZ	, $44.00	(Torbet)	Wilks-Schwartz
KOQL-F,	101.9,	100 KW @ 1387 ,	Oldies	, $40.00	(Katz)	Entercom
KMGL-F,	104.1,	100 KW @ 1363 ,	AC	, $40.00	(Eastman)	Renda
KNTL-F,	104.9,	3 KW @ 300 ,	Religion	APR ABC, $18.00	(In House)	CBN (BETHANY)
KRXO-F,	107.7,	100 KW @ 990 ,	Classic AOR	, $63.00	(CBS)	Diamond
KXXY-F,	96.1,	100 KW @ 1167 ,	Country	MBS, $100.00	(Mc-Guild)	Newmarket
KZBS-F,	98.0,	100 KW @ 1100 ,	CHR	APR, $38.00	(HAWH)	

OMAHA

Arbitron Rank/Pop (12+): 73/504,500

MSA Rank/Pop: 82/623,000
ADI # 73

Average Person Ratings: 16.6

Market TSL: 22.00 hours

Stations: 18/16
Diaries: 976/517:1/55.4%
Sample Target: 935
% Below Line: 1.1
% Not Listed: 14.1

1990 Revenue: $20,100,000
HH Inc.: $35,758
Retail $: 4.8 Bil
Pop per Station: 31,531
#1 Biller: WOW -AF $3,600,000

	12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1.	KFAB	(FS)	97/11.6	10.2	13.4	14.6	12.3	12.4	176/2561	1388/27.5	25.7	28.8				KFAB
2.	WOW -F	(C)	95/11.3	11.9	10.8	9.0	7.2	10.6	129/1431	973/19.3	19.7	15.6				WOW -F
3.	KEZO-AF	(AOR)	89/10.6	11.8	13.7	12.1	13.1	12.1	132/1766	1107/21.9	22.0	22.9				KEZO-AF
4.	KQOR-F	(O)	82/ 9.8	7.8	6.5	5.8	5.9	7.7	105/1449	1054/20.9	20.0	15.6				KQOR-F
5.	KQKQ-F	(CHR)	74/ 8.8	10.3	9.5	11.5	11.1	10.0	109/1838	1312/26.0	26.3	30.3				KQKQ-F
6.	KESY-AF	(SAC)	65/ 7.8	6.8	10.9	8.2	13.1	8.4	81/1152	883/17.5	15.5	18.8				KESY-AF
7.	KEFM-F	(AC)	57/ 6.8	8.4	8.6	7.5	7.1	7.8	88/1295	924/18.3	20.5	19.6				KEFM-F
8.	KXKT-F	(CHR)	43/ 5.1	4.3	3.5	4.9	4.9	4.4	75/1331	942/18.7	18.6	15.8				KXKT-F
9.	WOW	(C)	33/ 3.9	5.3	5.2	5.1	4.7	4.9	83/1215	512/10.1	11.0	10.4				WOW
10.	KRRK-F	(AOR ?)	24/ 2.9	----	----	----	----	0.7	27/394	329/ 6.5	0.0	0.0				KRRK-F
11.	KKVU-F	(J/NA)	17/ 2.0	3.4	2.6	3.9	1.9	3.0	19/346	319/ 6.3	6.6	3.9				KKVU-F
12.	KOIL	(O)	16/ 1.9	1.8	1.6	1.7	3.9	1.8	21/326	235/ 4.7	6.7	9.1				KOIL
	KKAR	(N/T)	16/ 1.9	3.0	2.8	2.4	2.8	2.5	17/453	409/ 8.1	8.5	8.1				KKAR
14.																
15.																

12+ FM SHARE (METRO): 76.39% (550 of 720) (SUM 90: 72.68%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQKQ-F>>	1 KEZO-AF>	1 KEZO-AF<	1 KQOR-F	1 KQOR-F	1 KFAB >	1 KFAB	1 KEZO-AF	1 KEZO-AF	1 KFAB	1 KFAB >>
2 KEZO-AF	2 WOW -F	2 KQOR-F	2 KEZO-AF	2 WOW -F	2 WOW -F	2 WOW -F	2 WOW -F	2 KQKQ-F>	2 KQKQ-F>	2 WOW -F
KXKT-F	3 KQKQ-F	3 WOW -F	3 KEFM-F<	3 KEZO-AF	3 KQOR-F<	3 KEZO-AF	KQOR-F	3 WOW -F	3 WOW -F	KEZO-F<
4 KRRK-F	KEFM-F	4 KEFM-F	4 WOW -F>	4 KEFM-F	4 KESY-AF>	4 KQOR-F	4 KESY-AF	KQOR-F	4 KEZO-AF	4 WOW >
5	5 KQOR-F	5 KQKQ-F	5 KESY-AF	5 KESY-AF	5 WOW	5 KQKQ-F<	5 KEFM-F	5 KESY-AF	5 KXKT-F	5 KESY-F
6	6 KXKT-F	6	6 KQKQ-F	6		6 KEFM-F>>	6 KQKQ-F	6 KFAB	6	6
7	7	7	7	7	7	7 KESY-AF	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KEZO-AF	1 KEZO-AF	1 KEFM-F	1 KQOR-F	1 KESY-AF
2 WOW -F	2 WOW -F	2 KESY-AF	2 WOW -F	KQOR-F
KXKT-F	KQKQ-F	3 KQKQ-F	KQKQ-F	3 WOW -F
4 KQKQ-F>	KEFM-F	4 WOW -F	KEFM-F	KEFM-F
5 KQOR-F	5 KXKT-F	5 KEZO-AF	5 KEZO-AF	5 KQKQ-F
KEFM-F	6	6	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KEZO-AF>>	1 KEZO-AF>>	1 KEZO-AF>>	1 KEZO-AF	1 KQOR-F
2 KXKT-F	2 KQOR-F	2 KQOR-F	2 KQOR-F>	2 KEZO-AF
KRRK-F	3 WOW -F	3 WOW -F	3 WOW -F	3 WOW -F
4 KQKQ-F>	4 KRRK-F	4 KEFM-F>	4 KEFM-F	4 KFAB
5 WOW -F	KQKQ-F	5 KQKQ-F	5 KFAB	5 KEFM-F
KQOR-F	KEFM-F	6	6	6

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KCRO	660	Omaha	0.4/1.5/ 5/ 107
KEZG-F	107.3	Lincoln	0.4/2.2/ 29/ 456
KFMQ-F	101.9	Lincoln/Omaha	0.7/5.9/ 77/1212

RADIO STATIONS

KFAB, 1110, 50 KW (DA-N)	, MOR/FULL SER.	NBC,	$ 80.00 (Christal)	Henry	
KKAR, 1180, 5 KW/1 KW	, TALK	CBS, MBS,	$ 19.00 (Eastman)		
KOIL, 1290, 5 KW (DA-N)	, OLDIES	CBS UPIULT,	$ 24.00 (Banner)		
WOW , 590, 5 KW	, COUNTRY	ABC,	$ N/A (Torbet)	Great Empire	
KBWH-F, 106.3, 1.2 KW @ 459,	BLACK		, $ 14.00 (---)	(BLAIR)	
KEFM-F, 96.1, 100 KW @ 1442,	AC		, $ 40.00 (McGuild)		
KESY-F, 104.5, 100 KW @ 1087,	EZ/SOFT AC	ABC,	$ 35.00 (Durpetti)		
KEZO-F, 92.3, 100 KW @ 1212,	AOR		, $ 67.00 (HMR)	Narragansett	
KQOR-F, 99.9, 115 KW @ 1227,	OLDIES	NBC, UNIPWR ,	$ 44.00 (Christal)	Henry	
KKVU-F, 105.9, 6 KW @ 300,	JAZZ/NAC		, $ 23.00 (---)	(BELLEVUE)	
KQKQ-F, 98.5, 100 KW @ 1174,	CHR		, $ 63.00 (Eastman)		
KXKT-F, 103.7, 100 KW @ 1247,	CHR		, $ 31.00 (Banner)	(ATLANTIC, IA)	
WOW-F , 94.1, 100 KW @ 510,	COUNTRY	ABC,	$ 70.00 (Torbet)	Great Empire	

American Radio Summer 1991 Supplement, Copyright 1991

ORLANDO

Arbitron Rank/Pop (12+): 42/899,000
MSA Rank/Pop: 46/1,070,000
ADI # 25
Average Person Ratings: 16.2
Market TSL: 21.50 hours

Stations: 23/19
Diaries: 1321/680:1/51.6%
Sample Target: 1200
% Below Line: 7.2
% Not Listed: 11.7

1990 Revenue: $46,200,000
HH Inc.: $32,809
Retail $: 10.6 Bil
Pop per Station: 47,315
#1 Biller: WWKA-F $6,600,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Arbitron Share	Arbitron AQH	Arbitron Cume	
1. WWKA-F (C)	198/13.6	9.4	12.1	9.6	8.7	11.2	341/3645	1801/20.0	19.5	16.8	10.3	160	1653	WWKA-F
2. WJHM-F (B)	103/ 7.1	8.0	8.9	8.3	11.4	8.1	182/2383	1299/14.4	15.5	18.1	15.3	238	2271	WJHM-F
3. WDBO (FS)	101/ 6.9	6.7	8.0	7.2	5.0	7.2	128/1732	1241/13.8	15.0	13.1	4.1	64	1111	WDBO
4. WMMO-F (AC)	99/ 6.8	7.2	6.2	7.2	0.6	6.8	115/1424	1155/12.8	13.3	1.4	6.5	101	1184	WMMO-F
5. WHTQ-F (AOR)	85/ 5.8	4.6	5.5	5.6	6.7	5.4	186/2615	1182/13.1	12.6	15.5	5.9	92	1162	WHTQ-F
6. WSTF-F (AC)	80/ 5.5	6.3	5.0	6.4	8.5	5.8	150/2411	1284/14.3	16.1	20.0	4.2	65	1280	WSTF-F
WOCL-F (O)	80/ 5.5	6.0	6.4	4.8	8.0	5.7	156/2445	1292/14.4	15.1	18.5	4.6	71	1390	WOCL-F
8. WWLV-F (EZ)	65/ 4.5	3.3	3.7	2.3	3.6	3.5	144/2130	825/ 9.2	7.5	9.4	2.5	39	519	WWLV-F
9. WMGF-F (AC)	62/ 4.3	4.3	4.1	3.2	3.8	4.0	113/1896	1013/11.3	10.6	12.2	2.5	39	526	WMGF-F
10. WDIZ-F (AOR)	61/ 4.2	5.0	4.4	5.7	5.6	4.8	156/2466	1225/13.6	14.9	15.7	8.2	127	1390	WDIZ-F
11. WLOQ-F (J)	58/ 4.0	3.3	2.8	3.2	2.9	3.3	59/893	783/ 8.7	9.7	7.9	3.7	57	1124	WLOQ-F
12. WOMX-AF (CHR)	53/ 3.6	6.3	4.8	5.5	5.7	5.1	102/2494	1300/14.5	18.9	19.6	3.7	58	1103	WOMX-AF
WXXL-F (CHR)	53/ 3.6	4.9	3.7	3.9	2.7	4.0	81/1905	1252/13.9	15.7	12.5	7.7	119	1319	WXXL-F
14. WZTU-F (AC)	51/ 3.5	3.5	4.0	4.8	5.7	4.0	87/1938	961/10.7	10.2	10.9	3.1	48	773	WZTU-F
15. WWNZ (N/T)	39/ 2.7	2.8	3.6	3.9	3.4	3.3	50/849	651/ 7.2	6.7	8.1	2.5	38	652	WWNZ
16. WTLN-F (REL)	29/ 2.0	1.5	1.5	1.4	1.1	1.6	29/487	455/ 5.0	4.5	2.7	1.2	19	260	WTLN-F
17.														
18.														
19.														

12+ FM SHARE (METRO): 86.77% (1115 of 1285) (SUM 90: 86.30%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJHM-F››	1 WMMO-F	1 WWKA-F	1 WWKA-F›	1 WWKA-F›	1 WWKA-F›	1 WWKA-F›	1 WWKA-F›	1 WWKA-F›	1 WDBO	1 WDBO ››
2 WXXL-F	2 WHTQ-F›	2 WMMO-F	2 WMMO-F	2 WMMO-F	2 WDBO ›	2 WDBO ›	2 WMMO-F	2 WMMO-F	2 WJHM-F	2 WHTQ-F
3 WHTQ-F	3 WJHM-F	3 WHTQ-F	3 WSTF-F	3 WSTF-F	3 WOCL-F‹	3 WMMO-F	3 WSTF-F	3 WDBO ‹	3 WWKA-F	3 WJHM-F
4 WWKA-F	WDIZ-F	4 WSTF-F‹	4 WOCL-F	4 WOCL-F	4 WWLV-F	WJHM-F	4 WHTQ-F	4 WSTF-F	4 WHTQ-F›	4 WWKA-F
5	5 WWKA-F	5 WJHM-F	5 WJHM-F‹	5 WLOQ-F	5 WSTF-F	5 WSTF-F	5 WDBO ‹	5 WOCL-F	5 WLOQ-F	5 WWLV-F
6	6 WSTF-F‹	6 WOCL-F	6 WLOQ-F	6 WJHM-F	6 WMGF-F	WOCL-F‹	6 WOCL-F››	WHTQ-F››	6 WXXL-F	WZTU-F
7	7 WXXL-F	7 WDIZ-F	7 WHTQ-F	7 WHTQ-F	7	7 WHTQ-F	7 WJHM-F	7 WJHM-F	WMMO-F‹	7
8	8	8 WOMX-AF	8	WDBO	8	8	8	8	8 WMGF-F	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WXXL-F	1 WMMO-F	1 WSTF-F	1 WWKA-F›	1 WWKA-F›	1 WHTQ-F›	1 WHTQ-F	1 WMMO-F›	1 WWKA-F	1 WWKA-F›
WDIZ-F	2 WSTF-F	2 WMMO-F	2 WSTF-F‹	2 WSTF-F	2 WDIZ-F	2 WMMO-F›	2 WHTQ-F›	2 WMMO-F‹	2 WMMO-F
3 WHTQ-F	3 WJHM-F	3 WWKA-F	3 WMMO-F	3 WMMO-F‹	3 WJHM-F	3 WDIZ-F	3 WLOQ-F	3 WHTQ-F›	3 WLOQ-F
4 WOMX-AF	4 WWKA-F	WJHM-F›	4 WJHM-F	4 WOCL-F	4 WMMO-F	4 WJHM-F	4 WWKA-F	4 WJHM-F‹	4 WOCL-F
WZTU-F	WHTQ-F	5 WOCL-F	5 WOCL-F	5 WJHM-F	5 WZTU-F	5 WWKA-F	5 WDIZ-F	5 WOCL-F	5 WHTQ-F
WMMO-F	WDIZ-F	WLOQ-F	6 WOMX-AF	6 WMGF-F	WXXL-F	6 WLOQ-F	6 WJHM-F	WDIZ-F‹	6 WSTF-F
7 WJHM-F›	7 WOMX-AF	7	7 WZTU-F	7 WWLV-F	WMGF-F	7	7	7 WLOQ-F	7
8 WWKA-F	WXXL-F		WMGF-F	8 WOMX-AF	8	8	8	8	8

OTHER RATED STATIONS

			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAJL	1190	Pinecastle	0.3/1.2/ 5/ 108
WGTO	540	Pine Hills/Orln	0.9/2.9/ 26/ 430
WHOO	990	Orlando	0.7/1.6/ 22/ 232
WEZY-F	94.1	Lakeland	0.6/2.2/ 74/ 836
WGNE-F	98.1	Titusville	1.1/3.2/ 51/ 784
WPCV-F	97.5	Winter Haven/Lk	1.0/3.7/120/1343

RADIO STATIONS

WDBO ,	580,	5 KW (DA-N)	, MOR/Full Service	ABC, $ 51.00	(Katz)	New City	
WHOO ,	990,	50 KW/5 KW (DA-N),	See WHOO-F				
WPRD ,	1440,	5 KW/1 KW (DA-N),	Children's Radio	IND UNILT, $ 20.00	(MMR)	Metroplex	
WWNZ ,	740,	5 KW/1 KW (DA-N),	News/Talk	CBS MBS, $ 40.00	(Christal)	Guy Gannett	
WDIZ-F,	100.3,	100 KW @ 1186	, AOR	ABC, $ 90.00	(MMR)	Shamrock-Lynett	
WHTQ-F,	96.5,	100 KW @ 1598	, AOR	SOURCE, $ 75.00	(Schubert)	TK	
WJHM-F,	101.9,	28 KW @ 1584	, Black/Urban	, $ 62.00	(HNWH)	Beasley (DYTNA BCH)	
WMGF-F,	107.7,	100 KW @ 1584	, Soft AC	NBC, $ 71.00	(MMR)	Metroplex	
WLOQ-F,	103.1,	2.6 KW @ 350	, Jazz	, $ 50.00	(Banner)		
WMMO-F,	98.9,	38 KW @ 500	, AC	, $ 50.00	(Eastman)		
WOCL-F,	105.9,	100 KW @ 1584	, Oldies	APR, $ 90.00	(Christal)	American (DELAND)	
WOMX-F,	105.1,	100 KW @ 1310	, AC	, $ 86.00	(Mc-Guild)	Nationwide	
WZTU-F,	104.1,	100 KW @ 1598	, AC	, $ 68.00	(Christal)	Guy Gannett (COCOA BEACH)	
WSTF-F,	101.1,	100 KW @ 1598	, AC	, $108.00	(Banner)	(COCOA BEACH)	
WWKA-F,	92.3,	100 KW @ 1341	, Country	, $140.00	(Katz)	New City	
WXXL-F,	106.7,	100 KW @ 801	, CHR	, $ 60.00	(Durpetti)	Taylor (LEESBURG)	

American Radio Summer 1991 Supplement, Copyright 1991

PHILADELPHIA

Arbitron Rank/Pop (12+): 5/4,155,600
MSA Rank/Pop: 4/4,940,000
ADI # 4
Average Person Ratings: 19.1
Market TSL: 25.00 hours

Stations: 31/24
Diaries: 2667/1558:1/49.7%
Sample Target: 2595
% Below Line: 2.9
% Not Listed: 11.7

1990 Revenue: $142,000,000
HH Inc.: $37,692
Retail $: 28.4 Bil
Pop per Station: 173,150
#1 Biller: KYW $17,000,000

	12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90		Birch Share	Birch AQH	Birch Cume	
1.	KYW	(N)	592/ 7.5	8.7	8.8	8.8	7.9	8.4	649/14720	13044/31.4	33.9	29.7		7.3	594	10099	KYW
2.	WUSL-F	(B)	537/ 6.8	7.2	6.1	6.7	7.0	6.7	618/6812	5674/13.7	14.0	13.9		8.7	712	7275	WUSL-F
3.	WMMR-F	(AOR)	507/ 6.4	5.7	5.4	7.6	7.9	6.3	688/10358	7409/17.8	17.3	19.2		7.2	588	8057	WMMR-F
4.	WPEN	(BB)	498/ 6.3	5.6	6.9	5.5	5.2	6.1	513/5027	4710/11.3	9.5	10.4		5.8	469	3774	WPEN
5.	WYSP-F	(CL AOR)	470/ 5.9	6.1	5.7	5.8	6.8	5.9	611/10116	7387/17.8	18.0	18.9		6.6	536	6954	WYSP-F
6.	WEAZ-F	(SAC)	416/ 5.2	5.6	5.5	5.8	5.5	5.5	505/6607	5596/13.5	15.5	15.4		2.8	371	4299	WEAZ-F
7.	WOGL-F	(O)	396/ 5.0	4.4	3.9	4.7	5.3	4.5	517/8240	6297/15.2	15.8	14.6		4.1	330	5015	WOGL-F
8.	WWDB-F	(T)	394/ 5.0	4.8	4.1	4.8	3.7	4.7	485/5368	4440/10.7	10.6	8.9		4.4	359	3335	WWDB-F
9.	WXTU-F	(C)	369/ 4.7	4.0	5.4	4.2	4.3	4.6	528/6692	4519/10.9	10.1	10.2		5.1	419	3964	WXTU-F
10.	WYXR-F	(AC)	339/ 4.3	4.2	3.6	3.6	3.0	3.9	381/7494	6347/15.3	15.5	10.4		3.6	289	4293	WYXR-F
11.	WIOQ-F	(CHR)	325/ 4.1	4.9	5.2	4.8	5.5	4.8	415/8400	6723/16.2	17.5	16.3		7.1	581	8040	WIOQ-F
12.	WMGK-F	(AC)	309/ 3.9	4.6	4.2	5.0	3.3	4.4	354/6150	5067/12.2	12.9	11.2		2.7	217	3996	WMGK-F
13.	WDAS-F	(B)	305/ 3.8	3.6	3.7	3.5	3.8	3.7	331/4486	4088/ 9.8	10.3	9.3		4.6	371	4299	WDAS-F
14.	WEGX-F	(CHR)	296/ 3.7	3.9	4.2	3.7	4.5	3.9	399/9641	7540/18.1	18.1	16.7		4.5	366	7931	WEGX-F
15.	WFLN-F	(CL)	230/ 2.9	3.2	2.6	2.3	2.6	2.8	339/4331	3242/ 7.8	8.7	6.4		3.2	264	2815	WFLN-F
16.	WIP	(S/T)	216/ 2.7	2.0	2.4	3.2	1.9	2.6	246/4151	3539/ 8.5	7.7	7.1		2.5	206	3219	WIP
17.	WKSZ-F	(AC)	209/ 2.6	3.4	3.0	3.7	3.2	3.2	242/4273	3479/ 8.4	9.9	11.0		2.1	170	2586	WKSZ-F
18.	WOGL	(O)	100/ 1.3	1.1	0.5	0.6	2.9	0.9	119/2635	2258/ 5.4	6.2	10.3		0.9	72	1702	WOGL
19.	WDAS	(G)	77/ 1.0	0.9	1.1	0.7	1.4	0.9	78/1478	1388/ 3.3	3.9	3.5		1.1	90	1142	WDAS
20.																	

12+ FM SHARE (METRO): 75.96% (5312 of 6993) (SUM 90: 77.24%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WUSL-F	1 WMMR-F	1 WMMR-F	1 WMMR-F	1 WMMR-F	1 KYW	1 KYW >	1 WMMR-F<	1 WUSL-F	1 WUSL-F>	1 KYW >
2 WIOQ-F<	2 WYSP-F	2 WYSP-F<	2 WOGL-F	2 WPEN	2 WYSP-F	2 WEAZ-F	2 WMMR-F<	2 WWDB-F	2 WWDB-F	2 WWDB-F
3 WEGX-F	3 WUSL-F>	3 WUSL-F	3 WOGL-F	3 WYSP-F	3 WWDB-F	3 WMMR-F	3 WPEN <	3 WPEN <	3 WYSP-F	3 WUSL-F>
4	4 WYXR-F	4 WOGL-F	4 WUSL-F	4 KYW <	4 WEAZ-F<	4 WPEN >	4 WUSL-F	4 KYW <	WIOQ-F	4 WYXR-F
5	5 WDAS-F<	5 WYXR-F<	5 KYW	5 WUSL-F	5 WXTU-F<	5 WEAZ-F	5 WYSP-F	5 WEAZ-F<	WDAS-F<	5 WMMR-F
6	6 WIOQ-F	6 WDAS-F	6 WMGK-F<	6 WXTU-F<	6 WOGL-F>	6 WWDB-F	WOGL-F<	6 WYSP-F	6 KYW <	6 WDAS-F
7	7 WEGX-F	7 WMGK-F<	7 WDAS-F<	7 WMGK-F<	7 WFLN-F	WUSL-F<	7 WMGK-F	7 WXTU-F	7 WYXR-F	7
8	8	8 KYW	8 WEAZ-F	8 WEAZ-F	8	8 WOGL-F	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WYXR-F	1 WUSL-F	1 WUSL-F	1 WUSL-F	1 WOGL-F
WIOQ-F<	2 WYXR-F	2 WMMR-F	2 WYXR-F	2 WUSL-F
3 WUSL-F>	3 WMMR-F	3 WMGK-F<	3 WOGL-F	3 WMGK-F
4 WEGX-F<	4 WIOQ-F	4 WYXR-F	4 WMMR-F	4 WYXR-F<
5 WDAS-F<	5 WMGK-F<	5 WYSP-F	WMGK-F	5 WEAZ-F
6 WYSP-F	6 WYSP-F	6 WEGX-F	6 WEAZ-F<	6 KYW <
7 WMMR-F	WEGX-F	7 WOGL-F<	7 WDAS-F	7 WMMR-F
8	8	8 WDAS-F	8 WIOQ-F	8

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYSP-F	1 WMMR-F<	1 WMMR-F	1 WMMR-F	1 WMMR-F
2 WMMR-F	2 WYSP-F>>	2 WYSP-F>>	2 WYSP-F>	2 WYSP-F>
3 WUSL-F>	3 WUSL-F	3 WDAS-F	3 WUSL-F	3 WOGL-F<
4 WIOQ-F	4 WDAS-F>	4 WUSL-F	4 WOGL-F	4 KYW
5 WEGX-F<	5 WIP <	5 WIP	5 WDAS-F<	5 WUSL-F<
6 WDAS-F	6 WIOQ-F	6 KYW <	6 KYW <	6 WXTU-F
7	7	7 WOGL-F	7 WIP	7 WIP
8	8	8	8	8

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WEAZ	560	Philadelphia	0.2/1.3/ 19/ 693
WHAT	1340	Philadelphia	0.6/1.7/ 44/ 894
WNAP	1110	Norristown	0.5/1.2/ 44/ 578
WPGR	1540	Philadelphia	0.4/0.5/ 31/ 249
WZZD	990	Philadelphia	0.6/1.5/ 55/ 747
WCHR-F	94.5	Trenton/Philly	0.3/0.7/ 29/ 553
WFMZ-F	100.7	Allentown	0.7/1.7/218/2194
WJBR-F	99.5	Wilmington	0.4/2.2/119/1847
WKXW-F	101.5	Trenton	0.5/2.1/123/2356
WOR	710	New York	0.3/1.0/116/1405
WPST-F	97.5	Trenton/Philly	0.4/3.3/ 78/2347
WZZO-F	95.1	Bethlehem/Allnt	0.3/0.8/214/2449

American Radio Summer 1991 Supplement, Copyright 1991

PHILADELPHIA

RADIO STATIONS

AM STATIONS

KYW , 1060, 50 KW (DA-1)	, NEWS	NBC APR,	$ 260.00	(Group W)	Westinghouse
WOGL, 1210, 50 KW	, OLDIES	CBS,	$ 105.00	(CBS)	CBS
WDAS, 1480, 5 KW/1 KW (DA-2)	, GOSPEL	NBN,	$ 45.00	(McGuild)	Unity
WHAT, 1340, 1 KW	, BLACK	,	$ 42.00	(K & P)	
WIP , 610, 5 KW (DA-1)	, SPORTS/TALK	MBS,	$ 59.00	(Katz)	
WPEN, 950, 5 KW (DA-N)	, NOSTALGIA	UNIULT,	$ 140.00	(MMR)	Greater Media
WPGR, 1540, 50 KW (DAYS,DA)	, OLDIES	,	$ 30.00	(Durpetti)	Pyramid
WTEL, 860, 10 KW/500 W (DA-2)	, HISPANIC	,	$ 22.00	(Katz Hisp.)	Beasley
WZZD, 990, 50 KW/10 KW (DA-2)	, RELIGION	,	$ 30.00	(Gospel)	

FM STATIONS

WDAS, 105.3, 3 KW @ 870	, BLACK	,	$ 80.00	(McGuild)	Unity
WEAZ, 101.1, 14 KW @ 940	, EZ/SOFT AC	UNISUP,	$ 184.00	(McGuild)	
WEGX, 106.1, 22 KW @ 740	, CHR	ABC,	$ 140.00	(Eastman)	Malrite LP
WFLN, 95.7, 50 KW @ 500	, CLASSICAL	,	$ 96.00	(CMBS)	Marlin
WIOQ, 102.1, 27 KW @ 671	, CHR/URBAN	,	$ 120.00	(Christal)	EZ
WKSZ, 100.3, 35 KW @ 600	, SOFT AC	,	$ 170.00	(HNWH)	
WMGK, 102.9, 9 KW @ 1180	, AC	,	$ 175.00	(MMR)	Greater Media
WMMR, 93.3, 29 KW @ 669	, AOR	SOURCE UNIPWR,	$ 300.00	(Group W)	Westinghouse
WOGL, 98.1, 12 KW @ 1000	, OLDIES	CBS,	$ 120.00	(CBS)	CBS
WYXR, 104.5, 16 KW @ 873	, AC	,	$ 152.00	(Durpetti)	Pyramid
WUSL, 98.9, 18 KW @ 830	, BLACK	ABC,	$ 190.00	(Katz)	Tak
WWDB, 98.5, 17 KW @ 865	, TALK	ABC,	$ 90.00	(Banner)	Panache
WXTU, 92.5, 15 KW @ 900	, COUNTRY	MBS UNIULT,	$ 110.00	(Banner)	Beasley
WYSP, 94.1, 16 KW @ 900	, CLASSIC AOR	ABC,	$ 185.00	(Torbet)	Infinity

WAAF -- SEE WORCESTER

American Radio Summer 1991 Supplement, Copyright 1991

PHOENIX

Arbitron Rank/Pop (12+): 22/1,786,000
MSA Rank/Pop: 19/2,180,000
ADI # 20
Average Person Ratings: 17.1
Market TSL: 22.50 hours

Stations: 28/28
Diaries: 1812/986:1/53.7%
Sample Target: 1695
% Below Line: 0.0
% Not Listed: 6.4

1990 Revenue: $72,300,000
MH Inc.: $32,545
Retail $: 17,0 811
Pop per Station: 63,785
#1 Biller: KNIX-AF $11,000,000

	12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1.	KNIX-F	(C)	278/ 9.1	10.4	10.5	11.0	9.8	10.3	340/4765	3988/22.3	23.4	18.9	9.5	296	4061	KNIX-F
2.	KTAR	(N/T)	263/ 8.6	6.7	10.6	8.8	7.6	8.7	282/4466	4139/23.2	20.3	20.0	6.6	205	2838	KTAR
3.	KUPD-F	(AOR)	218/ 7.1	7.4	5.3	6.4	6.7	6.6	236/2960	2630/14.7	16.3	16.1	9.8	307	2971	KUPD-F
4.	KMLE-F	(C)	194/ 6.4	6.6	5.6	4.3	5.1	5.7	217/3077	2738/15.3	13.9	10.4	7.2	224	2328	KMLE-F
5.	KOY -F	(CHR)	144/ 4.7	4.8	4.2	4.0	4.7	4.4	158/3172	2883/16.1	15.7	17.1	6.2	194	2828	KOY -F
6.	KKLT-F	(AC)	139/ 4.6	5.6	5.7	6.2	5.5	5.5	149/2757	2517/14.1	14.6	14.0	2.8	86	1391	KKLT-F
7.	KOOL-F	(O)	138/ 4.5	3.0	3.7	2.8	2.7	3.5	140/2037	1932/10.8	9.5	9.3	3.4	105	1598	KOOL-F
8.	KKFR-F	(CHR)	134/ 4.4	4.6	4.9	4.1	4.1	4.5	158/2632	2328/13.0	15.0	13.1	7.7	242	3256	KKFR-F
9.	KDKB-F	(AOR)	128/ 4.2	3.0	3.4	3.1	3.3	3.4	135/2342	2210/12.4	11.2	11.9	2.8	88	1784	KDKB-F
10.	KFYI	(N/T)	121/ 4.0	4.5	4.5	3.2	3.8	4.1	121/1639	1572/ 8.8	9.5	8.4	3.7	117	1251	KFYI
11.	KVRY-F	(AC)	120/ 3.9	3.4	3.3	3.8	4.3	3.6	127/2703	2471/13.8	14.6	16.5	3.6	113	2773	KVRY-F
12.	KESZ-F	(AC)	112/ 3.7	3.3	3.3	4.4	4.4	3.7	118/1934	1836/10.3	9.7	11.6	3.7	116	1355	KESZ-F
13.	KSLX-F	(CL AOR)	109/ 3.6	4.9	3.8	4.7	5.4	4.3	122/2263	2098/11.7	13.7	13.8	5.1	159	2527	KSLX-F
14.	KMXX-F	(AC)	94/ 3.1	3.3	2.8	3.0	3.9	3.0	104/1926	1735/ 9.7	10.6	10.6	3.1	97	1767	KMXX-F
15.	KOY	(BB)	85/ 2.8	4.3	3.5	2.1	2.8	3.2	93/1489	1333/ 7.5	9.0	7.2	1.4	44	1200	KOY
16.	KPSN-F	(AC)	69/ 2.3	4.0	3.8	5.6	3.9	3.9	73/1362	1264/ 7.1	9.6	9.6	2.0	61	704	KPSN-F
17.	KONC-F	(CL)	63/ 2.1	2.4	1.4	1.4	0.7	1.8	63/757	748/ 4.2	5.2	3.2	0.6	18	411	KONC-F
18.	KLFF	(BB)	59/ 1.9	1.5	2.2	2.4	2.3	2.0	59/688	688/ 3.9	4.3	3.2	1.0	32	501	KLFF
	KQRX-F	(AOR)	59/ 1.9	2.1	1.4	1.4	0.4	1.7	60/868	829/ 4.6	4.6	2.5	2.4	76	1040	KQRX-F
20.	KOOL	(O)	52/ 1.7	1.5	1.4	1.5	1.5	1.5	53/812	741/ 4.1	4.3	3.7	1.8	57	594	KOOL
21.	KXAM	(BB)	48/ 1.6	1.4	0.5	0.6	0.8	1.0	49/408	383/ 2.1	2.9	2.0	0.2	6	124	KXAM
	KMEO	(EZ)	48/ 1.6	0.9	0.8	2.1	1.7	1.4	51/727	697/ 3.9	2.9	3.6	0.1	4	115	KMEO
23.	KPHX	(SP)	45/ 1.5	0.4	0.8	1.4	1.5	1.0	46/417	394/ 2.2	1.2	2.1	1.8	55	479	KPHX
24.	KUKQ	(AOR)	44/ 1.4	1.5	1.3	1.0	2.0	1.3	44/594	576/ 3.2	3.4	3.6	1.9	60	974	KUKQ
25.																

12+ FM SHARE (METRO): 70.04% (1999 of 2854) (SUM 90: 70.20%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	KKFR-F	1 KUPD-F›	1 KUPD-F	1 KNIX-F	1 KNIX-F	1 KTAR	1 KTAR	1 KNIX-F	1 KNIX-F	1 KMLE-F	1 KTAR ›
2	KOY -F››	2 KNIX-F	2 KNIX-F	2 KMLE-F‹	2 KMLE-F	2 KNIX-F›	2 KNIX-F	2 KTAR	2 KTAR ‹	2 KKFR-F‹	2 KMLE-F
3	KUPD-F	KMLE-F	3 KMLE-F	3 KUPD-F	3 KUPD-F	3 KFYI ‹	3 KUPD-F›	3 KUPD-F	3 KUPD-F	3 KNIX-F	3 KFYI
4		4 KDKB-F	4 KDKB-F‹	4 KOOL-F	4 KTAR	4 KMLE-F	4 KMLE-F	4 KMLE-F	4 KMLE-F	4 KTAR	4 KNIX-F›
5		5 KVRY-F‹	5 KOOL-F	5 KDKB-F‹	KOOL-F	KKLT-F	5 KDKB-F	5 KKLT-F	5 KVRY-F	5 KUPD-F	5 KDKB-F
6		6 KSLX-F	6 KSLX-F‹	6 KTAR	6 KDKB-F‹	6 KOOL-F‹	6 KFYI ‹	6 KOY -F	6 KOY -F	6 KOY -F	6
7		7 KOY -F	7 KTAR	7 KKLT-F	7 KKLT-F	7 KOY	7 KOY -F	KOOL-F‹	KKLT-F‹	7 KKLT-F	7
8		KKFR-F	KKLT-F	8	8	8	KOOL-F	8 KVRY-F	8 KKFR-F	8	8

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	KOY -F	1 KMLE-F	1 KMLE-F›	1 KMLE-F‹	1 KNIX-F	1 KUPD-F››	1 KUPD-F››	1 KUPD-F›	1 KUPD-F›	1 KUPD-F
2	KVRY-F›	2 KVRY-F	2 KNIX-F	2 KNIX-F	2 KMLE-F	2 KKFR-F	2 KDKB-F	2 KDKB-F	2 KDKB-F	2 KTAR
3	KKFR-F	3 KOY -F	3 KMXX-F	3 KKLT-F	3 KKLT-F›	3 KNIX-F	3 KNIX-F‹	3 KTAR	3 KSLX-F‹	3 KOOL-F
4	KUPD-F	4 KNIX-F‹	4 KVRY-F	4 KVRY-F	4 KMXX-F	4 KSLX-F	4 KSLX-F	KSLX-F‹	4 KOOL-F	KDKB-F
	KMLE-F	5 KKFR-F‹	5 KUPD-F	5 KOY -F	5 KOOL-F	KQRX-F	5 KOOL-F	5 KNIX-F‹	KNIX-F	5 KNIX-F
6	KESZ-F	6 KUPD-F	KKFR-F	6 KESZ-F	KESZ-F	6 KUKQ	6 KTAR	6 KOOL-F›	6 KTAR	6 KSLX-F‹
7	KSLX-F	7 KESZ-F‹	7 KKLT-F	7 KUPD-F	7 KVRY-F	7 KOY -F	7 KQRX-F‹	7 KFYI	7 KMLE-F	7 KMLE-F
8	KKLT-F	8 KMXX-F	KDKB-F	KMXX-F	8	8 KDKB-F	8 KKFR-F	8 KMLE-F	8	8

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KCWW	1580	Tempe/Phoenix	0.8/2.4/ 24/ 448
KRDS	1190	Tolleson/Phnx	0.5/1.3/ 15/ 244
KSUN	1400	Phoenix	1.0/2.2/ 29/ 411
KVVA	860	Phoenix	0.8/2.5/ 23/ 454

American Radio Summer 1991 Supplement, Copyright 1991

PHOENIX

AM STATIONS

KFYI	910,	5 KW (DA-N)	News/Talk	NBC,	$ 49.00	(Durpetti)	Broadcast Group
KLFF	1380,	5 KW/1 KW (DA-N)	Nostalgia	MUTUAL,	$ 31.00	(---)	
KOOL	960,	5 KW (DA-N)	Oldies	DMN,	$ NA	(HMMH)	Adams
KOY	550,	5 KW/1 KW	Nostalgia	UNISUP UNIULT,	$ 40.00	(Christal)	Edens
KPHX	1480,	1 KW/500W (DA-2)	Hispanic		$ 26.00	(Caballero)	
KSUN	1400,	1 KW	Hispanic		$ 25.00	(Caballero)	
KTAR	620,	5 KW (DA-N)	News/Talk	CBS ABC,	$175.00	(CBS)	Pulitzer
KUKQ	1060,	5 KW/500 W (DA-N)	AOR		$ 27.00	(Banner)	
KVVA	860,	1 KW (DA-N)	Hispanic		$ 25.00	(Lotus)	
KXEG	1010,	1 KW/250 W	Religion		$ 10.00	(---)	Mid-America Gospel

FM STATIONS

KDKB	93.3,	100 KW @ 1540	AOR		$ 65.00	(Torbet)	Sandusky
KESZ	99.9,	100 KW @ 1674	AC		$ 68.00	(Banner)	
KGRX	100.3,	90 KW @ 2047	Jazz/NAC	ABC UNIPWR,	$ 35.00	(Roslin)	(GLOBE)
KKFR	92.3,	100 KW @ 1647	CHR		$ 70.00	(Durpetti)	Broadcast Group
KKLT	98.7,	100 KW @ 1788	AC		$108.00	(CBS)	Pulitzer
KPSN	96.9,	100 KW @ 1560	AC		$ 97.00	(Group W)	Bonneville
KMLE	107.9,	100 KW @ 1736	Country		$ 68.00	(Eastman)	Shamrock
KMXX	101.5,	100 KW @ 1740	AC		$ 70.00	(HMR)	EZ
KNIX	102.5,	100 KW @ 1620	Country		$216.00	(Katz)	Buck Owens
KQNC	106.3,	2.5 KW @ 324	Classical	NBC,	$ 37.00	(CNBS)	(SUN CITY)
KOOL	94.5,	100 KW @ 1655	Oldies		$111.00	(HMMH)	Adams
KOY	95.5,	100 KW @ 1570	CHR		$ 88.00	(Christal)	Edens
KSLX	100.7,	100 KW @ 1840	Classic AOR		$ 80.00	(Eastman)	Cook Inlet
KVVA	107.1,	2.5 KW @ 320	Hispanic		$ 30.00	(Lotus)	(APACHE JUNCTION)
KVRY	104.7,	100 KW @ 1550	AC		$120.00	(Mc-Guild)	Nationwide
KUPD	97.9,	100 KW @ 1620	AOR		$ 90.00	(Banner)	

American Radio Bumper 1991 Supplement, Copyright 1991

PITTSBURGH

Arbitron Rank/Pop (12+): 20/1,951,300
MSA Rank/Pop: 22/2,100,000
ADI # 17
Average Person Ratings: 18.7
Market TSL: 24.50 hours

Stations: 31/28
Diaries: 1926/1013:1/57.2%
Sample Target: 1850
% Below Line: 1.1
% Not Listed: 10.1

1990 Revenue: $54,400,000
HH Inc.: $30,643
Retail $: 14.0 Bil
Pop per Station: 69,659
#1 Biller: KDKA $9,600,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. KDKA	(FS)	476/13.1	14.2	13.3	14.9	14.2	13.9	562/7885	6474/33.2	32.1	32.7	12.5	426	5958	KDKA
2. WDVE-F	(AOR)	412/11.3	10.2	8.6	8.8	9.7	9.7	534/6137	4384/22.5	20.4	19.5	13.7	467	4770	WDVE-F
3. WWSW-AF	(O)	301/ 8.3	8.0	8.3	8.1	6.4	8.2	384/5921	4687/24.0	19.0	20.5	7.2	232	3466	WWSW-AF
4. WSHH-F	(SAC)	247/ 6.8	4.2	6.5	5.2	5.1	5.7	275/3521	2974/15.2	12.1	12.4	3.9	134	1358	WSHH-F
5. WTAE	(N/T)	218/ 6.0	4.3	4.9	5.4	5.0	5.2	240/3078	2922/15.0	11.9	13.3	4.1	138	1832	WTAE
6. WBZZ-F	(CHR)	215/ 5.9	7.2	7.9	6.9	8.6	7.0	246/4929	4093/21.0	22.4	24.8	7.9	269	4904	WBZZ-F
7. WAMO-F	(B)	183/ 5.0	4.5	5.1	5.2	5.8	4.9	191/2348	2121/10.9	11.3	12.0	7.1	240	3415	WAMO-F
8. WDSY-F	(C)	174/ 4.8	4.4	4.2	4.7	4.9	4.5	217/2749	2012/10.3	10.3	9.6	5.1	172	1866	WDSY-F
9. WLTJ-F	(SAC)	150/ 4.1	5.2	4.5	3.9	5.0	4.4	175/2345	2042/10.5	11.2	12.0	3.1	106	1042	WLTJ-F
10. WVTY-F	(AC)	126/ 3.5	4.0	4.1	3.5	2.8	3.8	142/2483	2233/11.4	10.6	10.1	3.3	111	1591	WVTY-F
11. WMXP-F	(CHR)	113/ 3.1	4.5	3.8	3.2	2.2	3.7	138/2756	2461/12.6	12.9	9.4	5.0	171	3081	WMXP-F
12. WJAS	(88)	110/ 3.0	3.6	3.7	4.0	3.5	3.6	115/1725	1663/ 8.5	8.3	7.2	4.0	135	1576	WJAS
13. WMYG-F	(CL AOR)	108/ 3.0	3.5	2.7	3.7	4.6	3.2	143/3050	2310/11.8	11.3	12.4	4.2	142	2521	WMYG-F
14. WEZE-F	(EZ)	106/ 2.9	3.6	2.6	4.1	3.3	3.3	145/1723	1335/ 6.8	7.2	7.2	1.7	59	968	WEZE-F
15. KQV	(N)	73/ 2.0	1.5	2.3	1.7	1.8	1.9	73/1359	1359/ 7.0	6.6	6.6	1.3	44	1017	KQV

12+ FM SHARE (METRO): 68.04% (2229 of 3276) (SUM 90: 66.49%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBZZ-F	1 WDVE-F››	1 WDVE-F›	1 WDVE-F	1 WDVE-F	1 KDKA ››	1 KDKA ›	1 WDVE-F	1 WDVE-F	1 KDKA ›	1 KDKA ››
2 WAMO-F›	2 WBZZ-F	2 WWSW-AF›	2 WWSW-AF›	2 WWSW-AF›	2 WSHH-F‹	2 WDVE-F›	2 WSHH-F	2 KDKA	2 WDVE-F›	2 WDVE-F›
3 WMXP-F	3 WWSW-AF	3 WBZZ-F	3 KDKA	3 KDKA	3 WTAE	3 WWSW-AF‹	3 WWSW-AF	3 WWSW-AF	3 WAMO-F	3 WWSW-F
4 WDVE-F	4 WAMO-F	4 WAMO-F‹	4 WSHH-F‹	4 WSHH-F	4 WWSW-AF›	4 WSHH-F	4 WTAE ‹	4 WSHH-F	4 WBZZ-F	4 WAMO-F
5	5 WMYG-F	5 KDKA	5 WAMO-F‹	5 WBZZ-F	5 WDSY-F	5 WTAE	5 KDKA	5 WBZZ-F‹	5 WWSW-AF	5 WBZZ-F
6	6 WMXP-F	6 WSHH-F‹	6 WVTY-F	6 WJAS	6 WBZZ-F››	6 WLTJ-F‹	6 WTAE ‹	6 WDSY-F‹	6 WDSY-F	6 WDSY-F
7	7 WVTY-F	7 WVTY-F	WBZZ-F	WLTJ-F	7 WEZE-F	7 WHTX-AF	7 WDSY-F››	7 WAMO-F››	7 WMXP-F››	7 WMXP-F
8	8	8	8	WAMO-F	8 WLTJ-F	8	8 WHTX-AF	8 WHTX-AF	8 WHTX-AF	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WMXP-F	1 WBZZ-F‹	1 WDVE-F	1 WWSW-AF	1 WWSW-AF
2 WBZZ-F›	2 WDVE-F›	2 WBZZ-F	2 WBZZ-F	2 WSHH-F
3 WDVE-F›	3 WWSW-AF	3 WWSW-AF	3 WDVE-F	3 WLTJ-F
4 WLTJ-F	4 WMXP-F‹	4 WAMO-F	4 WAMO-F	4 KDKA ‹
5 WWSW-AF	5 WAMO-F	5 WVTY-F	5 WSHH-F	5 WBZZ-F‹
6 WAMO-F	6 WLTJ-F	6 WLTJ-F	WLTJ-F	6 WAMO-F‹
7	7 WVTY-F	7 WSHH-F	7 WVTY-F‹	7 WDVE-F
8	8	8	8 WMXP-F	8 WVTY-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WDVE-F››	1 WDVE-F››	1 WDVE-F››	1 WDVE-F››	1 WDVE-F›
2 WMYG-F	2 WMYG-F	2 WWSW-AF	2 WWSW-AF›	2 WWSW-AF›
3 WBZZ-F›	3 WWSW-AF	3 WMYG-F	3 KDKA ‹	3 KDKA ››
4 WDSY-F	4 WBZZ-F	4 WAMO-F‹	4 WMYG-F	4 WVTY-F
5 WMXP-F	5 WDSY-F	5 WVTY-F	5 WDSY-F	WDSY-F
6 WAMO-F	WAMO-F	6	6 WBZZ-F	6 WTAE
7	7	7	7 WVTY-F	WMYG-F
8	8	8	8	8

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WASP	1130	Brownsville	0.4/0.5/ 19/ 135
WBVP	1230	Beaver Falls	0.4/1.1/ 17/ 246
WEDO	810	McKeesport	0.3/1.4/ 11/ 272
WEEP	1080	Pittsburgh	0.6/1.9/ 24/ 395
WELA-F	104.3	E Liverpool	0.5/0.7/ 42/ 385
WESA-F	98.3	Charleroi	0.6/1.5/ 22/ 312
WHJB	620	Greensburg/Pitt	0.3/1.6/ 10/ 334
WIXZ	1360	McKeesport/Pitt	0.8/2.7/ 28/ 555
WMBS	590	Uniontown	1.0/2.1/ 35/ 416
WPIT	730	Pittsburgh	0.3/1.8/ 15/ 391
WPIT-F	101.5	Pittsburgh	0.5/3.2/ 23/ 825
WSSZ-F	107.1	Greensburg/Pitt	0.5/1.6/ 19/ 337
WKYE-F	95.5	Johnstown	0.3/0.7/ 65/ 701
WRKY-F	103.5	Steubenville	0.3/1.5/ 50/1091
WVAQ-F	101.9	Morgantown	0.6/1.7/ 76/1261

American Radio Summer 1991 Supplement, Copyright 1991

RADIO STATIONS

AM STATIONS

KDKA,	1020,	50 KW	,	Full Service	NBC, $150.00	(Group W)	Westinghouse
KQV ,	1410,	5 KW (DA-2)	,	Business News	CBS UNIULT, $ 41.00	(---)	
WEEP,	1080,	50 KW (Days, DA)	,	Oldies	UNIPWR BRN, $ NA	(Durpetti)	Entercom
WJAS,	1320,	5 KW (DA-N)	,	Nostalgia	UNISUP CNN, $ 40.00	(Eastman)	Renda
WMBS,	590,	1 KW (DA-N)	,	MOR	CBS, $ 15.00	(Regional)	(UNIONTOWN)
WPIT,	730,	5 KW/24 W	,	Religion	, $ NA	(---)	Pyramid
WTAE,	1250,	5 KW (DA-N)	,	News/Talk	ABC MBS, $ 65.00	(Katz)	Hearst
WWSW,	970,	5 KW (DA-2)	,	See WWSW-FM			
WYJZ,	860,	1 KW (Days, DA)	,	??	, $ 20.00	(HNWH)	Sheridan

FM STATIONS

WAMO,	106.9,	72 KW @ 430	,	Black	SBN, $ 56.00	(HNWH)	Sheridan
WBZZ,	93.7,	41 KW @ 647	,	CHR	, $147.00	(Benner)	EZ
WDSY,	107.9,	50 KW @ 500	,	Country	UNIPWR, $ 67.00	(Durpetti)	Entercom
WDVE,	102.5,	55 KW @ 816	,	AOR	SOURCE, $109.00	(Christal)	Great American
WEZE,	104.7,	50 KW @ 500	,	EZ	, $ 40.00	(---)	
WVTY,	96.1,	50 KW @ 500	,	AC	ABC, $ 88.00	(Katz)	Hearst
WLTJ,	92.9,	47 KW @ 894	,	Soft AC	, $ 54.00	(Torbet)	
WMXP,	100.7,	50 KW @ 492	,	CHR/Dance	ABC, $ 40.00	(Durpetti)	Signature
WMYG,	98.9,	45 KW @ 102	,	Rock AC	ABC, $ 60.00	(HNR)	
WPIT,	101.5,	48 KW @ 508	,	Religion	, $ NA	(---)	Pyramid
WSHH,	99.7,	11 KW @ 927	,	Soft AC/EZ	UPI UNISUP, $ 70.00	(Eastman)	Renda
WWSW,	94.5,	50 KW @ 810	,	Oldies	ABC, $128.00	(Mc-Guild)	Shamrock

FORMAT CODES

AC - Adult Contemporary	J/NAC- Jazz and New Adult Contemporary
AOR - Album Oriented Rock	M/FS - Middle of Road, (MOR) Full Service
B - Black (audience predominately black - over 75%)	N - News
BB - Big Band, Nostalgia	O - Oldies (1955 to current)
C - Country	R - Religion, Christian
CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary
CL - Classical	SP - Hispanic/Spanish
CL AOR - Classic AOR, Classic Rock	T - Talk
E - Ethnic	U - Urban (majority of audience is non-white)
EZ - EZ Listening, Beautiful Music, Some Very soft AC	? - Others or Unknown
G - Gospel	

PORTLAND, OR

Arbitron Rank/Pop (12+): 25/1,366,200
MSA Rank/Pop: 42/1,430,000
ADI # 27
Average Person Ratings: 15.8
Market TSL: 21.25 hours

Stations: 28/26
Diaries: 1490/917:1/53.8%
Sample Target: 1505
% Below Line: 1.3
% Not Listed: 14.1

1990 Revenue: $48,400,000
HH Inc.: $32,021
Retail $: 11.6 Bil
Pop per Station: 52,546
#1 Biller: KKCW-F $7,000,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. KUPL-F	(C)	198/ 9.2	8.7	8.7	9.1	8.5	8.9	242/2611	2179/15.9	15.6	14.3	6.2	140	1584	KUPL-F
2. KKRZ-F	(CHR)	193/ 8.9	9.2	7.3	8.1	10.1	8.4	205/3414	3063/22.4	23.3	22.4	11.1	250	3115	KKRZ-F
3. KUFO-F	(AOR)	160/ 7.4	7.0	4.7	5.5	6.3	6.2	185/2612	2275/16.7	14.4	14.5	9.7	218	2425	KUFO-F
4. KKSN-F	(O)	148/ 6.8	4.9	6.4	6.3	4.4	6.1	153/2424	2184/16.0	14.4	12.8	6.6	146	1857	KKSN-F
5. KINK-F	(AOR)	134/ 6.2	8.2	6.7	5.9	6.7	6.8	152/2212	1988/14.6	15.6	13.2	8.2	185	1599	KINK-F
6. KEX	(FS)	130/ 6.0	10.1	10.1	8.6	6.2	8.7	134/1967	1812/13.3	30.7	14.4	6.4	144	1678	KEX
7. KKCW-F	(AC)	119/ 5.5	7.1	7.1	7.6	8.0	6.8	129/2265	2078/15.2	13.4	16.3	5.5	123	1308	KKCW-F
8. KXL	(N/T)	112/ 5.2	4.3	4.9	5.5	4.0	5.0	125/1770	1611/11.8	11.6	11.4	5.1	116	1268	KXL
9. KWJJ-F	(C)	88/ 4.1	2.9	2.9	3.0	3.0	3.2	99/1625	1326/ 9.7	8.4	8.1	3.2	72	1215	KWJJ-F
10. KXYQ-F	(CHR)	76/ 3.5	2.9	3.5	3.8	5.0	3.4	104/2192	1530/11.2	12.5	15.7	4.6	103	2140	KXYQ-F
11. KXL -F	(SAC)	75/ 3.5	2.9	3.7	4.5	3.8	3.7	85/1344	1211/ 8.9	8.3	8.4	1.9	42	955	KXL -F
KKSN	(BB)	75/ 3.5	3.2	2.1	3.0	4.2	3.0	82/955	902/ 6.6	6.2	6.4	1.6	37	514	KKSN
13. KGON-F	(AOR)	74/ 3.4	4.2	3.1	4.1	4.0	3.7	93/2012	1637/12.0	12.5	10.7	5.4	121	1951	KGON-F
14. KMXI-F	(AC)	44/ 2.0	2.4	2.0	1.3	2.2	1.9	46/1178	1088/ 8.0	7.3	7.2	1.4	32	748	KMXI-F
15. KWJJ	(C)	39/ 1.8	0.8	1.5	2.2	1.7	1.6	48/764	657/ 4.8	3.6	3.8	1.1	25	413	KWJJ
16. KGW	(AOR)	34/ 1.6	2.8	3.2	2.7	1.7	2.6	35/757	719/ 5.3	7.9	5.8	2.2	49	894	KGW
17. KPDQ-F	(REL)	30/ 1.4	2.0	1.3	1.8	1.3	1.6	33/680	559/ 4.1	4.4	4.6	1.0	23	404	KPDQ-F
18.															
19.															
20.															

12+ FM SHARE (METRO): 74.04% (1375 of 1857) (SUM 90: 71.80%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKRZ-F>>	1 KUFO-F>	1 KUFO-F	1 KINK-F	1 KKSN-F<	1 KUPL-F	1 KUPL-F	1 KUPL-F<	1 KKRZ-F	1 KKRZ-F>	1 KUPL-F
2 KXYQ-F	2 KKRZ-F>	2 KINK-F<	2 KKSN-F	2 KINK-F<	2 KEX	2 KEX	2 KKRZ-F<	2 KUPL-F	2 KINK-F	2 KXL >
3	3 KUPL-F	3 KKSN-F	3 KUFO-F	3 KUPL-F	3 KXL	3 KKRZ-F	3 KUFO-F	3 KUFO-F	3 KUFO-F	3 KWJJ-F
4	KINK-F	4 KKRZ-F	4 KKCW-F	4 KUFO-F	4 KKSN-F	4 KKCW-F	4 KKSN-F	4 KKSN-F	4 KUPL-F	KEX
5	5 KKSN-F	5 KUPL-F<	5 KUPL-F	KKCW-F>	5 KINK-F	5 KXL <	5 KEX	5 KINK-F	5 KXL	5 KKCW-F
6	6 KKCW-F<	6 KKCW-F>	6 KKRZ-F	6 KEX	6 KKSN	6 KKSN-F	6 KKCW-F	6 KEX	6 KKCW-F<	6 KXYQ-F
7	7 KGON-F<	7 KGON-F	7 KGON-F	7 KWJJ-F	KKCW-F	7 KINK-F	7 KINK-F	7 KKCW-F	7 KKSN-F	7
	8 KWJJ-F									

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KKRZ-F<	1 KKRZ-F	1 KKRZ-F<	1 KKCW-F<	1 KKCW-F
2 KUFO-F>>	2 KUFO-F	2 KINK-F	2 KKRZ-F	2 KUPL-F
3 KXYQ-F>	3 KUPL-F	3 KUPL-F	3 KINK-F	3 KINK-F
4 KUPL-F	KINK-F	KKCW-F>	4 KUPL-F	4 KKSN-F
5 KKSN-F	5 KKCW-F	5 KKSN-F	5 KKSN-F	5 KKRZ-F>
6	6 KKSN-F	6 KUFO-F	6 KUFO-F	6 KEX <
7	7 KXYQ-F	7	7	7 KXL -F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KUFO-F	1 KUFO-F>>	1 KUFO-F>>	1 KUFO-F>	1 KUFO-F
2 KKRZ-F>	2 KKRZ-F<	2 KGON-F	2 KKSN-F	2 KKSN-F
3 KUPL-F	3 KGON-F	3 KWJJ-F	3 KINK-F	3 KINK-F
4 KXYQ-F	4 KWJJ-F	4 KKSN-F	4 KGON-F	4 KUPL-F
KKSN-F	5 KKSN-F<	KINK-F	5 KWJJ-F	5 KGON-F
6 KLCX-F	6 KUPL-F	6 KUPL-F	KUPL-F<	6 KWJJ-F
KINK-F	KINK-F	7 KKRZ-F	7 KKRZ-F	7 KEX
KGON-F				

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KBBT	970	Portland	0.9/2.0/ 20/ 272
KBMS	1480	Vancouver/Prtln	0.8/1.7/ 17/ 239
KBZY	1490	Salem	0.5/0.9/ 16/ 173
KCCS	1220	Salem	0.4/1.2/ 11/ 183
KDBX-F	107.5	Banks	0.3/1.0/ 7/ 140
KFXX	1520	Oregon City	0.5/1.4/ 10/ 198
KPDQ	800	Portland	0.1/1.2/ 3/ 176
KUPL	1330	Portland	0.5/1.7/ 11/ 318
KZRC	1010	Milwaukee/Port.	0.6/1.6/ 19/ 274
KFAT-F	106.1	Corvallis	0.7/2.2/ 21/ 430
KLCX-F	104.7	Eugene	0.6/1.1/ 40/ 430

American Radio Summer 1991 Supplement, Copyright 1991

PORTLAND, OR

RADIO STATIONS

AM STATIONS

KBBT,	970,	5 KW (DA-1)	, AOR		, $	N/A (Christal)		Henry
KEX ,	1190,	50 KW (DA-1)	, MOR/FULL SER.	ABC	, $	86.00 (Katz)		Great American
KGW ,	620,	5 KW (DA-K)	, SEE KINK-FM					
KKSN,	910,	5 KW (DA-2)	, NOSTALGIA	UNISP, UNILT	, $	33.00 (Christal)		Heritage
KUPL,	1330,	5 KW (DA-1)	, SEE KUPL-F					
KWJJ,	1080,	50 KW/10 KW (DA-N)	, SEE KWJJ-F					
KXL ,	750,	50 KW/20 KW (DA-1)	, NEWS/TALK	CBS	, $	63.00 (McGuild)		Alexander
KZRC,	1010,	5 KW (DAYS)	, AOR	SMN	, $	23.00 (Torbet)		First Cities

FM STATIONS

KGON,	92.3,	100 KW @ 1268,	AOR		, $	85.00 (Eastman)		Ackerly
KINK,	101.9,	100 KW @ 1674,	AOR		, $	110.00 (HMR)		King
KKCW,	103.3,	100 KW @ 1654,	AC		, $	120.00 (Durpetti)		Trumper
KKRZ,	100.3,	100 KW @ 1433,	CHR	ABC	, $	100.00 (Katz)		Great American
KKSN,	97.1,	100 KW @ 1268,	OLDIES	UNIULT	, $	64.00 (Christal)		Heritage
KMXI,	106.7,	100 KW @ 997,	AC	ABC, SOURCE	, $	48.00 (HMWH)		Fairmont
KPDQ,	93.7,	100 KW @ 937,	RELIGION		, $	20.00 (---)		
KUFO,	101.1,	100 KW @ 1640,	AOR		, $	50.00 (Christal)		Henry
KUPL,	98.5,	100 KW @ 1104,	COUNTRY	APR	, $	70.00 (Banner)		Scripps-Howard
KWJJ,	99.5,	100 KW @ 870,	COUNTRY	ABC	, $	44.00 (HMWH)		Park
KXL ,	95.5,	100 KW @ 990,	EZ/SAC	UNISUP	, $	57.00 (McGuild)		Alexander
KXYQ,	105.1,	100 KW @ 1839,	CHR	ABC	, $	52.00 (Torbet)		First Cities (SALEM)

American Radio Summer 1991 Supplement, Copyright 1991

PROVIDENCE

Arbitron Rank/Pop (12+): 28/1,274,400
MSA Rank/Pop: 59/918,000
ADI # 44
Average Person Ratings: 18.8
Market TSL: 24.75 hours

Stations: 39/23
Diaries: 1456/875:1/51.0%
Sample Target: 1460
% Below Line: 16.0
% Not Listed: 11.3

1990 Revenue: $27,200,000
HH Inc.: $34,562
Retail $: 7.0 Bil
Pop per Station: 55,408
#1 Biller: WPRO-F $4,700,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WPRO-F (CHR)	222/ 9.3	7.5	9.1	9.6	12.0	8.9	245/3746	3320/26.1	27.5	32.6	11.4	258	3947	WPRO-F
2. WHJY-F (AOR)	163/ 6.8	7.8	5.8	7.8	9.5	7.1	177/2696	2374/18.6	17.8	20.7	10.0	226	2370	WHJY-F
3. WWLI-F (SAC)	147/ 6.1	7.1	9.2	8.4	9.8	7.7	155/2136	1836/14.4	17.6	17.7	5.5	125	1340	WWLI-F
4. WWBB-F (O)	140/ 5.9	5.6	4.4	5.9	5.4	5.4	162/2364	2065/16.2	14.5	14.9	4.4	99	1289	WWBB-F
5. WHJJ (N/T)	137/ 5.7	6.5	6.2	6.1	4.7	6.1	137/1802	1802/14.1	13.9	11.0	3.3	75	804	WHJJ
6. WPRO (N/T)	129/ 5.4	6.0	4.9	5.9	5.9	5.6	129/2272	2220/17.4	16.7	16.8	5.0	112	1242	WPRO
7. WSNE-F (AC)	113/ 4.7	5.8	5.3	5.2	5.3	5.3	130/2197	1991/15.6	15.3	15.7	4.1	92	1601	WSNE-F
8. WWRX-F (CL AOR)	106/ 4.4	4.5	4.4	3.5	2.5	4.2	135/2325	1663/13.0	12.4	8.7	5.8	131	1480	WWRX-F
9. WPLM-AF (BB)	99/ 4.2	3.6	3.7	4.0	4.1	3.9	154/1941	1145/ 9.0	8.3	7.0	2.8	62	666	WPLM-AF
10. WCTK-F (C)	88/ 3.7	2.9	3.7	3.5	3.0	3.5	111/1502	1103/ 8.7	6.2	6.7	2.9	65	762	WCTK-F
11. WBRU-F (AOR)	79/ 3.3	3.0	2.7	1.7	1.9	2.7	90/1347	1191/ 9.3	9.8	8.5	3.0	67	1165	WBRU-F
12. WWKX-F (CHR)	73/ 3.1	3.1	2.8	2.6	3.7	2.9	74/1392	1344/10.5	10.8	10.2	4.3	96	1765	WWKX-F
13. WLKW (EZ)	67/ 2.8	2.0	2.5	2.4	0.7	2.4	67/804	804/ 6.3	5.9	3.3	1.7	38	537	WLKW
14. WHIM (C)	60/ 2.5	1.8	3.2	2.2	2.9	2.4	60/501	501/ 3.9	4.3	4.4	1.0	23	402	WHIM
15. WFHN-F (CHR)	45/ 1.9	2.5	2.1	2.9	2.1	2.3	59/636	493/ 3.9	4.7	4.9	4.4	99	955	WFHN-F

12+ FM SHARE (METRO): 71.18% (1509 of 2120) (SUM 90: 75.57%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPRO-F>>	1 WPRO-F	1 WPRO-F<	1 WWBB-F	1 WWBB-F	1 WHJJ	1 WPRO-F	1 WPRO-F	1 WPRO-F	1 WPRO-F	1 WBZ
2 WWKX-F	WHJY-F>	2 WHJY-F	2 WHJY-F	2 WWLI-F	2 WPRO <	2 WPRO	2 WWLI-F	2 WHJJ	2 WPRO	2 WHJJ
3	3 WWRX-F	3 WWBB-F	3 WPRO-F<	WHJY-F	3 WWBB-F	WHJJ	3 WHJY-F	3 WHJY-F	3 WWBB-F<	3 WPRO
4	4 WBRU-F	4 WWRX-F	4 WWRX-F	4 WPRO-F<	4 WPLM-AF	4 WHJY-F	4 WWBB-F	4 WWBB-F<	4 WWKX-F<	4 WWBB-F
5	5 WWLI-F	5 WSNE-F<	5 WSNE-F	5 WSNE-F<	WWLI-F	5 WWBB-F<	5 WSNE-F<	5 WWLI-F	5 WHJY-F>	5 WBSM
6	WSNE-F	6 WWLI-F	6 WWLI-F	6 WWRX-F	6	6 WSNE-F<	6 WHJJ	6 WWRX-F	6 WWRX-F	6
						7 WWLI-F				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WPRO-F>>	1 WPRO-F>>	1 WPRO-F	1 WPRO-F>	1 WWLI-F
2 WWLI-F<	2 WWLI-F	2 WSNE-F	2 WWBB-F	2 WWBB-F<
3 WWKX-F	WHJY-F<	3 WHJY-F	3 WWLI-F<	3 WPRO-F<
4 WHJY-F	4 WSNE-F>	4 WWLI-F>	4 WSNE-F	4 WSNE-F>
5 WBRU-F	5 WWRX-F	5 WWRX-F	5 WHJY-F	5 WHJY-F
6 WWRX-F	6 WBRU-F	6	6 WWRX-F	6
WFHN-F				

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHJY-F>	1 WHJY-F>	1 WHJY-F	1 WHJY-F>	1 WHJY-F
2 WPRO-F>	2 WWRX-F	2 WWRX-F	2 WWRX-F	2 WWRX-F<
3 WWRX-F	3 WPRO-F	3 WBRU-F>	3 WWBB-F<	3 WWBB-F>
4 WZLX-F	4 WBRU-F>	4 WWBB-F	4 WPRO-F	4 WCTK-F
5 WWKX-F	5 WZLX-F	5 WPRO-F	5 WBRU-F	5 WBRU-F
6 WBRU-F	6	WPRO	6	6 WPRO

OTHER RATED STATIONS			METRO CUME SHARE/RTG/AQH/CUME	TSA TSA
WALE	990	Providence	1.2/2.8/ 28/ 355	
WARV	1590	Warwick/Prvdnce	0.5/1.4/ 11/ 196	
WBSM	1420	New Bedford	1.4/2.8/ 38/ 404	
WHTB	1400	Fall River	0.6/1.5/ 14/ 185	
WICE	550	Pawtucket/Prvdn	0.8/2.7/ 20/ 369	
WNBH	1340	New Bedford	1.0/2.5/ 24/ 331	
WNRI	1380	Woonsocket	0.6/1.1/ 14/ 139	
WOTB-F	100.3	Middletown/Prov	0.8/2.7/ 19/ 427	
WWON	1240	Woonsocket	0.3/1.2/ 7/ 157	
WAAF-F	107.3	Worcester/Bstn	0.9/3.4/ 43/ 845	
WBCN-F	104.1	Boston	1.0/3.1/ 76/1119	
WBMX-F	98.5	Boston	0.9/3.5/ 56/1025	
WBOS-F	92.9	Brookline/Bstn	0.5/1.9/ 37/ 600	
WBZ	1030	Boston	1.1/3.9/ 70/1111	
WCDJ-F	96.9	Boston	0.5/1.8/ 14/ 337	
WCRB-F	102.5	Waltham/Boston	1.2/2.8/ 39/ 571	
WHDH	850	Boston	0.8/2.5/ 41/ 717	
WODS-F	103.3	Boston	1.1/4.9/ 65/1308	
WPLM	1390	Plymouth/Boston	0.1/0.0/ 0/ 0	
WRKO	680	Boston	0.9/1.8/ 63/ 854	
WVBF-F	105.7	Framington	0.5/2.0/ 38/ 708	
WXKS-F	107.9	Medford/Boston	0.5/4.0/ 40/ 986	
WZLX-F	100.7	Boston	1.3/3.5/ 50/ 817	
WZOU-F	94.5	Boston	0.8/5.5/ 79/1639	

RADIO STATIONS

WHIM, 1110, 5 KW (DAYS)	, COUNTRY	CBS , $ 24.00 (Durpetti)	
WHJJ, 920, 5 KW (DA-N)	, NEWS/TALK	NBC , $ 51.00 (Katz)	Merv Griffin
WPRO, 630, 5 KW (DA-N)	, NEWS/TALK	ABC , $ 70.00 (Banner)	Capital Cities/ABC
WBRU-F, 95.5, 20 KW @	440, AOR	APR , $ 44.00 (MMR)	
WCTK-F, 98.1, 47 KW @	510, COUNTRY	, $ 30.00 (Torbet)	Hall (NEW BEDFORD,MA)
WHJY-F, 94.1, 50 KW @	440, AOR	, $ 90.00 (Katz)	Merv Griffin
WPRO-F, 92.3, 39 KW @	553, CHR	ABC , $ 107.00 (Banner)	Capital Cities/ABC
WSNE-F, 93.3, 30 KW @	619, AC	, $ 71.00 (Eastman)	Beck-Ross
WWBB-F, 101.5, 14 KW @	950, OLDIES	, $ 62.00 (McGuild)	Wilks-Schwartz
WWKX-F, 106.3, 1 KW @	518, BLACK	UNIPWR , $ 39.00 (Christal)	
WWLI-F, 105.1, 50 KW @	500, SOFT AC	, $ 69.00 (McGuild)	Zimmerman
WWRX-F, 103.7, 37 KW @	568, CLASSIC AOR	CNN , $ 40.00 (Durpetti)	

American Radio Summer 1991 Supplement, Copyright 1991

RALEIGH

Arbitron Rank/Pop (12+): 63/601,900
MSA Rank/Pop: 70/707,000
ADI # 33
Average Person Ratings: 14.8
Market TSL: 19.50 hours

Stations: 23/20
Diaries: 1047/575:1/48.9%
Sample Target: 1000
% Below Line: 4.1
% Not Listed: 18.7

1990 Revenue: $26,900,000
HH Inc.: $34,902
Retail $: 6.7 Bil
Pop per Station: 30,095
#1 Biller: WRDU-F $5,100,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WQOK-F	(B)	90/10.1	7.5	11.1	10.7	9.0	9.9	143/1585	991/16.5	16.3	17.2	14.4	145	1399	WQOK-F
2. WPTF	(FS)	84/ 9.4	8.6	8.5	6.7	6.2	8.3	127/1614	1056/17.5	15.2	16.7	4.8	48	746	WPTF
3. WRAL-F	(AC)	82/ 9.2	7.0	6.7	7.2	6.2	7.5	151/2707	1268/21.1	20.5	16.7	9.0	90	1119	WRAL-F
4. WRDU-F	(CL AOR)	72/ 8.1	9.3	7.4	9.0	12.3	8.4	149/2439	1156/19.2	18.8	22.3	12.5	126	1626	WRDU-F
5. WDCG-F	(CHR)	69/ 7.7	6.9	7.9	7.0	5.9	7.4	137/2695	1188/19.7	20.0	17.9	8.1	81	1372	WDCG-F
6. WQDR-F	(C)	49/ 5.5	6.3	6.3	7.0	7.0	6.3	137/2190	740/12.3	12.9	13.9	6.3	63	797	WQDR-F
7. WFXC-F	(B)	47/ 5.3	4.7	4.1	5.5	6.3	4.9	49/582	545/ 9.1	11.2	14.5	4.6	46	583	WFXC-F
8. WYLT-F	(SAC)	36/ 4.0	5.0	4.6	4.9	5.0	4.6	64/1355	719/11.9	13.4	11.2	2.9	29	569	WYLT-F
9. WTRG-F	(O)	35/ 3.9	5.1	3.0	5.4	3.6	4.3	150/2387	823/13.7	14.6	11.4	4.2	42	683	WTRG-F
10. WZZU-F	(AOR)	33/ 3.7	2.7	3.2	2.7	2.4	3.1	61/1386	731/12.1	9.9	10.2	3.4	34	681	WZZU-F
11. WPCM-F	(C)	28/ 3.1	1.6	1.7	1.0	2.5	1.9	115/1400	412/ 6.8	4.8	6.2	1.3	13	304	WPCM-F
12. WNND-F	(J/NA)	19/ 2.1	2.4	1.2	2.0	1.4	1.9	19/401	385/ 6.4	5.8	4.9	2.1	21	388	WNND-F
WLLE	(B)	19/ 2.1	3.9	3.2	2.4	1.6	2.7	20/346	318/ 5.3	5.7	5.0	1.4	14	222	WLLE
14.															
15.															

12+ FM SHARE (METRO): 79.75% (579 of 726) (SUM 90: 80.02%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	WQOK-F	1 WRDU-F<	1 WRAL-F<	1 WRAL-F	1 WRAL-F	1 WPTF >	1 WPTF	1 WRAL-F	1 WRAL-F	1 WQOK-F>	1 WPTF >>
	WDCG-F>	2 WQOK-F	2 WRDU-F<	2 WRDU-F>	2 WRDU-F>	2 WRAL-F	2 WRAL-F	2 WQOK-F	2 WQOK-F	2 WDCG-F	2 WRAL-F>>
3		3 WDCG-F	3 WQOK-F	3 WQOK-F	3 WQOK-F	3 WQDR-F>	3 WRDU-F	WPTF	3 WRDU-F	3 WPTF	3 WQOK-F
4		4 WRAL-F>	4 WDCG-F	4 WFXC-F	4 WFXC-F	4 WTRG-F<	4 WQOK-F	4 WRDU-F>	4 WDCG-F	4 WRDU-F<	4 WDCG-F
5		5 WZZU-F	5 WFXC-F	5 WYLT-F	5 WPTF	5 WYLT-F<	5 WDCG-F	5 WDCG-F	5 WFXC-F	5 WFXC-F	5
6		6 WFXC-F	6	6	6 WYLT-F	6 WQOK-F	6	6	6 WYLT-F	6 WRAL-F	6
7		7	7	7	WQDR-F	7	7	7	WQDR-F	7	7

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1	WDCG-F>	1 WDCG-F	1 WRAL-F	1 WRAL-F	1 WRAL-F>
2	WQOK-F>	2 WRAL-F<	2 WRDU-F>	2 WDCG-F	2 WFXC-F
3	WRAL-F>	3 WQOK-F	3 WQOK-F	3 WQOK-F	3 WYLT-F
4	WRDU-F	4 WRDU-F>	4 WZZU-F	4 WRDU-F	WRDU-F
5	WZZU-F	5 WZZU-F	WFXC-F	5 WFXC-F	5 WQOK-F
6		6	WDCG-F	6 WYLT-F	6 WQDR-F
			7 WNND-F		

	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	WQOK-F	1 WRDU-F	1 WRDU-F>	1 WRDU-F	1 WRDU-F>
	WDCG-F>	2 WQOK-F>	2 WQOK-F>	2 WQOK-F	2 WRAL-F
3	WRDU-F>	3 WDCG-F	3 WFXC-F	3 WRAL-F	3 WPTF
4	WKTC-F	4 WZZU-F	4 WZZU-F>	4 WPTF	4 WQOK-F
5	WPCM-F	WFXC-F	5 WRAL-F	5 WFXC-F	5 WFXC-F
	WRAL-F	6	6	WDCG-F	6

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCLY	1550	Raleigh	1.0/3.1/ 9/ 187
WDNC	620	Durham/Raleigh	1.6/4.5/ 17/ 317
WKIX	850	Raleigh	1.0/3.4/ 14/ 260
WKTC-F	96.9	Tarboro/Rcky Mt	0.9/2.3/118/1340
WPJL	1240	Raleigh	0.4/1.5/ 4/ 92
WTIK	1310	Durham	0.4/2.0/ 7/ 129
WJMH-F	102.1	Reidsville	0.4/3.3/ 20/ 489
WQMG-F	97.1	Greensboro	0.6/2.1/ 17/ 315

RADIO STATIONS

WDNC, 620, 5 KW/1 KW (DA-2), NOSTALGIA	CBS , $	23.00 (Christal)			
WDUR, 1490, 1 KW , GOSPEL	NBN , $	16.00 (Eastman)	Pinnacle		
WLLE, 570, 500 W/55 W , BLACK	SBN , $	18.00 (Spcl Mkts)			
WPTF, 680, 50 KW (DA-N) , MOR/FULL SER.	ABC,CNN, $	65.00 (McGuild)	Durham Life		
WDCG-F, 105.1, 100 KW @ 1041, CHR	ABC , $	60.00 (Christal)			
WFXC-F, 107.1, 1.2 KW @ 500, BLACK	, $	32.00 (Eastman)	Pinnacle		
WNND-F, 103.9, 1.5 KW @ 451, JAZZ/NAC	, $	27.00 (Banner)	(FUQUAY)		
WQDR-F, 94.7, 100 KW @ 1127, COUNTRY	ABC, UNIULT, $	70.00 (McGuild)	Durham Life		
WQOK-F, 97.5, 100 KW @ 981, BLACK	ABC , $	42.00 (Durpett1)	Ragan Henry (S BOSTON)		
WRAL-F, 101.5, 100 KW @ 1889, AC	, $	96.00 (Katz)	Capitol-Goodman		
WRDU-F, 106.1, 100 KW @ 1350, AOR	SOURCE , $	97.00 (MMR)	Voyager		
WTRG-F, 100.7, 100 KW @ 1987, OLDIES	NBC CBS , $	50.00 (HNWH)	Capitol-Johnson (ROCKY MOUNT)		
WYLT-F, 96.1, 100 KW @ 985, SOFT AC	UNISUP, UNIPWR , $	45.00 (CBS)	Universal		
WZZU-F, 93.9, 100 KW @ 1269, CHR	ABC , $	37.00 (Torbet)	Village (BURLINGTON)		

American Radio Summer 1991 Supplement, Copyright 1991

RICHMOND

Arbitron Rank/Pop (12+): 55/722,200
MSA Rank/Pop: 61/861,000
ADI # 60
Average Person Ratings: 17.2
Market TSL: 22.75 hours

Stations: 23/22
Diaries: 1306/553:1/55.9%
Sample Target: 1105
% Below Line: 1.0
% Not Listed: 11.1

1990 Revenue: $28,300,000
HH Inc.: $36,708
Retail $: 7.3 Bil
Pop per Station: 32,827
#1 Biller: WRVA $5,200,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90		Birch Share	Birch AQH	Birch Cume	
1. WCDX-F	(B)	142/11.4	9.9	9.1	9.9	11.7	10.1	146/1316	1184/16.4	17.4	15.8		16.0	197	1840	WCDX-F
2. WRVA	(FS)	130/10.5	11.3	11.7	12.2	12.5	11.4	135/1673	1479/20.5	23.2	23.1		7.7	95	1255	WRVA
WKHK-F	(C)	130/10.5	11.2	9.7	9.7	9.5	10.3	149/1761	1527/21.1	21.0	16.3		8.8	108	1250	WKHK-F
4. WRXL-F	(AOR)	115/ 9.3	10.3	9.8	12.5	8.7	10.5	138/1857	1583/21.9	19.7	18.9		15.1	186	1797	WRXL-F
5. WRVQ-F	(CHR)	112/ 9.0	9.7	9.6	10.5	9.5	9.7	135/2037	1690/23.4	25.5	24.2		11.5	141	2249	WRVQ-F
6. WPLZ-FF	(B)	100/ 8.1	6.1	8.2	6.8	5.8	7.3	136/1410	1032/14.3	15.0	14.3		6.1	75	1078	WPLZ-FF
7. WTVR-F	(EZ)	81/ 6.5	7.4	6.6	6.8	8.0	6.8	101/1170	965/13.4	13.4	14.4		3.7	46	594	WTVR-F
8. WMXB-F	(AC)	77/ 6.2	6.8	6.0	5.3	7.3	6.1	86/1230	1112/15.4	16.7	16.4		5.2	64	1100	WMXB-F
9. WVGO-F	(O)	46/ 3.7	3.3	3.7	4.5	3.7	3.8	57/1002	881/12.2	11.4	12.0		2.4	29	583	WVGO-F
10. WDCK-F	(O)	40/ 3.2	3.6	2.9	2.1	1.7	3.0	52/1242	967/13.4	11.8	5.5		4.4	54	556	WDCK-F
11. WLEE	(H/T)	21/ 1.7	0.8	0.8	0.4	0.5	0.9	21/169	169/ 2.3	2.2	1.6		0.4	5	85	WLEE
12. WTVR	(BB)	20/ 1.6	0.4	1.2	0.8	0.8	1.0	20/294	288/ 4.0	2.4	3.1		0.6	8	107	WTVR
13. WGCV	(G)	18/ 1.4	1.5	0.8	1.2	0.7	1.2	21/242	222/ 3.1	3.1	1.1		0.8	10	151	WGCV
14. WXGI	(C)	16/ 1.3	1.1	1.2	0.8	0.7	1.1	21/278	254/ 3.5	3.1	1.9		0.6	7	102	WXGI
15.																

12+ FM SHARE (METRO): 78.17% (863 of 1104) (SUM 90: 77.48%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WCDX-F>>	1 WRXL-F	1 WRXL-F	1 WKHK-F	1 WKHK-F	1 WRVA >	1 WRVA >	1 WKHK-F	1 WKHK-F	1 WCDX-F>	1 WCDX-F
2 WRVQ-F>	WCDX-F<	WCDX-F	2 WCDX-F<	2 WCDX-F	2 WKHK-F	2 WKHK-F	2 WRXL-F	WCDX-F<	2 WPLZ-FF	2 WRVA
3 WRXL-F	3 WRVQ-F	3 WKHK-F	3 WRXL-F	3 WRXL-F	3 WTVR-F>	3 WCDX-F	3 WRVQ-F	3 WRXL-F	3 WRVA >	3 WPLZ-F
WPLZ-FF	4 WPLZ-FF	4 WRVQ-F	4 WRVQ-F	4 WRVQ-F	4 WCDX-F	4 WRXL-F	4 WCDX-F	4 WRVQ-F	4 WRXL-F	4 WKHK-F
5	5 WKHK-F	5 WPLZ-FF	5 WMXB-F	5 WRVA <	5 WRXL-F<	5 WRVQ-F	5 WTVR-F	5 WPLZ-FF	5 WRVQ-F	5
6	6 WMXB-F	6 WMXB-F	6 WPLZ-FF	6 WMXB-F	6 WMXB-F	6 WMXB-F	6 WMXB-F<	WRVA <	6 WKHK-F	6
7	7	7	7	7 WPLZ-FF	7	7	7 WRVA	7 WTVR-F<	7	7
								8 WMXB-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WRVQ-F	1 WCDX-F<	1 WCDX-F<	1 WCDX-F<	1 WKHK-F
WCDX-F<	2 WRVQ-F>	2 WRVQ-F	2 WRVQ-F	2 WRVQ-F
3 WPLZ-FF	3 WMXB-F	3 WKHK-F>	3 WMXB-F	WCDX-F
4 WMXB-F>	4 WPLZ-FF	4 WMXB-F	4 WKHK-F	4 WMXB-F<
5 WRXL-F	5 WRXL-F	5 WRXL-F	5 WPLZ-FF	5 WRVA >
6	6 WKHK-F	6 WPLZ-FF	6 WRXL-F	6 WRXL-F
7	7	7 WVGO-F	7	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPLZ-FF	1 WRXL-F>	1 WRXL-F>	1 WRXL-F>	1 WRXL-F<
2 WRXL-F>>	2 WPLZ-FF	2 WKHK-F	2 WKHK-F	2 WKHK-F
3 WRVQ-F	3 WRVQ-F	3 WCDX-F	3 WPLZ-FF<	3 WCDX-F>
4 WCDX-F>>	WCDX-F	4 WRVQ-F>	4 WCDX-F>	4 WPLZ-FF
5	5 WKHK-F	5 WPLZ-FF>	5 WRVQ-F>	5 WRVQ-F
6	6	6 WMXB-F	WMXB-F	6 WRVA
7	7	7	7	7

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WANT	990	Richmond	0.7/2.5/ 9/ 177
WCLM	1450	Highland/Rchmnd	0.5/1.5/ 6/ 105
WDYL-F	92.1	Chester/Richmnd	0.6/3.9/ 8/ 283
WFTH	1590	Richmond	0.7/2.5/ 9/ 181
WHAP	1340	Hopewell	0.4/1.1/ 5/ 91
WRNL	910	Richmond	0.6/3.0/ 7/ 232
WSTK	1290	Colonial Hghts	
WAFX-F	106.9	Suffolk/Norfolk	1.0/4.8/ 19/ 497

RADIO STATIONS

WANT, 990, 1 KW/16 W	, BLACK	NBN , $ 15.00 (---)			
WFTH, 1590, 5 KW (DAYS)	, RELIGION	UNIULT , $ 15.00 (---)			
WRNL, 910, 5 KW (DA-N)	, OLDIES	MBS , $ 18.00 (Katz)	Capitol-Goodman		
WRVA, 1140, 50 KW (DA-1)	, MOR/FULL SER.	CBS , $ 107.00 (Christal)	Edens		
WTVR, 1380, 5 KW (DA-2)	, NOSTALGIA	ABC , $ 20.00 (MMR)	Park		
WCDX-F, 92.7, 2.3 KW @ 369,	BLACK	, $ 44.00 (MMR)	Sinclair (MECHANICSVILLE)		
WDYL-F, 92.1, 3 KW @ 328,	RELIGION	, $ 15.00 (---)	(CHESTER)		
WKHK-F, 95.3, 13 KW @ 449,	COUNTRY	UNIULT , $ 49.00 (Banner)	ABS (COLONIAL HGTS)		
WMXB-F, 103.7, 20 KW @ 840,	AC	APR , $ 77.00 (Banner)	Radio Ventures		
WPLZ-F, 99.3, 3 KW @ 328,	BLACK	UNIPWR , $ 55.00 (McGuild)	Paco-Jon		
WDCK-F, 96.5, 50 KW @ 492,	OLDIES	, $ 30.00 (HNMH)	Keymarket (WILLIAMSBURG)		
WRVQ-F, 94.5, 200 KW @ 350,	CHR	ABC , $ 101.00 (Christal)	Edens		
WRXL-F, 102.1, 140 KW @ 322,	AOR	, $ 97.00 (Katz)	Capitol-Goodman		
WTVR-F, 98.1, 50 KW @ 840,	EZ	ABC , $ 42.00 (MMR)	Park		
WVGO-F, 106.5, 8 KW @ 1234,	AOR	ABC , $ 38.00 (Torbet)			

American Radio Summer 1991 Supplement, Copyright 1991

RIVERSIDE-SAN BERNARDINO

Arbitron Rank/Pop (12+): 32/1,187,700
MSA Rank/Pop: 15/2,440,000
Los Angeles ADI
Average Person Ratings: 17.2
Market TSL: 23.25 hours

Stations: 45/18
Diaries: 1368/868:1/49.9%
Sample Target: 1355
% Below Line: 46.8
% Not Listed: 13.9

1990 Revenue: $19,300,000
HH Inc.: $36,090
Retail $: 16.3 Bil
Pop per Station: 65,983
#1 Biller: KGGI-F $4,100,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. KFRG-F	(C)	207/10.1	8.3	6.8	7.6	6.2	8.2	248/2798	2212/18.6	20.2	14.3	9.1	183	2150	KFRG-F
2. KGGI-F	(CHR)	149/ 7.3	9.3	6.7	7.5	8.8	7.7	175/2709	2060/17.3	22.9	19.1	13.4	270	2749	KGGI-F
3. KFI	(T)	118/ 5.8	5.7	5.6	5.3	4.3	5.6	224/2410	1492/12.6	11.3	8.7	4.3	87	1247	KFI
4. KOST-F	(AC)	91/ 4.5	5.0	4.9	6.0	5.4	5.1	166/2896	1609/13.5	13.1	11.0				KOST-F
5. KLOS-F	(AOR)	90/ 4.4	5.1	5.0	4.7	6.3	4.8	174/2391	1405/11.8	12.6	12.4	6.3	127	1238	KLOS-F
6. KRTH-F	(O)	70/ 3.4	4.0	4.4	3.8	2.9	3.9	147/2296	1354/11.4	12.3	9.2	2.6	53	995	KRTH-F
KDUO-F	(EZ)	70/ 3.4	4.5	6.5	7.0	8.1	5.3	106/1577	1135/ 9.6	9.7	12.6	4.0	80	1021	KDUO-F
8. KIIS-F	(CHR)	67/ 3.3	2.5	2.8	3.9	3.2	3.1	140/2762	1563/13.2	10.8	11.9	5.1	103	1498	KIIS-F
9. KCAL-F	(AOR)	63/ 3.1	3.5	3.1	3.5	3.4	3.3	92/1454	968/ 8.2	7.9	8.1	4.0	80	1059	KCAL-F
10. KROQ-F	(AOR)	60/ 2.9	1.9	1.7	1.8	2.5	2.1	92/1089	618/ 5.2	6.0	5.0	2.9	58	1061	KROQ-F
11. KBIG-F	(AC)	49/ 2.4	2.1	1.5	1.6	2.5	1.9	80/1355	936/ 7.9	5.9	4.6	1.2	24	551	KBIG-F
12. KCKC	(C)	48/ 2.4	2.3	1.6	2.6	2.0	2.2	49/524	454/ 3.8	4.2	4.2	1.5	30	378	KCKC
13. KCAL	(SP)	47/ 2.3	1.8	1.6	1.7	1.9	1.8	47/615	590/ 5.0	2.1	3.9	1.5	31	361	KCAL
14. KRSO	(BB)	45/ 2.2	1.9	1.5	1.2	1.4	1.7	47/550	463/ 3.9	3.5	3.1	0.7	14	271	KRSO
15. KNX	(N)	43/ 2.1	2.8	4.5	2.4	1.7	3.0	57/1329	873/ 7.4	9.1	7.6	1.1	22	681	KNX
16. KQLZ-F	(AOR)	42/ 2.1	1.6	4.0	4.6	3.5	3.1	71/1401	860/ 7.2	8.0	10.3				KQLZ-F
KKBT-F	(B)	42/ 2.1	3.1	1.7	1.1	1.3	2.0	46/813	634/ 5.3	7.0	4.0				KKBT-F
18.															
19.															

12+ FM SHARE (METRO): 72.18% (1269 of 1758) (SUM 90: 78.54%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KGGI-F>>	1 KGGI-F	1 KFRG-F	1 KFRG-F>	1 KFRG-F>	1 KFRG-F>	1 KFRG-F	1 KFRG-F>	1 KFRG-F	1 KGGI-F>	1 KFI >
2 KIIS-F>	2 KLOS-F	2 KGGI-F	2 KLOS-F	2 KLOS-F	2 KFI >	2 KLOS-F	2 KFI	2 KGGI-F>	2 KFI >	2 KFRG-F
3 KROQ-F	3 KFRG-F>	3 KLOS-F>	3 KGGI-F<	KFI <	3 KDUO-F	3 KFI	3 KGGI-F	3 KFI <	3 KFRG-F	3 KGGI-F
KQLZ-F	4 KROQ-F<	4 KOST-F<	4 KFI	4 KGGI-F	4 KOST-F	4 KGGI-F>	4 KOST-F>	4 KOST-F	4 KIIS-F	4 KCAL
5	5 KCAL-F	5 KFI	5 KOST-F	5 KOST-F	5 KRSO	5 KOST-F	5 KDUO-F	5 KLOS-F	5 KOST-F	5 KNX

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KGGI-F>	1 KGGI-F>	1 KGGI-F	1 KFRG-F	1 KFRG-F>
2 KROQ-F	2 KFRG-F>	2 KFRG-F>	2 KGGI-F>	2 KGGI-F
KFRG-F	3 KOST-F	3 KOST-F	3 KOST-F	3 KOST-F
4 KKBT-F	KLOS-F	KLOS-F	4 KBIG-F	4 KFI
5 KIIS-F	KIIS-F	KCAL-F	5 KFI	5 KBIG-F
6 KCAL	6	6	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KROQ-F>>	1 KLOS-F>	1 KLOS-F>>	1 KLOS-F	1 KFRG-F>
2 KRTH-F	2 KROQ-F	2 KFRG-F	2 KFRG-F>	2 KLOS-F>
KLOS-F	3 KGGI-F	3 KGGI-F	3 KCAL-F<	3 KFI >
KIIS-F	4 KCAL-F	4 KFI	4 KRTH-F	4 KOST-F
KGGI-F	5 KFRG-F	5 KCAL-F>	KFI	KCAL-F<
KCAL-F	6	6 KQLZ-F	6	6 KRTH-F

OTHER RATED STATIONS

			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KATY-F	101.3	Idyllwild/Hemet	0.3/1.0/ 6/ 163
KBON-F	103.9	Lake Arrowhead	0.7/3.3/ 18/ 485
KDIF	1440	Riverside/SB	1.8/4.2/ 37/ 495
KHYE-F	105.7	Hemet	0.3/1.1/ 11/ 169
KLFE	1240	S Bernardino/Rv	0.4/1.6/ 9/ 221
KMEN	1290	San Bernardino	0.6/2.6/ 13/ 320
KOLA-F	99.9	San Bernardino	1.6/5.8/ 35/ 870
KQLH-F	92.7	Riverside	0.7/2.9/ 16/ 436
KRZE-F	93.5	Ontario	0.3/2.2/ 17/ 422
KWRM	1370	Corona/Riversid	0.4/1.2/ 8/ 145
KWRP-F	96.1	San Jacinto/Hmt	1.2/2.1/ 25/ 244

KABC	790	Los Angeles	1.8/4.6/ 50/ 825
KBRT	740	Avalon	0.3/0.8/ 16/ 154
KCBS-F	93.1	Los Angeles	1.7/5.2/ 58/1069
KDES-F	104.7	Palm Springs	0.5/0.6/ 12/ 149
KFWB	980	Los Angeles	0.7/3.6/ 37/ 930
KJQI	540	Costa Mesa	0.9/1.0/ 24/ 237
KKGO-F	105.1	Los Angeles	0.7/2.6/ 34/ 508
KLAC	570	Los Angeles	0.7/2.3/ 19/ 349
KLIT-F	101.9	Glendale/LA	0.3/2.2/ 11/ 543
KLSX-F	97.1	Los Angeles	1.2/4.2/ 40/ 748
KLVE-F	107.5	Los Angeles	0.7/3.5/ 23/ 514
KMPC	710	Los Angeles	0.8/3.5/ 30/ 732
KPWR-F	105.9	Los Angeles	0.6/3.4/ 32/ 926
KRLA	1110	Pasadena	0.4/1.5/ 11/ 328
KTWV-F	94.7	Los Angeles	1.1/4.4/ 46/ 829
KZLA-F	93.9	Los Angeles	1.0/2.4/ 25/ 360
XTRA	690	Tijuana/SnDiego	0.3/0.9/ 8/ 156

RADIO STATIONS

KCAL, 1410, 5 KW/4 KW (DA-N) , HISPANIC , $ 23.00 (Lotus)
KCKC, 1350, 5 KW/500 W (DA-2), COUNTRY ABC , $ 32.00 (HNWH)
KDIF, 1440, 1 KW , HISPANIC UPI , $ 25.00 (Katz Hisp.)
KMEN, 1290, 5 KW (DA-2) , BLACK , $ 16.00 (McGuild) American
KRSO, 590, 1 KW (DA-2) , NOSTALGIA NBC, TALKNT, $ 25.00 (Katz) Henry

KBON-F, 103.9, .4 KW @ 2540, OLDIES , $ 26.00 (HNWH)
KCAL-F, 96.7, 2 KW @ 376, AOR , $ 53.00 (Torbet) Anaheim
KDUO-F, 97.5, 72 KW @ 1570, EZ , $ 65.00 (Katz) Henry
KFRG-F, 95.1, 50 KW @ 320, COUNTRY ABC , $ 89.00 (HMR) Tremont
KGGI-F, 99.1, 3 KW @ 1530, CHR , $ 16.00 (McGuild) American
KHYE-F, 105.7, .2 KW @ 1024, COUNTRY ABC , $ 16.00 (Western)
KNTF-F, 93.5, 3 KW @ -165, COUNTRY , $ 29.00 (---)
KOLA-F, 99.9, 31 KW @ 1630, OLDIES ABC , $ 35.00 (Banner)
KWDJ-F, 92.7, 3 KW @ 300, COUNTRY HBS , $ 32.00 (Banner)

American Radio Summer 1991 Supplement, Copyright 1991

Arbitron Rank/Pop (12+): 93/373,600

MSA Rank/Pop: 192/380,000 (Roanoke)
ADI # 69

Average Person Ratings: 16.4

Market TSL: 22.00 hours

Stations: 21/18
Diaries: 881/424:1/61.0%
Sample Target: 810
% Below Line: 3.1
% Not Listed: 15.5

1990 Revenue: $13,400,000
HH Inc.: $31,409
Retail $: 3.2 Bil
Pop per Station: 20,755
#1 Biller: WXLK-F $3,300,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WXLK-F (CHR)	99/16.1	15.1	16.3	19.3	----	16.7	174/2358	1257/33.6	32.0	0.0				WXLK-F
2. WYYD-F (C)	74/12.1	13.3	12.1	12.1	----	12.4	130/1363	833/22.3	22.9	0.0				WYYD-F
3. WSLQ-F (AC)	63/10.3	8.0	7.9	8.3	----	8.6	120/1848	825/22.1	18.3	0.0				WSLQ-F
WPVR-F (EZ)	63/10.3	9.3	10.6	10.6	----	10.2	99/1125	613/16.4	16.8	0.0				WPVR-F
5. WROV-F (AOR)	47/ 7.7	10.6	8.1	7.5	----	8.5	87/1145	511/13.7	19.0	0.0				WROV-F
6. WFIR (FS)	36/ 5.9	4.3	5.1	3.3	----	4.7	41/543	398/10.7	9.3	0.0				WFIR
7. WJLM-F (C)	21/ 3.4	4.3	3.9	3.8	----	3.9	24/371	312/ 8.4	12.1	0.0				WJLM-F
8. WGOL-F (O)	16/ 2.6	2.7	1.9	3.0	----	2.5	16/201	190/ 5.1	6.2	0.0				WGOL-F
9. WSLC (C)	15/ 2.4	4.0	3.9	3.2	----	3.4	19/323	248/ 6.6	7.8	0.0				WSLC
WJJS (B)	15/ 2.4	3.4	3.1	3.2	----	3.0	15/218	208/ 5.6	6.1	0.0				WJJS
11. WJMH-F (B)	12/ 2.0	2.3	1.9	2.9	----	2.3	47/529	196/ 5.2	4.4	0.0				WJMH-F
12. WROV (O)	10/ 1.6	1.3	2.4	1.4	----	1.7	10/191	191/ 5.1	5.0	0.0				WROV
13.														
14.														
15.														

12+ FM SHARE (METRO): 82.08% (426 of 519) (SUM 90: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WXLK-F>>	1 WXLK-F>	1 WXLK-F>	1 WSLQ-F	1 WSLQ-F	1 WPVR-F<	1 WXLK-F	1 WXLK-F	1 WXLK-F	1 WXLK-F>>	1 WXLK-F
2	2 WROV-F>	2 WSLQ-F	2 WXLK-F	2 WXLK-F<	2 WYYD-F>	2 WYYD-F>	2 WSLQ-F<	2 WSLQ-F<	2 WROV-F	2 WYYD-F
3	3 WSLQ-F>	3 WROV-F<	3 WYYD-F	3 WYYD-F>	3 WSLQ-F	3 WPVR-F	3 WPVR-F	3 WYYD-F<	3 WYYD-F	3 WSLQ-F
4	4 WYYD-F	4 WYYD-F	4 WROV-F>	4 WROV-F	4 WFIR	4 WSLQ-F>	4 WYYD-F	4 WPVR-F>	4 WPVR-F	WPVR-F
5	5	5	5 WPVR-F	5 WPVR-F	5 WXLK-F	5 WFIR	5 WROV-F	5 WROV-F	5 WFIR	5
6	6	6	6	6	6	6 WROV-F	6 WFIR	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WXLK-F>>	1 WXLK-F>>	1 WXLK-F	1 WXLK-F>	1 WXLK-F
2 WROV-F>	2 WSLQ-F	2 WSLQ-F>	2 WSLQ-F>	WSLQ-F
3 WSLQ-F	3 WROV-F>>	3 WROV-F>	3 WYYD-F>	3 WYYD-F
4	4 WYYD-F	4 WYYD-F	4 WROV-F	4 WPVR-F
5	5	5 WJLM-F	WPVR-F	5

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WXLK-F>>	1 WROV-F	1 WROV-F>	1 WROV-F	1 WROV-F<
2 WYYD-F	2 WXLK-F>>	2 WXLK-F>>	2 WXLK-F	2 WSLQ-F
WROV-F	3 WYYD-F	3 WSLQ-F	3 WYYD-F<	3 WYYD-F>
4 WSLC >	4 WSLQ-F>	4 WGOL-F	4 WSLQ-F	4 WXLK-F>
5 WJMH-F	5 WGOL-F	5 WYYD-F	5	5 WFIR

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBLT	1350	Bedford	1.0/1.4/ 6/ 52
WKDE-F	105.5	Altavista/Lynch	0.7/2.3/ 6/ 169
WRIS	1410	Roanoke	0.5/2.0/ 3/ 74
WTOY	1480	Salem/Roanoke	1.3/3.5/ 8/ 129
WTTX-F	107.1	Appomattox	0.5/1.2/ 8/ 85
WXYU-F	101.7	Lynchburg/Ronke	1.3/3.4/ 11/ 139
WZST-F	102.7	Lynchburg	1.5/5.2/ 15/ 316
WAKG-F	103.3	Danville	0.5/1.8/ 47/ 697
WQOK-F	97.5	S.Boston/Ralgh.	0.7/3.8/ 35/ 432

RADIO STATIONS

WFIR, 960, 5 KW (DA-N)	, NEWS/TALK	CBS , $ 15.00 (Christal)		
WJJS, 1320, 1 KW/24 W	, BLACK	ABC,UNISUP, $ 15.00 (K & P)		(LYNCHBURG)
WROV, 1240, 1 KW	, OLDIES	ABC, $ 13.00 (HNWH)		Joyner
WSLC, 610, 5 KW/1 KW (DA-2)	, C/FULL SER.	NBC, $ 23.00 (Katz)		Hal Wheeler
WGOL-F, 98.3, 3 KW @ 241	, OLDIES	UNISUP,UNIULT, $ 13.00 (Roslin)		(LYNCHBURG)
WJLM-F, 93.5, 3 KW @ -83	, COUNTRY	MBS, UNIULT, $ 16.00 (Torbet)		(SALEM)
WKZZ-F, 100.1, .7 KW @ 645	, AC	UNIPWR, CBS, $ 13.00 (Banner)		Bahakel (LYNCHBURG)
WPVR-F, 94.9, 100 KW @ 1980	, EZ	, $ 34.00 (Christal)		
WROV-F, 96.3, 14 KW @ 2077	, AOR	ABC , $ 31.00 (HNWH)		Joyner (MARTINSVILLE)
WSLQ-F, 99.1, 200 KW @ 1990	, AC	ABC, $ 40.00 (Katz)		Hal Wheeler
WXLK-F, 92.3, 93 KW @ 2050	, CHR	UNIPWR, $ 82.00 (Torbet)		Coleman
WXYU-F, 101.7, 3 KW @ 290	, COUNTRY	SMN, ABC, $ 10.00 (K & P)		(LYNCHBURG)
WYYD-F, 107.9, 21 KW @ 1764	, COUNTRY	MBS, $ 38.00 (Eastman)		(AMHURST)

American Radio Summer 1991 Supplement, Copyright 1991

Arbitron Rank/Pop (12+): 45/830,800
MSA Rank/Pop: 51/995,000
ADI # 72
Average Person Ratings: 16.8
Market TSL: 22.50 hours

Stations: 16/11
Diaries: 1305/637:1/54.9%
Sample Target: 1200
% Below Line: 3.3
% Not Listed: 14.6

1990 Revenue: $26,100,000
HH Inc.: $36,263
Retail $: 8.0 Bil
Pop per Station: 75,527
#1 Biller: WCMF-F $5,500,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WCMF-F (AOR)	268/19.2	16.6	16.2	15.5	16.0	16.9	327/3241	2689/32.4	30.1	27.8	22.9	365	3609	WCMF-F
2. WBEE-F (C)	165/11.8	12.5	10.5	10.6	10.7	11.4	196/2099	1598/19.2	20.1	19.6	9.6	153	1280	WBEE-F
3. WHAM (FS)	164/11.7	11.5	15.0	10.0	9.9	12.1	179/2229	2002/24.1	25.3	20.8	9.9	158	1987	WHAM
4. WPXY-F (CHR)	136/ 9.7	10.4	9.5	10.5	11.8	10.0	149/2577	2279/27.4	26.2	27.8	12.0	191	1999	WPXY-F
5. WKLX-F (AC)	91/ 6.5	6.6	4.9	5.5	6.1	5.9	108/1635	1466/17.6	16.9	15.9	3.8	60	946	WKLX-F
6. WRMM-AF (SAC)	86/ 6.1	6.3	6.8	6.1	7.3	6.3	87/1663	1590/19.1	21.1	20.3	4.8	73	1210	WRMM-AF
7. WVOR-F (AC)	82/ 5.9	8.6	8.1	7.6	7.5	7.6	89/1694	1439/17.3	23.0	21.0	6.5	104	1352	WVOR-F
8. WDKX-F (B)	73/ 5.2	4.3	4.6	4.9	6.1	4.8	73/825	825/ 9.9	8.0	8.9	11.0	175	1631	WDKX-F
9. WBBF (BB)	49/ 3.5	3.8	2.2	2.2	2.8	2.9	50/666	639/ 7.7	7.5	5.4	1.6	26	396	WBBF
10. WZSH-F (EZ)	33/ 2.4	3.2	3.6	4.5	4.6	3.4	44/922	683/ 8.2	7.8	10.2	3.3	52	611	WZSH-F

12+ FM SHARE (METRO): 81.98% (978 of 1193) (SUM 90: 82.76%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WCMF-F	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>	1 WCMF-F>	1 WHAM >	1 WCMF-F>	1 WCMF-F>	1 WCMF-F>	1 WCMF-F>	1 WHAM >
2 WPXY-F>>	2 WPXY-F	2 WPXY-F	2 WPXY-F<	2 WBEE-F	2 WBEE-F>	2 WHAM >	2 WBEE-F	2 WBEE-F>	2 WHAM	2 WCMF-F
3 WDKX-F	3 WBEE-F>	3 WBEE-F	3 WKLX-F<	3 WPXY-F<	3 WVOR-F	3 WBEE-F>	3 WHAM	3 WPXY-F	3 WPXY-F	3 WBEE-F
4	4 WDKX-F	4 WKLX-F	4 WBEE-F	4 WKLX-F<	WKLX-F<	4 WPXY-F	4 WPXY-F	WHAM >	4 WBEE-F	4
5	5 WKLX-F	5 WVOR-F	5 WVOR-F	5 WHAM	5 WCMF-F	5 WVOR-F	5 WRMM-AF	5 WRMM-AF	5 WDKX-F	5
6	6	6 WHAM	6 WHAM	6 WVOR-F	6	6	6	6	6	6
				7 WRMM-AF						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WCMF-F	1 WPXY-F	1 WPXY-F>	1 WPXY-F	1 WRMM-AF
2 WPXY-F>	2 WCMF-F>	2 WRMM-AF	2 WCMF-F>	WPXY-F<
3 WBEE-F	3 WDKX-F	WCMF-F	3 WBEE-F<	3 WVOR-F
4 WDKX-F>	WBEE-F>	4 WDKX-F	4 WRMM-AF	4 WKLX-F
5 WKLX-F	5 WRMM-AF	5 WVOR-F	WVOR-F	5 WHAM
6	6	WBEE-F	WKLX-F	WBEE-F<
			7 WDKX-F	7 WCMF-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>>
2 WBEE-F>	2 WBEE-F>	2 WBEE-F>	2 WBEE-F	2 WBEE-F
3 WPXY-F	3 WPXY-F>	3 WPXY-F	3 WKLX-F	3 WHAM <
4	4 WKLX-F	4 WKLX-F	4 WPXY-F<	4 WKLX-F
5	5	5	5 WHAM	5 WPXY-F
6	6	6	6	6 WVOR-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
CFMX-F	103.1	Cobourg ON	0.7/2.1/ 10/ 177
WEZQ-F	107.7	Weathersfield	0.9/2.9/ 26/ 364
WGRF-F	96.9	Buffalo	0.6/1.6/ 23/ 263
WMJQ-F	102.5	Buffalo	0.6/3.2/ 22/ 590
WNTQ-F	93.1	Syracuse	0.5/1.8/ 15/ 341

RADIO STATIONS

WBBF, 950, 1 KW (DA-2)	, NOSTALGIA	UNIULT , $ 24.00 (Katz)	Heritage
WHAM, 1180, 50 KW	, MOR/FULL SER.	CBS, TALKNT, $ 55.00 (McGuild)	Lincoln
WBEE-F, 92.5, 50 KW @ 500,	COUNTRY	UNIULT , $ 63.00 (Katz)	Heritage
WCMF-F, 96.5, 50 KW @ 450,	AOR	, $ 100.00 (Torbet)	Stoner
WDKX-F, 103.9, 1 KW @ 536,	BLACK	, $ 30.00 (Williams)	
WKLX-F, 98.9, 37 KW @ 564,	OLDIES	, $ 50.00 (Durpetti)	
WPXY-F, 97.9, 50 KW @ 399,	CHR	, $ 75.00 (HMR)	Pyramid
WRMM-F, 101.3, 27 KW @ 640,	SOFT AC	ABC , $ 49.00 (Christal)	Atlantic Ventures
WVOR-F, 100.5, 50 KW @ 482,	AC	, $ 99.00 (McGuild)	Lincoln
WZSH-F, 95.1, 10 KW @ 994,	EZ	, $ 28.00 (Banner)	(BRISTOL CENTER)

American Radio Summer 1991 Supplement, Copyright 1991

Arbitron Rank/Pop (12+): 29/1,236,400
MSA Rank/Pop: 32/1,480,000
ADI # 21
Average Person Ratings: 16.7
Market TSL: 22.25 hours

Stations: 31/24
Diaries: 1477/837:1/51.0%
Sample Target: 1410
% Below Line: 5.8
% Not Listed: 12.9

1990 Revenue: $56,000,000
HH Inc.: $37,407
Retail $: 11.6 Bil
Pop per Station: 51,516
#1 Biller: KRAK-AF $9,800,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90		Birch Share	Birch AQH	Birch Cume	
1. KFBK	(N/T)	220/10.7	10.6	12.4	8.8	9.8	10.6	271/3318	2616/21.2	22.4	19.9		9.2	194	2426	KFBK
2. KRAK-F	(C)	194/ 9.4	9.7	10.1	8.9	7.2	9.5	264/3293	2231/18.0	18.1	16.6		9.2	194	1677	KRAK-F
3. KRXQ-F	(AOR)	137/ 6.6	6.9	7.9	6.5	8.4	7.0	159/1999	1618/13.1	13.7	15.3		11.6	245	2251	KRXQ-F
4. KSFM-F	(CHR)	130/ 6.3	6.7	7.3	7.3	5.7	6.9	186/2830	2026/16.4	18.3	17.1		10.5	223	2641	KSFM-F
5. KYMX-F	(AC)	117/ 5.7	4.9	4.7	5.2	4.9	5.1	130/1967	1701/13.8	13.9	10.3		3.5	74	1233	KYMX-F
6. KXOA-F	(AC)	116/ 5.6	4.6	7.2	7.5	6.5	6.2	123/2143	2006/16.2	14.2	17.3		3.5	75	977	KXOA-F
7. KHYL-F	(O)	114/ 5.5	4.8	3.4	4.4	4.8	4.5	166/2555	1668/13.5	12.3	13.8		4.2	89	893	KHYL-F
8. KSEG-F	(CL AOR)	107/ 5.2	3.8	4.7	3.3	3.1	4.3	127/1806	1370/11.1	9.8	12.5		7.2	153	1980	KSEG-F
9. KWOD-F	(CHR)	92/ 4.5	3.3	2.7	2.9	3.0	3.3	121/1977	1416/11.5	12.0	10.9		3.9	82	1761	KWOD-F
10. KGBY-F	(AC)	90/ 4.4	3.8	3.7	3.5	3.6	3.8	93/1651	1416/11.5	9.9	10.9		3.3	70	946	KGBY-F
11. KQPT-F	(J/NA) **	67/ 3.2	4.0	3.4	4.3	4.5	3.7	77/1272	1041/ 8.4	9.0	12.4					KQPT-F
12. KRAK	(C)	60/ 2.9	2.4	3.3	2.5	3.1	2.8	108/1490	723/ 5.8	6.0	7.0		3.3	70	699	KRAK
13. KCTC	(BB)	58/ 2.8	2.8	2.2	1.6	1.5	2.3	59/1045	903/ 7.3	6.9	5.2		1.3	27	478	KCTC
14. KZAP-F	(AOR)	55/ 2.7	3.4	3.1	4.6	6.2	3.5	87/2216	1338/10.8	12.3	14.8		4.2	89	1829	KZAP-F
15.																

** STATION DETERMINED TO HAVE ENGAGED IN A SPECIAL STATION ACTIVITY.

12+ FM SHARE (METRO): 71.08% (1277 of 1797) (SUM 90: 70.54%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	KSFM-F>>	KRXQ-F	KRXQ-F<	KRAK-F	KFBK	KFBK >	KFBK >>	KFBK	KRAK-F	KSFM-F	KRAK-F
2	KRXQ-F	KSEG-F	KRAK-F	KFBK	KRAK-F	KRAK-F>	KRAK-F>	KRAK-F>	KFBK	KRAK-F	KFBK >
3	KWOD-F	KSFM-F<	KSEG-F	KXOA-F	KXOA-F	KXOA-F	KRXQ-F<	KXOA-F<	KSFM-F	KRXQ-F>	KCTC
4		KWOD-F	KHYL-F	KHYL-F	KHYL-F	KHYL-F<	KSFM-F	KYMX-F	KRXQ-F	KHYL-F	KYMX-F
5		KRAK-F	KFBK <	KSEG-F<	KSEG-F<	KYMX-F<	KYMX-F	KRXQ-F	KXOA-F	KWOD-F	KRAK
6		KGBY-F	KXOA-F	KRXQ-F	KYMX-F	KRAK	KXOA-F	KSEG-F<	KHYL-F<	KFBK	KRXQ-F
7		KYMX-F<	KSFM-F		KRXQ-F		KHYL-F	KHYL-F	KYMX-F		
8		KHYL-F			KQPT-F						

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1	KRXQ-F	KRXQ-F<	KRAK-F>	KRAK-F	KRAK-F
2	KSEG-F	KSEG-F<	KRXQ-F	KXOA-F	KXOA-F
3	KWOD-F	KRAK-F	KXOA-F	KHYL-F<	KHYL-F
	KSFM-F	KSFM-F	KSEG-F	KGBY-F	KFBK <
5	KGBY-F	KGBY-F	KSFM-F	KRXQ-F<	KYMX-F
6	KYMX-F	KWOD-F	KQPT-F	KSFM-F<	KGBY-F
7	KHYL-F	KXOA-F	KGBY-F	KYMX-F<	KQPT-F
8	KRAK-F			KSEG-F	

	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	KWOD-F	KRXQ-F	KSEG-F	KRXQ-F	KFBK >
	KRXQ-F	KSEG-F	KRXQ-F>	KFBK <	KRAK-F<
3	KSFM-F>	KWOD-F	KFBK	KSEG-F	KSEG-F
4	KSEG-F>	KSFM-F	KHYL-F<	KRAK-F	KRXQ-F
5	KYMX-F	KYMX-F<	KZAP-F	KWOD-F<	KHYL-F
	KGBY-F	KHYL-F	KYMX-F	KHYL-F	KXOA-F<
7				KSFM-F	KZAP-F<
8					KQPT-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KFIA	710	Carmichael	0.5/1.9/ 18/ 321
KFIA-F	101.9	Shngle Sp/Scrmt	0.7/2.6/ 17/ 372
KLCQ-F	105.5	Davis/Sacramnto	0.6/2.1/ 14/ 329
KOWL	1490	So Lake Tahoe	0.3/0.8/ 6/ 96
KRLT-F	93.9	So Lake Tahoe	0.4/0.7/ 11/ 116
KSAC	1240	Sacramento	0.5/2.1/ 13/ 279
KSMJ	1380	Sacramento	0.8/3.5/ 25/ 559
KXOA	1470	Sacramento	1.1/3.2/ 28/ 427
KBEE-F	103.3	Modesto/Stoctn.	0.8/1.9/ 70/1060
KCBS	740	San Francisco	0.4/1.6/ 47/1136
KFRC	610	San Francisco	1.2/4.6/ 63/1141
KGO	810	San Francisco	1.7/4.4/108/1238
KNEL-F	106.1	San Francisco	0.3/1.8/ 37/ 784
KNBR	680	San Francisco	1.0/4.0/ 95/1497
KSFO	560	San Francisco	0.4/2.3/ 16/ 448

American Radio Summer 1991 Supplement, Copyright 1991

RADIO STATIONS

AM STATIONS

KCTC	1320, 5 KW (DA-2)	EZ	UNIULT UNISUP,	$ 30.00	(Christal)	Tribune Co.
KFBK	1530, 50 KW (DA-2)	News/Talk	ABC APR,	$120.00	(Group W)	Westinghouse
KFIA	710, 10 KW/250 W(DA-2),	Religion	,	$ 24.00	(---)	
KRAK	1140, 50 KW (DA-2)	Country	,	$ 66.00	(Katz)	EZ
KRCX	1110, 5 KW/500 W (DA-2),	Hispanic	,	$ 36.00	(Katz Hisp.)	Fuller-Jeffrey
KSAC	1240, 1 KW	Classical	UNIULT,	$ 27.00	(CMBS)	
KSMJ	1380, 5 KW (DA-2)	Oldies	SMN,	$ 26.00	(MMR)	Booth/Genesis
KXOA	1470, 5 KW/1 KW (DA-2)	Business News	,	$ 30.00	(Banner)	Brown

FM STATIONS

KQBY	92.5, 50 KW @ 462	AC	,	$ 62.00	(Group W)	Westinghouse
KHYL	101.1, 37 KW @ 567	Oldies	,	$ 50.00	(Eastman)	Parker (AUBURN)
KQPT	100.5, 115 KW @ 328	Jazz/NAC	SOURCE,	$ 80.00	(CBS)	Duchossois
KRAK	105.1, 50 KW @ 500	Country	,	$111.00	(Katz)	EZ
KSEG	96.9, 50 KW @ 500	Classic AOR	ABC,	$ 48.00	(Christal)	Great American
KRXQ	93.7, 25 KW @ 325	AOR	,	$ 90.00	(Torbet)	Fuller-Jeffrey
KSFM	102.5, 50 KW @ 500	CHR	,	$ 85.00	(MMR)	Booth/Genesis
					(WOODLAND)	
KWOD	106.5, 50 KW @ 410	CHR	CBS ABC,	$ 54.00	(HMWH)	
KXOA	107.9, 50 KW @ 403	AC	,	$135.00	(Banner)	Brown
KYMX	96.1, 50 KW @ 476	Soft AC/EZ	,	$ 75.00	(Christal)	Tribune Co.
KZAP	98.5, 50 KW @ 500	AOR	,	$ 96.00	(Mc-Guild)	Nationwide

American Radio Summer 1991 Supplement, Copyright 1991

Arbitron Rank/Pop (12+): 112/327,500
MSA Rank/Pop: 120/408,000
ADI # 59 (w/Flint)
Average Person Ratings: 17.7
Market TSL: 23.50 hours

Stations: 16/11
Diaries: 872/376:1/57.5%
Sample Target: 780
% Below Line: 6.5
% Not Listed: 11.9

1990 Revenue: $10,700,000
HH Inc.: $30,637
Retail $: 2.9 Bil
Pop per Station: 29,772
#1 Biller: WIOG-F $3,000,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90		Birch Share	Birch AQH	Birch Cume	
1. WIOG-F (CHR)	92/15.8	15.0	19.2	18.5	----	17.1	215/2976	1148/35.1	38.6	0.0		19.5	117	1429	WIOG-F
2. WHNN-F (O)	88/15.1	11.1	10.9	15.1	----	13.1	204/2655	1024/31.3	24.7	0.0		13.0	78	842	WHNN-F
3. WKCQ-F (C)	77/13.3	12.3	9.9	9.9	----	11.4	140/1662	800/24.4	27.3	0.0		11.2	67	796	WKCQ-F
4. WSGW (FS)	65/11.2	8.5	12.3	9.7	----	10.4	69/765	698/21.3	19.2	0.0		9.2	55	645	WSGW
5. WKQZ-F (AOR)	56/ 9.6	10.9	12.3	8.6	----	10.4	108/1243	623/19.0	21.6	0.0		13.0	78	741	WKQZ-F
6. WGER-F (SAC)	35/ 6.0	7.8	7.1	10.2	----	7.8	39/572	485/14.8	15.6	0.0		4.0	24	410	WGER-F
7. WTLZ-F (B)	31/ 5.3	7.0	5.7	6.1	----	6.0	43/505	327/10.0	12.1	0.0		6.8	41	476	WTLZ-F
8. WFDF (BB)	16/ 2.8	2.2	1.3	2.2	----	2.1	46/580	156/ 4.8	4.8	0.0		1.2	7	148	WFDF
9.															
10.															

12+ FM SHARE (METRO): 81.45% (417 of 512) (SUM 90: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIOG-F>>	1 WKQZ-F<	1 WHNN-F	1 WHNN-F>	1 WHNN-F>	1 WSGW <	1 WSGW	1 WHNN-F<	1 WHNN-F<	1 WIOG-F	1 WKCQ-F<
2	2 WIOG-F>	2 WIOG-F	2 WIOG-F	2 WIOG-F<	2 WHNN-F	2 WIOG-F<	2 WIOG-F<	2 WIOG-F	2 WSGW	2 WHNN-F
3	3 WKCQ-F	3 WKQZ-F	3 WKQZ-F<	3 WKCQ-F	3 WKCQ-F>	3 WHNN-F	3 WKCQ-F>	3 WKCQ-F>	WHNN-F	3 WTLZ-F
4	4 WHNN-F	4 WKCQ-F	4 WKCQ-F	4 WKQZ-F	4 WGER-F	4 WKCQ-F	4 WKQZ-F	4 WKQZ-F	4 WKCQ-F<	WIOG-F
5	5	5	5	5	5	5	5	5	5 WKQZ-F	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WIOG-F	1 WIOG-F>	1 WIOG-F>	1 WIOG-F	1 WIOG-F
2 WTLZ-F>	2 WKQZ-F	2 WHNN-F	2 WHNN-F>	WHNN-F
3 WKQZ-F	3 WHNN-F	3 WKQZ-F>	3 WKCQ-F	3 WKCQ-F>
4 WKCQ-F	4 WTLZ-F	4 WGER-F	4 WKQZ-F	4 WGER-F
5 WKFK-F>	WKCQ-F	5 WKCQ-F	5 WTLZ-F	5 WKQZ-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKQZ-F	1 WKQZ-F>>	1 WKQZ-F>>	1 WHNN-F	1 WHNN-F>>
2 WIOG-F	2 WIOG-F	2 WKCQ-F	2 WKQZ-F	2 WKQZ-F
3 WKCQ-F>	3 WKCQ-F>	WIOG-F	3 WKCQ-F	3 WKCQ-F
4 WHNN-F	4 WHNN-F	4 WHNN-F	WIOG-F	4 WIOG-F
5	5	5	5	5

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCEN-F	94.5	Mt. Pleasant	1.5/4.2/ 58/ 510
WKFK-F	100.5	Carrollton	1.5/4.5/ 10/ 181
WKNX	1210	Saginaw	1.2/4.9/ 10/ 200
WMJT-F	100.9	Pinconning	0.9/2.5/ 5/ 99
WJR	760	Detroit	1.2/5.0/ 59/1078
WOWE-F	98.9	Vassar	0.3/2.0/ 9/ 193
WWCK-F	105.5	Flint	1.5/7.8/106/1441
WWWW-F	106.7	Detroit	0.7/2.1/ 6/ 161

RADIO STATIONS

WKNX, 1210, 10 KW , NOSTALGIA	APR , $ 10.00 (Patt)			
WSAM, 1400, 1 KW (DA-2) , OLDIES	ABC , $ 12.00 (Christal)	MacDonald		
WSGW, 790, 5 KW/1 KW (DA-2), MOR/FULL SER.	NBC, MBS, $ 38.00 (Katz)	Booth		
WGER-F, 106.3, 3 KW @ 325, EZ/SOFT AC	MBS, $ 30.00 (McGuild)			
WHNN-F, 96.1, 100 KW @ 1020, AC	UNIULT, $ 43.00 (Eastman)	Liggett		
WIOG-F, 102.5, 86 KW @ 870, CHR	ABC, SOURCE , $ 75.00 (Katz)	Booth		
WKCQ-F, 98.1, 50 KW @ 492, COUNTRY	ABC , $ 42.00 (Christal)	MacDonald		
WKQZ-F, 93.3, 38 KW @ 600, CHR	UNIPWR ABC , $ 33.00 (Banner)			
WTLZ-F, 107.1, 5 KW @ 400, BLACK	SBN , $ 22.00 (Roslin)			

WJR - See Detroit, WFDF - See Flint

American Radio Summer 1991 Supplement, Copyright 1991

ST. LOUIS

Arbitron Rank/Pop (12+): 16/2,056,200
MSA Rank/Pop: 14/2,490,000
ADI # 18
Average Person Ratings: 17.3
Market TSL: 23.00 hours

Stations: 28/28
Diaries: 2029/1013:1/56.5%
Sample Target: 1850
% Below Line: 0.0
% Not Listed: 6.8

1990 Revenue: $71,800,000
HH Inc.: $35,186
Retail $: 18.1 Bil
Pop per Station: 73,435
#1 Biller: KMOX $22,000,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. KMOX	(N/T)	690/19.4	18.6	20.4	16.6	17.0	18.8	781/9193	7750/37.7	35.9	36.0	17.3	671	8132	KMOX
2. KSHE-F	(AOR)	343/ 9.7	8.3	8.1	7.2	8.2	8.3	401/4856	4089/19.9	19.2	17.8	11.0	426	5010	KSHE-F
3. WIL -F	(C)	272/ 7.7	5.5	6.8	5.9	5.7	6.5	354/4000	3072/14.9	13.5	12.7	5.7	221	2736	WIL -F
4. KMJM-F	(B)	251/ 7.1	6.9	6.9	6.9	6.7	6.9	263/2564	2382/11.6	12.0	12.0	10.6	410	3145	KMJM-F
5. KYKY-F	(AC)	209/ 5.9	5.7	5.0	6.3	6.6	5.7	226/4000	3585/17.4	15.8	16.8	5.3	207	3409	KYKY-F
6. KSD -F	(CL AOR)	203/ 5.7	5.9	5.8	6.7	4.2	6.0	227/3766	3369/16.4	16.5	13.8	6.3	242	4757	KSD -F
7. WKBQ-F	(CHR)	153/ 4.3	5.2	4.8	5.0	6.8	4.8	187/4176	3519/17.1	17.8	19.6	6.4	247	4856	WKBQ-F
8. KLOU-F	(O)	141/ 4.0	4.5	3.8	4.2	3.7	4.1	161/2823	2363/11.5	10.3	12.9	3.3	128	2410	KLOU-F
9. KEZK-F	(SAC)	124/ 3.5	5.0	5.0	7.9	6.8	5.3	144/2775	2492/12.1	13.5	14.1	4.0	156	1763	KEZK-F
10. KHTK-F	(CHR)	114/ 3.2	2.3	1.5	2.0	2.9	2.3	118/2612	2343/11.4	8.8	10.1	5.5	211	2451	KHTK-F
11. WKKX-F	(C)	100/ 2.8	2.5	2.6	3.3	2.3	2.8	121/1820	1482/ 7.2	6.1	6.9	3.0	115	1443	WKKX-F
12. KRJY-F	(SAC)	73/ 2.1	1.8	2.1	1.9	2.4	2.0	73/1247	1193/ 5.8	5.9	6.4	1.4	53	679	KRJY-F
13. WEW	(BB)	69/ 1.9	2.0	1.8	1.8	2.0	1.9	84/881	814/ 4.0	3.7	3.4	1.5	57	507	WEW
14. KFUO-F	(CL)	67/ 1.9	1.9	1.9	2.0	2.0	1.9	67/1434	1362/ 6.6	6.4	5.6	1.3	49	629	KFUO-F
15. KXOK	(B)	65/ 1.8	1.4	0.6	0.7	0.7	1.1	69/940	847/ 4.1	3.1	3.6	1.6	61	500	KXOK
16. KATZ	(B)	60/ 1.7	1.9	2.1	2.1	2.1	1.9	60/858	858/ 4.2	4.8	4.6	1.6	63	472	KATZ
17. WFXB-F	(CHR)	44/ 1.2	2.2	1.8	1.7	1.6	1.7	46/1252	1227/ 6.0	7.9	5.9	2.0	77	1387	WFXB-F
18. WRTH	(BB)	43/ 1.2	1.8	1.6	1.7	0.9	1.6	44/799	778/ 3.8	4.2	3.4	0.6	23	493	WRTH
19. KUSA	(C)	42/ 1.2	1.6	1.8	1.8	1.2	1.6	71/1404	727/ 3.5	3.6	4.0	0.9	34	609	KUSA
20. KATZ-F	(J)	41/ 1.2	1.0	1.3	1.8	2.1	1.3	41/737	719/ 3.5	4.9	5.5	1.2	48	1209	KATZ-F

12+ FM SHARE (METRO): 66.37% (2199 of 3313) (SUM 90: 68.86%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KMJM-F<	1 KSHE-F>	1 KSHE-F>	1 KSHE-F	1 KMOX	1 KMOX >>	1 KMOX >>	1 KMOX	1 KMOX >	1 KMOX >>	1 KMOX >>
2 KHTK-F<	2 KMJM-F	2 KMOX	2 KMOX	2 KSHE-F>	2 WIL -F>	2 KSHE-F	2 KSHE-F	2 KSHE-F	2 KMJM-F>	2 KSHE-F
3 WKBQ-F	3 KSD -F>	3 KSD -F	3 KSD -F	3 WIL -F	3 KEZK-F	3 WIL -F<	3 WIL -F	3 WIL -F	3 KSHE-F>	3 KYKY-F>>
4	4 KYKY-F>	4 KMJM-F	4 KYKY-F	KSD -F	4 KLOU-F	4 KSD -F>	4 KYKY-F	4 KYKY-F	4 WKBQ-F	4 KMJM-F>>
5	5 WIL -F<	5 KYKY-F	5 WIL -F	5 KYKY-F	5 KYKY-F	5 KMJM-F<	5 KSD -F	5 KMJM-F	KHTK-F	5 WIL -F
6	6 WKBQ-F	6 WIL -F	6 KMJM-F<	6 KLOU-F	6	6 KYKY-F>	6 KMJM-F	6 KSD -F	6 WIL -F	6
7	7 KMOX	7 KLOU-F	7 KLOU-F	7 KMJM-F	7	7 WKKX-F	7 KLOU-F KEZK-F	7 WKBQ-F	7 KYKY-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KMJM-F	1 KSHE-F	1 KSHE-F>	1 KYKY-F<	1 KMOX
2 WKBQ-F<	2 KMJM-F	2 KMJM-F	2 KSHE-F	2 KYKY-F
3 KSHE-F	3 KYKY-F>	3 KYKY-F	3 KMJM-F	3 WIL -F
4 KYKY-F	4 WKBQ-F	4 KSD -F>	4 KMOX	KSHE-F
5 KHTK-F	5 KSD -F>	5 WIL -F	5 WIL -F	5 KMJM-F
6	6 KHTK-F	6 KXOK	6 KSD -F<	6 KLOU-F
7	7	7	7 WKBQ-F<	7 KSD -F
			8 KLOU-F	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KSHE-F>>	1 KSHE-F>>	1 KSHE-F	1 KSHE-F>	1 KMOX <
2 KMJM-F>	2 KSD -F>	2 KSD -F>>	2 KSD -F	2 KSHE-F
3 KSD -F	3 KMJM-F>	3 KMOX <	3 KMOX >	3 KSD -F>
4 WKBQ-F>	4 KMOX	4 WIL -F	4 KMJM-F	4 WIL -F>
5 KYKY-F	5 WIL -F	5 KMJM-F>	5 WIL -F	5 KLOU-F
6	6 KYKY-F	6 KYKY-F	6 KYKY-F	6 KYKY-F
7	7	7	7	7 KMJM-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KEZK	590	Wood River/St.L	0.5/2.3/ 20/ 510
KFXB-F	105.7	Ste. Genve/St.L	1.1/7.1/ 58/1843
KIRL	1460	St. Charles/StL	0.6/1.5/ 21/ 311
KSIV	1320	Clayton/St. L.	0.7/2.4/ 25/ 486
WCBW-F	104.9	Columbia/St. L.	0.7/2.7/ 34/ 610
WESL	1490	E. St. Louis	0.9/2.0/ 31/ 406
WGNU	920	Granite City	0.4/1.5/ 15/ 318
WIBV	1260	Belleville	1.0/3.8/ 38/ 785

American Radio Summer 1991 Supplement, Copyright 1991

RADIO STATIONS

AM STATIONS

KATZ, 1600,	5 KW (DA-N)	, BLACK		NBN,	$ 40.00	(K & P)	Interurban
KGLD, 1380,	5 KW/1 KW (DA-2)	, OLDIES	UNISUP	UNIULT,	$ 34.00	(Katz)	Chase
KMOX, 1120,	50 KW	, TALK		CBS,	$ 327.00	(CBS)	CBS
KSIV, 1320,	5 KW/125 W	, RELIGION		,	$ 10.00	(---)	Bott
KUSA, 550,	5 KW (DA-N)	, COUNTRY OLDIES		MBS,	$ 50.00	(McGuild)	Gannett
KXEN, 1010,	50 KW (DAYS, DA)	, RELIGION		,	$ 26.00	(---)	Mid America Gospel
KXOK, 630,	5 KW (DA-2)	, TALK	UNIULT	ABC,	$ 31.00	(Torbet)	
WESL, 1490,	1 KW/250 W (DA-1)	, GOSPEL	SBN	UNIULT,	$ 25.00	(K & P)	Willis
WEW , 770,	1 KW (DAYS)	, NOSTALGIA	UNISUP	UNIULT,	$ 27.00	(---)	
WRTH, 1430,	5 KW (DA-2)	, NOSTALGIA	UNISUP	ABC,	$ N/A	(Banner)	Heritage

FM STATIONS

KATZ, 100.3,	50 KW @ 490,	BLACK		NBN,	$ 37.00	(K & P)	Interurban
KEZK, 102.5,	100 KW @ 1026,	EZ		UNIULT,	$ 91.00	(MMR)	Adams
KFUO, 99.1,	100 KW @ 1026,	CLASSICAL		NBC,	$ 47.00	(CMBS)	
KHTK, 97.1,	100 KW @ 560,	CHR		,	$ 40.00	(Torbet)	
KLOU, 103.3,	100 KW @ 920,	OLDIES		CBS,	$ 80.00	(CBS)	CBS
KMJM, 107.7,	100 KW @ 1026,	BLACK		,	$ 97.00	(McGuild)	Noble
KRJY, 96.3,	100 KW @ 552,	SOFT AC	NBC	UNISUP,	$ 47.00	(Banner)	
KSD , 93.7,	100 KW @ 860,	CLASSIC AOR		,	$ 100.00	(McGuild)	Gannett
KSHE, 94.7,	100 KW @ 1026,	AOR		,	$ 154.00	(HNWH)	Emmis
KFXB, 105.7,	100 KW @ 1378,	AC		SOURCE,	$ N/A	(Durpett1)	(ST. GENEVIEVE)
KYKY, 98.1,	90 KW @ 1026,	AC		,	$ 129.00	(MMR)	EZ
WCBW, 104.9,	2 KW @ 400,	RELIGION		,	$ 20.00	(---)	Universal
WIL , 92.3,	100 KW @ 984,	COUNTRY		ABC,	$ 76.00	(Banner)	Heritage
WKBQ, 106.5,	90 KW @ 1026,	CHR		,	$ 69.00	(Katz)	Chase
WKKX, 104.1,	39 KW @ 500,	COUNTRY		,	$ 40.00	(Torbet)	(JERSEYVILLE, IL)
WFXB, 101.1,	44 KW @ 525,	AC		,	$ 40.00	(Torbet)	

American Radio Summer 1991 Supplement, Copyright 1991

SALINAS-MONTEREY-SANTA CRUZ

Arbitron Rank/Pop (12+): 75/501,200

MSA Rank/Pop: 132/602,000 (Salinas)
AUI # 109

Average Person Ratings: 15.8

Market TSL: 21.25 hours

Stations: 33/20
Diaries: 1009/497:1/52.0%
Sample Target: 925
% Below Line: 32.1
% Not Listed: 16.1

1990 Revenue: $12,600,000
HH Inc.: $39,277
Retail $: 4.3 Bil
Pop per Station: 25,060
#1 Biller: KDON-F $1,900,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. KGO	(N/T)	77/ 9.7	9.0	8.6	7.2	7.2	8.6	78/1006	966/19.3	17.5	16.8	7.3	60	743	KGO
2. KDON-F	(CHR)	76/ 9.6	11.7	11.1	10.4	11.7	10.7	78/1223	1166/23.3	22.4	24.2	14.2	117	1191	KDON-F
3. KTOM-F	(C)	57/ 7.2	7.8	5.9	4.4	5.0	6.3	59/811	798/15.9	15.9	10.6	6.2	51	578	KTOM-F
4. KUFX-F	(CL AOR)	41/ 5.2	6.6	2.6	3.8	3.7	4.5	41/713	672/13.4	14.2	14.2	6.2	51	581	KUFX-F
5. KWAV-F	(AC)	34/ 4.3	4.9	4.5	4.2	3.9	4.5	34/704	704/14.0	14.0	13.7	3.4	28	388	KWAV-F
6. KBAY-F	(EZ)	32/ 4.0	4.2	3.4	4.5	3.4	4.0	39/456	418/ 8.3	8.4	8.3	2.9	24	366	KBAY-F
7. KDBQ-FF	(AC)	27/ 3.4	2.4	4.8	5.2	1.3	4.0	38/587	523/10.4	7.9	4.3	3.0	25	415	KDBQ-FF
8. KBOQ-F	(CL)	26/ 3.3	3.0	2.2	5.3	4.0	3.5	26/408	400/ 8.0	8.2	10.7	3.4	28	385	KBOQ-F
9. KNBR	(T/FS)	25/ 3.1	2.2	1.2	1.0	2.0	1.9	27/415	398/ 7.9	7.4	7.1	3.0	25	359	KNBR
10. KLFA-F	(SP)	23/ 2.9	2.2	1.9	2.0	2.3	2.3	23/242	242/ 4.8	3.9	3.1	2.2	18	154	KLFA-F
KCTY	(SP)	23/ 2.9	3.8	2.9	2.0	2.6	2.9	23/330	330/ 6.6	5.1	5.6	1.6	13	185	KCTY
12. KCBS	(N/T)	22/ 2.8	2.2	3.3	2.9	2.2	2.8	22/446	440/ 8.8	7.6	7.1	1.6	13	356	KCBS
KTGE	(SP)	22/ 2.8	3.1	3.5	1.5	2.6	2.7	22/266	266/ 5.3	4.8	5.8	4.4	36	526	KTGE
14. KHIP-F	(O)	20/ 2.5	2.8	2.6	2.1	2.6	2.5	20/354	333/ 6.6	7.3	7.7	2.9	24	214	KHIP-F
15. KSCO	(T)	19/ 2.4	1.3	1.6	0.7	0.8	1.5	19/244	244/ 4.9	4.2	3.0				KSCO
KMBY-F	(AOR)	19/ 2.4	3.2	3.5	5.0	5.7	3.5	19/423	423/ 8.4	10.7	10.8	6.0	49	521	KMBY-F
17. KOCN-F	(AC)	16/ 2.0	2.4	1.9	2.0	3.6	2.1	16/270	270/ 5.4	7.9	10.8	3.2	26	297	KOCN-F
18. KHTX-F	(CHR)	14/ 1.8	0.5	2.0	2.0	1.5	1.6	14/244	244/ 4.9	3.2	5.3	1.3	11	157	KHTX-F
19. KTOM	(C)	12/ 1.5	1.8	1.2	1.6	0.8	1.5	12/168	168/ 3.4	0.0	2.7	1.7	14	152	KTOM
20. KRAY-F	(SP)	11/ 1.4	2.2	1.8	2.2	3.4	1.9	11/246	246/ 4.9	4.3	5.3	0.4	3	129	KRAY-F
KXDC-F	(J/NA)	11/ 1.4	1.8	2.0	2.2	2.5	1.9	11/217	217/ 3.9	3.3	5.8	1.9	16	282	KXDC-F
22.															
23.															
24.															
25.															

12+ FM SHARE (METRO): 66.37% (442 of 666) (SUM 90: 70.66%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDON-F>>	1 KDON-F	1 KDON-F	1 KGO	1 KGO	1 KGO >>	1 KGO >	1 KGO	1 KDON-F	1 KGO <	1 KGO >>
2 KHTX-F	2 KUFX-F>	2 KUFX-F	2 KUFX-F	2 KTOM-F	2 KTOM-F	2 KDON-F	2 KDON-F	2 KTOM-F	2 KDON-F>	2 KBAY-F
3	3 KTOM-F>	3 KTOM-F	3 KTOM-F	3 KUFX-F<	3 KBAY-F>	3 KTOM-F>	3 KTOM-F	3 KGO >	3 KNBR	3 KHTX-F
4	4 KLFA-F	4 KGO	4 KDON-F	4 KDON-F	4 KCBS	4 KWAV-F	4 KUFX-F	4 KUFX-F	4 KDBQ-F	4
5	5 KMBY-F	5 KWAV-F	5 KWAV-F	5 KWAV-F	5 KNBR	5 KCBS	5 KWAV-F	5 KWAV-F	5 KTOM-F	5
6	6	6 KDBQ-FF	6	6	KBOQ-F	6 KUFX-F	6	6	6	6
7	7	7	7	7	7	7 KBAY-F	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KDON-F>>	1 KDON-F>>	1 KDON-F>	1 KDON-F>	1 KDON-F
2 KTOM-F	2 KTOM-F	2 KWAV-F	2 KTOM-F	2 KTOM-F
3 KWAV-F	3 KWAV-F	KTOM-F	3 KWAV-F	3 KGO
KOCN-F	4 KLFA-F	KLFA-F	4 KGO	4 KWAV-F
5 KUFX-F	5 KUFX-F	5 KDBQ-FF	5 KDBQ-FF	5 KDBQ-FF
KHTX-F	KDBQ-FF	6 KUFX-F	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KDON-F>	1 KUFX-F>	1 KUFX-F>>	1 KUFX-F>	1 KUFX-F
2 KUFX-F>	2 KDON-F>	2 KMBY-F	2 KDON-F	2 KGO >
3 KDBQ-FF	3 KTOM-F	KLFA-F	3 KGO	3 KTOM-F
KTOM-F	KMBY-F>	4 KTOM-F	4 KTOM-F	4 KHIP-F
KPUP-F	5 KLFA-F	5 KDON-F	5 KMBY-F	5 KTGE
6 KWAV-F	6	6	6	KLFA-F
KMBY-F				

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KKMC	880	Gonzales/Sal.	0.9/3.0/ 7/ 149
KLAU	1540	Capitola/Mont.	0.6/1.8/ 5/ 89
KPUP	540	Carmel Valley	0.4/1.2/ 3/ 62
KPUP-F	104.3	Gonzales/Salins	1.3/3.8/ 10/ 188
KSUR-F	99.5	Greenfield	0.4/1.8/ 3/ 98
KAZA	1290	Gilroy	0.5/2.3/ 4/ 114
KEZR-F	106.5	San Jose	0.5/1.3/ 4/ 67
KFRC	610	San Francisco	0.6/2.3/ 8/ 162
KHEL-F	106.1	San Francisco	0.6/3.5/ 8/ 193
KOME-F	98.5	San Jose/San Fr	0.8/2.5/ 7/ 141
KSJO-F	92.3	San Jose	0.9/3.7/ 10/ 266

American Radio Summer 1991 Supplement, Copyright 1991

SALINAS-MONTEREY-SANTA CRUZ

RADIO STATIONS

KCTY	980,	1 KW/247W (DA-1),	Hispanic		$ NA	(Lotus)	
KOMY	1340,	1 KW	Nostalgia	MBS UNISUP,	$13.00	(Radio Time)	(WATSONVILLE)
KTGE	1570,	250 W/8 W	Hispanic		$12.00	(Katz Hisp.)	
KTOM	1380,	5 KW (DA-2)	see KTOM-F				
KBOQ-F	92.7,	1 KW @ 567	Classical		$24.00	(Durpetti)	
KDON-F	102.5,	19 KW @ 2270	CHR		$33.00	(Christal)	Henry
KHIP-F	93.5,	60 W @ 2238	Oldies	UNISUP UNIULT,	$17.00	(Eastman)	(HOLLISTER)
KLFA-F	93.9,	5 KW @ 703	Hispanic		$12.00	(Caballero)	(KING CITY)
KMBY-F	107.1,	.9 KW @ 604	AOR		$31.00	(HNWH)	
KOCN-F	104.9,	1 KW @ 559	Soft AC	MBS UNISUP,	$25.00	(Torbet)	
KHTX-F	107.5,	3 KW @ 335	CHR	SMN,	$18.00	(Katz)	
KRAY-F	103.9,	3 KW @ -135	Hispanic		$23.00	(Lotus)	
KTOM-F	100.7,	1 KW @ 2420	Country	ABC,	$37.00	(HMR)	Comm. Service
KWAV-F	96.9,	18 KW @ 2450	AC	APR,	$41.00	(HNWH)	Buckley
KXDC-F	101.7	.8 KW @ 591	EZ		$15.00	(---)	

American Radio Summer 1991 Supplement, Copyright 1991

SALT LAKE CITY

Arbitron Rank/Pop (12+): 38/1,008,900
MSA Rank/Pop: 45/1,080,000
ADI # 41
Average Person Ratings: 15.6
Market TSL: 20.50 hours

Stations: 28/28
Diaries: 1343/750:1/57.3%
Sample Target: 1315
% Below Line: 0.0
% Not Listed: 10.5

1990 Revenue: $31,900,000
HH Inc.: $29,410
Retail $: 7.1 Bil
Pop per Station: 35,960
#1 Biller: KKAT-F $4,200,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90		Birch Share	Birch AQH	Birch Cume	
1. KKAT-F	(C)	173/11.0	13.9	11.1	7.8	9.3	10.9	217/2726	2294/22.8	24.7	18.7		11.3	191	2672	KKAT-F
2. KSOP-AF	(C)	129/ 8.2	7.6	5.3	5.6	4.8	6.7	154/2240	1799/17.9	16.2	14.3		5.1	83	1217	KSOP-AF
3. KLZX-F	(AOR)	114/ 7.3	6.7	7.1	8.4	6.2	7.4	119/1606	1530/15.2	13.3	13.2		9.1	155	1697	KLZX-F
4. KSFI-F	(SAC)	103/ 6.6	8.8	9.0	8.3	6.7	8.2	127/2122	1782/17.7	19.6	18.7		3.9	66	1173	KSFI-F
5. KISN-F	(CHR)	86/ 5.5	3.9	5.7	4.6	7.3	4.9	104/2020	1770/17.6	14.8	17.6		6.2	105	1405	KISN-F
6. KBER-F	(AOR)	83/ 5.3	6.4	4.6	4.2	6.7	5.1	94/1510	1348/13.4	14.3	12.5		9.0	152	2163	KBER-F
7. KSL	(FS)	69/ 4.4	5.3	8.3	9.6	6.4	6.9	86/2035	1727/17.2	17.9	19.6		3.3	56	1146	KSL
8. KUTQ-F	(CHR)	64/ 4.1	2.8	2.4	2.0	2.7	2.8	69/1295	1229/12.2	11.3	8.3		5.7	96	1404	KUTQ-F
9. KCPX-F	(AC)	56/ 3.6	3.7	2.2	3.8	5.3	3.3	70/1343	1183/11.7	11.4	16.6		3.1	53	904	KCPX-F
10. KMGR-F	(SAC)	55/ 3.5	2.3	2.8	3.7	3.9	3.1	55/871	855/ 8.5	7.5	8.6		2.8	47	659	KMGR-F
11. KALL	(FS)	52/ 3.3	3.0	2.4	3.0	2.6	2.9	52/806	806/ 8.0	9.0	8.1		1.8	30	617	KALL
12. KZHT-F	(CHR)	50/ 3.2	2.8	2.6	3.3	3.0	3.0	55/1181	1109/11.0	9.5	9.6		3.5	59	1235	KZHT-F
13. KJQN-F	(AOR)	49/ 3.1	3.7	3.7	4.1	4.0	3.7	57/975	926/ 9.2	10.5	9.8		5.5	93	1297	KJQN-F
14. KTKK	(T)	39/ 2.5	1.6	1.7	3.1	1.2	2.2	40/409	402/ 4.0	4.3	4.0		1.7	28	442	KTKK
15. KRSP-F	(AOR)	38/ 2.4	3.4	3.3	2.9	5.1	3.0	46/1067	966/ 9.6	10.6	12.9		4.4	74	1391	KRSP-F
16. KDYL	(BB)	34/ 2.2	2.3	3.2	2.2	2.5	2.5	34/547	539/ 5.4	4.4	4.8		2.2	38	456	KDYL
KBZN-F	(J)	34/ 2.2	1.3	1.6	1.1	1.8	1.5	34/836	616/ 6.1	4.6	5.2		2.9	50	619	KBZN-F
18. KLCY-F	(AC)	28/ 1.8	2.1	1.6	2.6	1.9	2.0	40/1102	876/ 8.7	7.6	6.5		1.4	24	696	KLCY-F
19. KBCK-F	(C)	24/ 1.5	2.6	1.6	1.8	1.5	1.9	27/484	446/ 4.4	4.4	3.1		2.3	39	472	KBCK-F
20. KFAM	(EZ)	23/ 1.5	0.4	0.6	0.8	1.2	0.8	25/353	314/ 3.1	1.9	2.4		0.5	9	121	KFAM
21. KZOL-F	(O)	20/ 1.3	0.5	0.8	1.2	2.0	0.9	20/491	463/ 4.6	4.7	6.5		0.7	12	271	KZOL-F
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 81.16% (1137 of 1401) (SUM 90: 79.68%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KUTQ-F>>	1 KKAT-F	1 KKAT-F	1 KKAT-F	1 KKAT-F	1 KKAT-F	1 KKAT-F	1 KKAT-F	1 KKAT-F	1 KKAT-F>	1 KSL
2 KZHT-F	2 KLZX-F	2 KLZX-F	2 KLZX-F	2 KSOP-AF<	2 KSOP-AF	2 KLZX-F	2 KSOP-AF	2 KLZX-F<	2 KBER-F<	KKAT-F
3 KBER-F	3 KBER-F	3 KSOP-AF	3 KSOP-AF>	3 KLZX-F>	3 KSL <	3 KSOP-AF	3 KSFI-F<	3 KSOP-AF	3 KSOP-AF	3 KISN-F
4 KKAT-F	4 KSOP-AF	4 KSFI-F<	4 KISN-F<	4 KSFI-F	4 KSFI-F	4 KISN-F	4 KLZX-F>	4 KSFI-F	4 KUTQ-F<	4 KTKK
5	5 KISN-F	5 KISN-F<	5 KSFI-F	5 KISN-F	5 KALL	5 KSL	5 KISN-F	5 KISN-F<	5 KSFI-F<	KSOP-F
6	6 KSFI-F	6 KBER-F	6	6 KCPX-F	6 KLZX-F,	6 KALL	6 KBER-F	6 KBER-F	6 KLZX-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KBER-F	1 KISN-F<	1 KISN-F	1 KKAT-F	1 KKAT-F>
2 KSFI-F	2 KKAT-F	2 KKAT-F	2 KISN-F	2 KSOP-AF
KKAT-F	3 KSOP-AF	3 KSOP-AF>	3 KSFI-F	KISN-F
4 KJQN-F	4 KSFI-F	4 KSFI-F	4 KSOP-AF	4 KSFI-F
5 KZHT-F	5 KBER-F	5 KLZX-F	5 KMGR-F	5 KMGR-F
KISN-F	6 KMGR-F<	6 KCPX-F	6	6 KCPX-F
7 KMGR-F	7 KCPX-F			

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KBER-F	1 KLZX-F	1 KLZX-F>	1 KLZX-F	1 KLZX-F
2 KKAT-F	2 KKAT-F	2 KKAT-F>	2 KKAT-F	2 KSOP-AF
3 KLZX-F>	3 KBER-F>	3 KSOP-AF	3 KSOP-AF	3 KKAT-F>>
4 KJQN-F	4 KSOP-AF	KBER-F>	4 KBER-F>	4 KSFI-F
5 KUTQ-F	5 KJQN-F>	5 KJQN-F	5 KJQN-F	5 KSL
6 KRSP-F	6 KZHT-F	6 KZHT-F	6 KSFI-F	KCPX-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KCNR	860	Salt Lake City	0.5/3.7/ 8/ 382
KISN	570	Salt Lake City	0.8/3.9/ 12/ 419
KQOL-F	106.5	Spanish Frk/SL	0.8/2.3/ 12/ 230
KRPN-F	107.9	Roy/Salt Lake C	0.8/2.7/ 20/ 339
KSOS-F	106.9	Brigham/St.Lk.	1.1/4.5/ 22/ 529
KUTR	1320	Salt Lake City	1.0/3.5/ 16/ 357

American Radio Summer 1991 Supplement, Copyright 1991

SALT LAKE CITY

RADIO STATIONS

AM STATIONS

KALL,	910,	5 KW/1KW (DA-N)	, FS	ABC MBS,	$29.00	(Eastman)	Hatch
KDYL,	1280,	5 KW/500W (DA-N)	, Nostalgia	SMN,	$23.00	(CBS)	
KISN,	570,	5 KW (DA-1)	, CHR	,	$ NA	(Mc-Guild)	
KSL ,	1160,	50 KW	, Full Service	CNN CBS,	$80.00	(CBS)	Bonneville
KTKK,	630,	1 KW/500 W (DA-2)	, Talk	ABC NBC,	$23.00	(K & P)	
KUTR,	1320,	5 KW (DA-1)	, AC	MBS,	$19.00	(Katz)	John Price
KBBX,	1600,	5 KW/1 KW (DA-N)	, Religion	,	$ 8.00	(---)	Mid America Gospel

FM STATIONS

KBCK,	105.7,	14 KW @ 960	, Country	,	$19.00	(---)	Mid America Gospel
KBER,	101.1,	26 KW @ 3740	, AOR	,	$37.00	(Torbet)	(OGDEN)
KBZN,	97.9,	26 KW @ 3740	, Jazz/NAC	,	$18.00	(---)	(OGDEN)
KCPX,	98.7,	40 KW @ 2933	, AC	,	$60.00	(MMR)	John Price
KISN,	97.1,	26 KW @ 3740	, AC	,	$65.00	(Mc-Guild)	
KJQN,	95.5,	100 KW @ 681	, AOR	,	$25.00	(K & P)	(OGDEN)
KKAT,	101.9,	26 KW @ 3740	, Country	,	$86.00	(Banner)	Apollo (OGDEN)
KLCY,	94.1,	40 KW @ 3063	, AC	ABC,	$47.00	(Eastman)	Hatch
KUTQ,	99.5,	40 KW @ 2953	, CHR	NBC,	$22.00	(K & P)	(BOUNTIFUL)
KLZX,	93.3,	26 KW @ 3740	, Classic AOR	ABC,	$42.00	(Christal)	Citadel
KMGR,	107.5,	45 KW @ 2850	, Soft AC	UNISUP UNIULT,	$34.00	(HNWH)	(OREM)
KRPN,	107.9,	67 KW @ 2383	, Oldies	,	$20.00	(---)	(ROY)
KRSP,	103.5,	26 KW @ 3740	, AOR	ABC,	$59.00	(Durpetti)	
KSFI,	100.3,	26 KW @ 3740	, EZ	,	$65.00	(CBS)	
KSOP,	104.3,	25 KW @ 3640	, Country	,	$48.00	(MMR)	
KSOS,	106.9,	68 KW @ 2369	, AC	,	$18.00	(Moore)	(BRIGHAM)
KZHT,	94.9,	48 KW @ 2799	, CHR	,	$32.00	(Katz)	(PROVO)
KZOL,	96.1,	55 KW @ 2630	, Oldies	UNISUP UNIULT,	$24.00	(HNWH)	(PROVO)

American Radio Summer 1991 Supplement, Copyright 1991

SAN ANTONIO

Arbitron Rank/Pop (12+): 35/1,072,700

MSA Rank/Pop: 36/1,350,000
ADI # 43

Average Person Ratings: 18.5

Market TSL: 24.75 hours

Stations: 28/28
Diaries: 1421/755:1/50.8%
Sample Target: 1325
% Below Line: 0.0
% Not Listed: 7.4

1990 Revenue: $40,000,000
HH Inc.: $29,279
Retail $: 9.0 Bil
Pop per Station: 38,310
#1 Biller: KCYY-F/KKYX $7,000,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. KCYY-F	(C)	246/12.4	10.6	12.4	10.9	8.9	11.6	274/3098	2572/24.0	22.1	19.2	11.4	248	2463	KCYY-F
2. KXTN-F	(SP)	192/ 9.7	7.4	3.9	1.5	1.9	5.6	235/2421	2052/19.1	12.1	4.4	12.1	264	2034	KXTN-F
3. KTFM-F	(CHR)	184/ 9.3	9.2	10.1	9.0	7.3	9.4	197/2482	2333/21.7	23.4	20.7	14.5	316	3165	KTFM-F
4. KAJA-F	(C)	126/ 6.3	5.3	6.0	8.4	6.5	6.5	147/2266	1911/17.8	13.5	14.3	3.9	84	1086	KAJA-F
5. KQXT-F	(SAC)	99/ 5.0	5.2	5.6	4.9	5.0	5.2	112/1490	1275/11.9	12.3	11.5	4.0	88	719	KQXT-F
6. KKYX	(C)	92/ 4.6	4.3	4.2	4.3	4.3	4.3	184/1996	1018/ 9.5	9.6	9.7	4.0	87	660	KKYX
7. WOAI	(N/T)	87/ 4.4	6.3	6.2	6.1	5.4	5.8	133/1923	1176/11.0	16.2	11.9	3.5	77	1252	WOAI
8. KSAQ-F	(AOR)	81/ 4.1	5.2	4.8	4.3	4.7	4.6	91/1486	1364/12.7	13.2	14.2	4.4	95	1754	KSAQ-F
9. KZEP-F	(CL AOR)	77/ 3.9	4.9	5.6	5.9	5.8	5.1	83/1199	1050/ 9.8	10.9	13.2	5.1	111	1439	KZEP-F
KSRR-F	(AC)	77/ 3.9	3.2	3.1	3.4	5.9	3.4	86/1781	1566/14.6	13.1	16.5	4.1	90	1366	KSRR-F
11. KONO-AF	(AC)	76/ 3.9	3.2	2.0	4.1	3.8	3.3	105/1726	1334/12.4	11.9	10.4	3.6	77	1427	KONO-AF
12. KCOR	(SP)	71/ 3.6	5.8	3.6	5.4	4.9	4.6	72/803	774/ 7.2	8.9	7.2	2.2	47	943	KCOR
13. KSMG-F	(O)	67/ 3.4	4.4	4.8	4.2	6.0	4.2	80/1217	993/ 9.3	12.1	15.7	5.5	120	1249	KSMG-F
14. KMMX-F	(AC)	58/ 2.9	3.0	2.6	3.7	4.0	3.0	65/1038	942/ 8.8	8.1	10.5	1.7	36	741	KMMX-F
15. KRIO-F	(C)	48/ 2.4	1.1	----	----	----	0.9	54/704	590/ 5.5	2.3	0.0	1.4	31	544	KRIO-F
16. KEDA	(SP)	42/ 2.1	1.2	2.2	2.4	1.2	2.0	43/500	459/ 4.3	3.0	4.3	1.2	26	416	KEDA
17. KTSA	(N/T)	40/ 2.0	2.8	3.3	3.4	3.9	2.9	61/1045	669/ 6.2	7.8	8.1	1.4	31	493	KTSA
18. KSAH	(SP)	34/ 1.7	1.6	0.8	1.4	1.2	1.3	37/233	205/ 1.9	3.7	2.3	1.2	27	277	KSAH
19. KSJL	(AOR)	28/ 1.4	0.7	1.8	4.3	0.8	2.0	34/450	365/ 3.4	2.3	2.5	0.8	18	307	KSJL
20. KISS-AF	(O)	26/ 1.3	1.5	2.8	2.5	3.6	2.0	32/683	469/ 4.4	6.9	12.0	1.0	12	374	KISS-AF
KZVE	(SP)	26/ 1.3	1.1	1.3	2.0	1.8	1.4	26/261	257/ 2.4	2.7	4.9	0.9	19	227	KZVE
22. KSLR	(REL)	25/ 1.3	1.2	1.4	1.0	1.0	1.2	26/368	290/ 2.7	3.1	3.3	2.8	61	515	KSLR
23.															
24.															
25.															

12+ FM SHARE (METRO): 72.35% (1332 of 1841) (SUM 90: 65.25%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KTFM-F>>	1 KCYY-F>	1 KCYY-F>	1 KCYY-F>	1 KCYY-F>	1 KCYY-F	1 KCYY-F>	1 KCYY-F>	1 KCYY-F	1 KTFM-F	1 KCYY-F>
2	2 KXTN-F	2 KXTN-F	2 KXTN-F>	2 KXTN-F>	2 KXTN-F	2 KXTN-F	2 KTFM-F	2 KXTN-F	2 KXTN-F	2 KTFM-F
3	3 KTFM-F	3 KTFM-F	3 KAJA-F	3 KAJA-F	3 KKYX	3 KTFM-F	3 KXTN-F>	3 KTFM-F	3 KCYY-F>	3 KZEP-F
4	4 KSAQ-F	4 KAJA-F	4 KTFM-F	4 KTFM-F	4 WOAI <	4 KKYX	4 KQXT-F	4 KAJA-F>	4 KSRR-F<	KCOR
5	5 KZEP-F	5 KZEP-F	5 KONO-AF	5 KQXT-F<	5 KAJA-F<	5 WOAI	KAJA-F	5 KQXT-F	5 KSAQ-F	5
6	6 KAJA-F<	6 KSAQ-F<	KZEP-F	6 KONO-AF<	6 KQXT-F	6 KAJA-F	6 WOAI	6 KZEP-F	6 KAJA-F	6
7	7 KSRR-F	7 KSRR-F	7 KQXT-F	7 KZEP-F	7 KONO-AF	7	7 KKYX	7 KSRR-F	7 KQXT-F	7
8	8	8	8	8 KSMG-F	8	8	8	KSAQ-F<	8	8
								9 KSMG-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KTFM-F	1 KCYY-F	1 KCYY-F>	1 KCYY-F	1 KCYY-F
2 KXTN-F	2 KTFM-F<	2 KXTN-F	2 KXTN-F	2 KXTN-F>
3 KCYY-F>	3 KXTN-F>	3 KQXT-F	3 KTFM-F	3 KQXT-F<
4 KAJA-F	4 KAJA-F	4 KTFM-F	4 KAJA-F	4 KAJA-F
5 KSRR-F	5 KSRR-F	5 KSRR-F	5 KQXT-F	5 KTFM-F
KSAQ-F	6 KRIO-F	KAJA-F	6 KSMG-F	6 KONO-AF
7 KMMX-F	7 KSMG-F	7 KSMG-F	7 KSRR-F	KSMG-F
8	KMMX-F	8 KMMX-F	8	8

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KSAQ-F>	1 KCYY-F	1 KCYY-F	1 KCYY-F>	1 KCYY-F>>
2 KCYY-F	2 KSAQ-F	2 KZEP-F	2 KZEP-F	2 KXTN-F<
3 KZEP-F	3 KZEP-F	3 KXTN-F	KXTN-F	3 KZEP-F
KXTN-F	4 KXTN-F>	KSAQ-F	4 KSAQ-F	4 KAJA-F
KTFM-F	5 KTFM-F	5 KRIO-F	5 KTFM-F	5 KTFM-F<
6 KSRR-F	KRIO-F>	6 KSMG-F	6 KAJA-F	6 WOAI
KSJL	7 KSRR-F	7 KTFM-F	7 KRIO-F	7 KONO-AF
8 KRIO-F	8	8	8	8

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KCHL	1480	San Antonio	0.7/1.3/ 13/ 142
KGNB	1420	New Braunfels	0.9/2.3/ 17/ 260
KWED	1580	Seguin	0.4/1.2/ 9/ 157
KZEP	1250	San Antonio	0.1/0.3/ 1/ 36

American Radio Summer 1991 Supplement, Copyright 1991

SAN ANTONIO

RADIO STATIONS

AM STATIONS

KCHL, 1480, 2.5 KW (DAYS,DA)	??		$ 24.00 (McGuild)			
KCOR, 1350, 5 KW (DA-N)	HISPANIC		$ 69.00 (Katz)	Tichenor		
KEDA, 1540, 5 KW/1 KW (DA-N)	HISPANIC		$ 26.00 (Caballero)			
KKYX, 680, 50 KW/10 KW(DA-N)	COUNTRY	ABC	$ 50.00 (Katz)	New City		
KONO, 860, 5 KW/1 KW	OLDIES	NBC, UNIULT	$ 29.00 (Christal)	Booth/Genesis		
KSAH, 720, 10 KW/1 KW (DA-2)	HISPANIC		$ 22.00 (Caballero)			
KSJL, 760, 50 KW/1 KW (DA-1)	AOR	SMN, NBC	$ 16.00 (Eastman)	Inner City		
KSLR, 630, 5 KW (DA-2)	RELIGION		$ 17.00 (---)	Salem		
KTSA, 550, 5 KW (DA-N)	MOR/NOSTALGIA	CNN ABC	$ 28.00 (Banner)			
KXTN, 1310, 5 KW/280 W(DA-1)	HISPANIC		$ 26.00 (Lotus)	TK		
WOAI, 1200, 50 KW	NEWS/TALK	CBS	$ 84.00 (Christal)	Clear Channel		

FM STATIONS

KAJA, 97.3, 100 KW @ 984,	COUNTRY		$ 59.00 (Christal)	Clear Channel		
KCYY, 100.3, 100 KW @ 984,	COUNTRY		$ 95.00 (Katz)	New City		
KONO, 101.1, 100 KW @ 620,	OLDIES	NBC	$ 24.00 (Christal)	Waldon (FREDICKSBURG)		
KISS, 99.5, 100 KW @ 1111,	OLDIES	ABC	$ 57.00 (HMR)	Adams		
KSRR, 92.9, 100 KW @ 1016,	AC		$ 53.00 (Christal)	Booth/Genesis		
KMMX, 106.7, 100 KW @ 1016,	SOFT AC		$ 55.00 (McGuild)			
KQXT, 101.9, 100 KW @ 672,	EZ		$ 52.00 (Group W)	Westinghouse		
KSAQ, 96.1, 100 KW @ 481,	AOR	NBC CBS,	$ 42.00 (Eastman)	Inner City		
KSMG, 105.3, 100 KW @ 1249,	OLDIES		$ 61.00 (CBS)	Rusk		
KTFM, 102.7, 100 KW @ 672,	CHR		$ 60.00 (Banner)			
KZEP, 104.5, 100 KW @ 662,	CLASSIC AOR	MBS	$ 54.00 (HNWH)	Lotus		
KZVE, 107.5, 100 KW @ 1470,	HISPANIC		$ 42.00 (Schubert)	TK		

American Radio Summer 1991 Supplement, Copyright 1991

SAN DIEGO

Arbitron Rank/Pop (12+): 15/2,139,600

MSA Rank/Pop: 13/2,540,000
ADI # 24

Average Person Ratings: 17.0
Market TSL: 22.50 hours

Stations: 37/30
Diaries: 2081/1028:1/51.0%
Sample Target: 1830
% Below Line: 5.4
% Not Listed: 9.3

1990 Revenue: $93,000,000
HH Inc.: $41,672
Retail $: 20.0 Bil
Pop per Station: 71,320
#1 Biller: KFMB $10,300,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. KSON-AF (C)	259/ 7.1	8.8	6.1	7.5	6.5	7.4	259/3019	3019/14.1	16.2	14.1	7.8	244	2340	KSON-AF
2. KKLQ-AF (CHR)	235/ 6.5	6.0	7.3	7.7	9.1	6.9	235/4248	4248/19.9	19.3	22.7	8.1	271	5016	KKLQ-AF
3. KSDO (N/T)	203/ 5.6	5.2	5.9	6.6	5.4	5.8	203/2583	2583/12.1	10.8	11.7	5.0	175	2298	KSDO
4. XTRA-F (AOR)	201/ 5.5	5.4	4.4	5.7	5.1	5.3	201/2985	2985/14.0	13.6	14.3	7.9	275	3546	XTRA-F
5. KJQY-F (SAC)	188/ 5.2	5.6	4.9	6.0	5.2	5.4	188/2760	2760/12.9	12.6	11.2	4.0	140	1778	KJQY-F
6. KFMB (FS)	181/ 5.0	6.5	5.1	4.0	5.6	5.2	181/2849	2849/13.3	16.1	15.0	3.9	137	1933	KFMB
7. KGB -F (AOR)	179/ 4.9	6.0	4.9	6.0	4.9	5.4	179/3048	3048/14.2	16.0	12.8	5.3	186	2308	KGB -F
8. KFMB-F (AC)	172/ 4.7	5.4	5.7	4.8	6.6	5.2	172/3111	3111/14.5	16.1	16.8	5.5	191	3038	KFMB-F
9. KIFM-F (J)	156/ 4.3	3.2	3.6	3.6	3.5	3.7	156/2406	2406/11.2	9.7	8.9	3.6	127	1698	KIFM-F
10. KYXY-F (AC)	147/ 4.0	3.6	4.3	3.9	3.0	4.0	147/2290	2290/10.7	11.7	9.9	3.1	107	1873	KYXY-F
11. KIOZ-F (AOR)	146/ 4.0	2.6	1.9	3.1	1.9	2.9	146/1634	1634/ 7.6	5.8	5.8	5.9	205	1648	KIOZ-F
12. KPOP (BB)	139/ 3.8	4.5	4.1	3.4	3.7	4.0	139/1501	1501/ 7.0	7.8	7.2	3.0	104	1459	KPOP
13. KFSD-F (CL)	138/ 3.8	3.0	3.7	2.9	3.6	3.3	138/1761	1761/ 8.2	7.2	8.0	2.0	71	1681	KFSD-F
14. XHTZ-F (CHR)	124/ 3.4	2.4	2.6	3.1	2.9	2.9	124/2558	2558/12.0	9.4	9.6	5.7	199	3657	XHTZ-F
15. KCBQ-F (O)	104/ 2.9	2.5	2.8	3.1	3.6	2.8	104/1623	1623/ 7.6	8.3	9.4	1.5	53	1020	KCBQ-F
16. KSDO-F (CL AOR)	103/ 2.8	4.2	3.3	2.7	2.6	3.3	103/2146	2146/10.0	10.7	8.7	1.9	67	1378	KSDO-F
17. XTRA (S/T)	74/ 2.0	1.1	1.2	1.5	0.9	1.5	74/1270	1270/ 5.9	5.0	4.5	1.1	37	798	XTRA
18. KFI (T)	71/ 1.9	1.2	1.1	1.1	1.0	1.3	71/920	920/ 4.3	3.4	3.7	0.7	26	626	KFI
19. XHRM-F (B)	62/ 1.7	1.7	0.8	0.9	1.6	1.3	62/1373	1373/ 6.4	5.7	6.3	2.7	94	1822	XHRM-F
20. KNX (N)	61/ 1.7	1.3	2.6	1.4	1.4	1.8	61/1177	1177/ 5.5	4.5	5.2	0.7	23	788	KNX
21. KRMX-F (AC)	56/ 1.5	1.7	1.1	1.7	2.2	1.5	56/1383	1383/ 6.5	7.0	7.7	1.4	49	588	KRMX-F
22.														
23.														
24.														
25.														

NOTE: San Diego's Metro and TSA are the same

12+ FM SHARE (METRO): 72.80% (2404 of 3302) (SUM 90: 72.02%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKLQ-AF>>	1 XTRA-F	1 XTRA-F	1 KSON-AF	1 KSON-AF	1 KSON-AF	1 KSDO	1 KSON-AF	1 KSON-AF	1 KKLQ-AF	1 KSDO >
2 XHTZ-F	2 KKLQ-AF<	2 KSON-AF	2 KFMB-F	2 KIFM-F	2 KSDO	2 KFMB-F	KJQY-F<	2 KKLQ-AF	KFMB	2 KGB -F>
3 XTRA-F	3 KIOZ-F	3 KKLQ-AF	3 KIFM-F	3 KFMB-F	3 KFMB	3 KSON-AF<	3 KSDO	3 XTRA-F	3 XTRA-F	3 KNX
4 KGB -F	4 KGB -F	KGB -F<	4 KGB -F	4 KGB -F<	4 KPOP <	4 KFMB	4 KGB -F	4 KGB -F	4 KSON-AF	KSDO-F
5	5 KFMB-F	5 KFMB-F	5 KJQY-F	5 KJQY-F<	5 KJQY-F	5 KKLQ-AF	KFMB-F<	5 KJQY-F	5 KFSD-F	5 KCBQ-F
6	6 KSON-AF<	6 KIOZ-F	6 KFMB	6 KFMB	6 KFSD-F	6 KGB -F<	6 KKLQ-AF	6 KIFM-F	6 XHTZ-F	6 KSON-F
7	7 XHTZ-F	7 KIFM-F	KCBQ-F<	7 KYXY-F<	7 KIFM-F	7 XTRA-F	7 KYXY-F	7 KFMB <	7	KIOZ-F
8	8	8	8 KYXY-F	8 KCBQ-F	8	8	8	8 KSDO <	8	8
								9 KFMB-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KKLQ-AF>	1 KKLQ-AF>	1 KJQY-F<	1 KSON-AF<	1 KSON-AF
2 XTRA-F>	2 KFMB-F	2 KKLQ-AF	2 KKLQ-AF<	2 KFMB-F<
3 XHTZ-F>	3 XTRA-F<	3 KKLQ-AF	3 KFMB-F<	3 KJQY-F
4 KSON-AF	4 KJQY-F	4 KSON-AF	4 KJQY-F	4 KYXY-F
KIOZ-F	5 KSON-AF	KGB -F	5 KYXY-F	5 KIFM-F
KGB -F	KGB -F	6 KIFM-F<	6 KGB -F<	6 KKLQ-AF
7	7 XHTZ-F	7 KYXY-F	7 XTRA-F	KCBQ-F<
				8 KGB -F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KIOZ-F<	1 XTRA-F	1 KGB -F<	1 XTRA-F<	1 KSON-AF
2 XTRA-F>	2 KIOZ-F	2 XTRA-F	2 KIOZ-F	2 KIFM-F
3 KKLQ-AF	3 KGB -F	3 KIOZ-F	3 KGB -F	3 KFMB <
4 KGB -F>	4 KKLQ-AF	4 KSON-AF	4 KSON-AF<	4 KGB -F
5 XHTZ-F	5 KFMB-F	KFMB-F	5 KIFM-F<	5 KSDO
6	6	6 KIFM-F	6 KKLQ-AF<	6 KFMB-F<
7	7	7 KSDO <	7 KFMB-F	7 XTRA-F
		8 KSDO-F		8 KSDO-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KCBQ	1170	San Diego	0.7/2.6/ 25/ 561
KCEO	1000	Vista	0.5/1.7/ 20/ 357
KKOS-F	95.9	Carlsbad	0.9/2.4/ 34/ 519
KOWF-F	92.1	Escondido/SD	1.2/2.4/ 42/ 513
KPRZ	1210	San Marcos/SD	0.5/1.7/ 20/ 370
KSPA	1450	Escondido/SD	0.6/1.2/ 21/ 259
XEMO	860	Tijuana	0.9/2.1/ 34/ 483
XHKY-F	95.7	Tijuana/SD	0.4/1.2/ 16/ 255
XLTN-F	104.5	Tijuana	0.8/2.7/ 28/ 581
KABC	790	Los Angeles	0.3/1.5/ 11/ 317
KBIG-F	104.3	Los Angeles	0.3/1.0/ 11/ 224
KLOS-F	95.5	Los Angeles	0.4/1.6/ 14/ 345
KROQ-F	106.7	Pasadena	0.4/0.8/ 14/ 170
KRTH-F	101.1	Los Angeles	0.4/2.0/ 13/ 423

RADIO STATIONS

AM STATIONS

KCBQ,	1170,	50 KW/1.5 KW (DA-2),	Oldies	, $ NA	(HNWH)	Adams
KFMB,	760,	5 KW (DA-N) ,	Full Service	CBS, $180.00	(Mc-Guild)	Midwest TV
KPOP,	1360,	5 KW/1 KW ,	Nostalgia	NBC, UNISUP, $ 40.00	(Katz)	Brown
KSDO,	1130,	10 KW (DA-2) ,	News/Talk	ABC, $130.00	(Durpetti)	Gannett
XTRA,	690,	50 KW (DA-2) ,	Talk	MBS, $ 40.00	(HMR)	Noble

KSON and KKLQ are basically simulcast with their FM stations.

FM STATIONS

KCBQ,	105.3,	29 KW @ 620 ,	Oldies	UNIULT, $ 85.00	(HNWH)	Adams
KFMB,	100.7,	30 KW @ 620 ,	AC	, $105.00	(Mc-Guild)	Midwest TV
KFSD,	94.1,	100 KW @ 641 ,	Classical	, $ 75.00	(HNWH)	Lotus
KGB ,	101.5,	50 KW @ 500 ,	AOR	, $170.00	(Katz)	Brown
KIOZ,	102.1,	10 KW @ 980 ,	AOR	SOURCE , $ 50.00	(Banner)	(OCEANSIDE)
KIFM,	98.1,	28 KW @ 640 ,	Jazz	, $ 86.00	(CBS)	
KJQY,	103.7,	36 KW @ 578 ,	EZ	, $ 90.00	(HMR)	Westinghouse
KKLQ,	106.5,	50 KW @ 440 ,	CHR	, $175.00	(Christal)	Edens
KRMX,	94.9,	22 KW @ 702 ,	AC	, $ 80.00	(Eastman)	
KMLO,	107.1,	3 KW @ 300 ,	Soft AC	, $ 40.00	(---)	(FALLBROOK)
KSDO,	102.9,	32 KW @ 617 ,	Classic AOR	, $ 68.00	(Durpetti)	
KSON,	97.3,	50 KW @ 440 ,	Country	, $135.00	(Banner)	Jeff-Pilot
KYXY,	96.5,	41 KW @ 540 ,	AC	, $ 70.00	(HNWH)	
XHRM,	92.5,	50 KW @ 350 ,	Black	ABC, $ 48.00	(---)	(TIJUANA)
XLTN,	104.5,	57 KW @ 677 ,	Hispanic	, $ 40.00	(Katz Hisp)	(TIJUANA)
XTRA,	91.1,	100 KW @ 688 ,	AOR	, $ 98.00	(HMR)	Noble (TIJUANA)

American Radio Summer 1991 Supplement, Copyright 1991

SAN FRANCISCO

Arbitron Rank/Pop (12+): 4/5,088,700
MSA Rank/Pop: 28/4,760,000
ADI # 5
Average Person Ratings: 16.8
Market TSL: 22.50 hours

Stations: 53/52
Diaries: 3912/1301:1/48.0%
Sample Target: 2860
% Below Line: 0.5
% Not Listed: 13.1

1990 Revenue: $183,600,000
HH Inc.: $45,752
Retail $: 39.0 Bil
Pop per Station: 97,859
#1 Biller: KGO $25,000,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. KGO	(N/T)	681/ 8.0	7.8	8.9	8.3	7.0	8.3	849/11294	9241/18.2	17.6	16.1	7.9	626	7987	KGO
2. KMEL-F	(CHR)	449/ 5.3	6.1	6.2	5.2	5.3	5.7	476/7722	6994/13.7	15.5	13.5	9.3	739	10746	KMEL-F
3. KFRC	(BB)	415/ 4.9	4.3	4.5	5.3	4.9	4.8	478/6507	5261/10.3	10.0	9.6	3.2	258	3239	KFRC
4. KNBR	(T/FS)	387/ 4.5	3.8	2.4	2.6	5.1	3.3	529/9577	7468/14.7	12.7	14.5	2.8	219	4194	KNBR
5. KCBS	(N/T)	347/ 4.1	4.8	6.7	4.7	4.8	5.1	422/9028	7339/14.4	16.9	14.9	4.3	339	6744	KCBS
6. KIOI-F	(AC)	273/ 3.2	3.9	2.9	3.4	3.8	3.4	281/5393	5144/10.1	10.4	11.3	3.4	270	4032	KIOI-F
7. KOIT-AF	(AC)	250/ 3.0	3.7	3.2	4.4	3.8	3.6	263/5067	4819/ 9.5	10.8	10.8	2.0	143	2638	KOIT-AF
8. KSOL-F	(B)	237/ 2.8	3.6	2.9	2.5	3.2	3.0	239/5348	5229/10.3	11.1	9.1	4.6	366	6711	KSOL-F
9. KRQR-F	(AOR)	235/ 2.8	2.3	2.9	2.2	3.3	2.5	251/4380	4042/ 7.9	8.2	9.0	1.7	135	3127	KRQR-F
10. KKSF-F	(J/NA)	234/ 2.7	2.5	2.3	2.3	2.0	2.5	236/3434	3383/ 6.6	6.8	6.7	1.7	138	2394	KKSF-F
11. KITS-F	(AOR)	233/ 2.7	2.6	3.1	3.0	2.9	2.8	240/3673	3484/ 6.8	7.6	7.0	3.2	255	3839	KITS-F
12. KABL-AF	(SAC)	232/ 2.7	2.6	2.9	3.1	2.6	2.8	251/4401	4116/ 8.1	7.8	8.6	2.1	139	2048	KABL-AF
13. KSFO	(O)	221/ 2.6	2.1	1.4	2.2	3.4	2.1	237/5608	5055/ 9.9	8.8	10.1	2.0	162	4380	KSFO
14. KBLX-AF	(J/NA)	211/ 2.5	2.0	2.3	2.4	2.2	2.3	212/3632	3532/ 6.9	6.2	6.3	2.7	209	3311	KBLX-AF
15. KSAN-F	(C)	210/ 2.5	3.0	3.2	3.1	2.5	3.0	212/3789	3728/ 7.3	7.4	6.1	3.3	264	3576	KSAN-F
16. KDFC-AF	(CL)	202/ 2.3	2.7	1.9	2.9	2.1	2.5	209/3518	3433/ 6.7	7.9	7.0	1.5	102	1990	KDFC-AF
17. KFOG-F	(AOR)	200/ 2.3	1.9	2.3	2.1	3.2	2.1	206/3856	3672/ 7.2	7.3	8.8	1.7	132	2582	KFOG-F
18. KFRC-F	(O)	195/ 2.3	2.2	1.9	2.6	2.8	2.3	202/4744	4630/ 9.1	8.4	9.5	2.2	178	2473	KFRC-F
19. KKHI-AF	(CL)	193/ 2.2	2.4	2.3	1.8	1.7	2.2	198/3140	3021/ 5.9	6.5	5.6	1.7	95	1338	KKHI-AF
20. KBRG-F	(SP)	171/ 2.0	1.1	1.4	1.2	1.1	1.4	171/1663	1663/ 3.3	2.1	1.8	1.7	132	1510	KBRG-F
21. KBAY-F	(EZ)	170/ 2.0	2.1	1.9	2.1	1.8	2.0	217/2770	2232/ 4.4	5.3	3.8	1.5	121	1568	KBAY-F
22. KHQT-F	(CHR)	152/ 1.8	1.9	1.4	1.3	1.9	1.6	153/2367	2302/ 4.5	5.1	5.0	2.5	195	2953	KHQT-F
23. KDBQ-FF	(AC)	23/ 1.7	1.6	1.6	1.3	----	1.5	182/3359	2787/ 5 5	5.4	0.0	1.8	102	2411	KDBQ-FF
24. KSJO-F	(AOR)	136/ 1.6	1.6	1.6	1.2	1.5	1.5	150/2747	2459/ 4.8	5.0	5.1	2.5	197	2718	KSJO-F
25. KOME-F	(AOR)	121/ 1.4	1.5	1.3	1.6	1.6	1.5	128/2375	2227/ 4.4	5.2	5.2	2.4	189	2532	KOME-F
26. KYA -F	(O)	101/ 1.2	1.1	1.4	1.5	1.5	1.3	102/2683	2513/ 4.9	4.5	5.5				KYA -F
KEZR-F	(AC)	101/ 1.2	1.0	1.2	1.0	1.0	1.1	107/1919	1850/ 3.6	3.4	2.6	0.9	74	1333	KEZR-F
28. KUFX-F	(CL AOR)	95/ 1.1	1.1	0.8	0.6	0.7	0.9	135/2731	1932/ 3.8	3.9	3.4	1.5	117	2082	KUFX-F
29. KDIA	(B)	88/ 1.0	1.1	0.9	1.7	1.1	1.2	88/1124	1118/ 2.2	2.7	3.1	1.2	96	819	KDIA
30. KIQI	(SP)	80/ 0.9	0.9	0.9	0.6	1.0	0.8	81/1073	1016/ 2.0	2.1	2.5	0.8	62	1425	KIQI

12+ FM SHARE (METRO): 63.34% (4693 of 7409) (SUM 90: 62.76%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	KMEL-F>>	1 KMEL-F	1 KMEL-F	1 KGO	1 KGO >	1 KGO >	1 KGO >	1 KGO	1 KGO	1 KNBR	1 KGO >
2	KHQT-F	2 KITS-F<	2 KGO	2 KKSF-F	2 KKSF-F	2 KFRC	2 KCBS	2 KFRC	2 KMEL-F>	2 KGO	2 KCBS
3	KSOL-F	3 KRQR-F	3 KRQR-F<	3 KRQR-F	3 KNBR	3 KCBS	3 KFRC	3 KMEL-F	3 KNBR	3 KMEL-F	3 KNBR >
4		4 KIOI-F<	4 KIOI-F	KIOI-F	KIOI-F	4 KNBR >	4 KMEL-F	4 KOIT-AF	KFRC	4 KSFO >	4 KFRC >
5		5 KFOG-F	5 KKSF-F	5 KMEL-F	5 KOIT-AF	5 KSFO	5 KNBR	KIOI-F	5 KRQR-F	5 KKSF-F<	5 KBLX-F
6		6 KBRG-F	KITS-F	6 KFOG-F<	KRQR-F	6 KABL-AF	6 KIOI-F	6 KABL-AF	6 KABL-AF	6 KBLX-AF	6 KKHI-F
7		7 KSOL-F	7 KFOG-F	7 KOIT-AF	7 KMEL-F	KKHI-AF	7 KOIT-AF<	KNBR	KKSF-F	7 KDFC-AF	7 KDIA
8		8 KSJO-F	8 KNBR	KNBR	8 KBLX-AF	KDFC-AF	8 KITS-F	KCBS	KCBS	8 KSOL-F	8 KMEL-F

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1	KMEL-F>	1 KMEL-F	1 KIOI-F>	1 KIOI-F<	1 KIOI-F
2	KBRG-F<	2 KIOI-F	2 KFRC-F	2 KMEL-F	2 KOIT-AF
3	KITS-F>	3 KITS-F<	3 KMEL-F	3 KOIT-AF	3 KGO
4	KSOL-F	4 KBRG-F	4 KOIT-AF	4 KBLX-AF	4 KABL-AF
5	KBLX-AF	5 KBLX-AF	5 KKSF-F	5 KABL-AF	5 KBLX-AF
	KHQT-F	KOIT-AF	6 KITS-F	KSOL-F	KMEL-F
7	KIOI-F	KSOL-F	KFOG-F	7 KITS-F	7 KKSF-F
8	KOME-F	KFRC-F	8 KABL-AF	8 KBRG-F	8 KFRC-F
9	KSJO-F	9	KBRG-F<	9	9
10		10	10 KBLX-AF	10	10

	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	KMEL-F>	1 KRQR-F	1 KRQR-F>	1 KGO <	1 KGO
2	KITS-F	2 KMEL-F	2 KFOG-F<	2 KRQR-F	2 KRQR-F
3	KRQR-F	3 KITS-F	3 KITS-F<	3 KNBR	KNBR
4	KHQT-F	4 KFOG-F	4 KMEL-F	KMEL-F	4 KKSF-F
5	KSJO-F<	5 KSJO-F	5 KSJO-F	5 KKSF-F	5 KFOG-F
6	KNBR	6 KNBR	6 KGO	6 KFOG-F	6 KMEL-F<
7	KIOI-F	7 KGO	7 KBRG-F	7 KITS-F	7 KCBS
	KFOG-F	8 KSOL-F	8 KSAN-F	8 KSJO-F	8 KSFO
9	KSOL-F>	KSAN-F	KNBR	9	KITS-F
10	KUFX-F	KBRG-F	10 KDBQ-FF	10	10
	KOME-F				

American Radio Summer 1991 Supplement, Copyright 1991

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KARA-F	105.7	Santa Clara/SJ	0.7/2.1/ 67/1256
KAZA	1290	Gilroy	0.3/0.7/ 29/ 455
KEEN	1370	San Jose	0.6/1.3/ 54/ 704
KFAX	1100	San Francisco	0.7/1.9/ 56/ 945
KHTT-F	92.9	Healdsburg/SRsa	0.6/1.3/ 60/ 816
KJAZ-F	92.7	Alameda	0.8/3.1/ 74/1643
KKIQ-F	101.7	Livermore/Plsnt	0.3/1.2/ 29/ 666
KLOK	1170	SanJose/SanFran	0.4/1.7/ 40/ 924
KMGG-F	97.7	Monte Rio/SnRsa	0.4/1.3/ 36/ 686
KNEW	910	Oakland/SJ	0.8/2.4/ 70/1335
KOFY	1050	San Mateo/SF	0.8/2.4/ 73/1289
KRTY-F	95.3	Los Gatos	0.6/1.9/ 55/1006
KXFX-F	101.7	Santa Rosa	0.5/0.9/ 42/ 476
KZST-F	100.1	Santa Rosa	0.4/1.2/ 33/ 619
KSFM-F	102.5	Woodland/Scrmnt	0.5/1.3/213/3315

RADIO STATIONS

AM STATIONS

KABL,	960,	5 KW (DA-1)	, EZ/SOFT AC	UNISUP	, $ N/A	(Christal)	Shamrock
KCBS,	740,	50 KW (DA-2)	, NEWS/TALK	CBS	, $ 230.00	(CBS)	CBS
KDIA,	1310,	5 KW (DA-1)	, BLACK		, $ 50.00	(---)	
KEST,	1450,	1 KW	, TALK/RELIGION		, $ 40.00	(---)	Douglas
KFAX,	1100,	50 KW (DA-1)	, RELIGION		, $ 40.00	(---)	Salem
KFRC,	610,	5 KW	, NOSTALGIA	MBS, UNISUP,	$ 70.00	(Katz)	Bedford
KGO ,	810,	50 KW	, NEWS/TALK	ABC	, $ 340.00	(Banner)	Cap. Cities/ABC
KIQI,	1010,	10 KW/500W (DA-1)	, HISPANIC		, $ 58.00	(Caballero)	
KNBR,	680,	50 KW	, FULL SERVICE	NBC	, $ 189.00	(Eastman)	Susquehanna
KNEW,	910,	5 KW (DA-N)	, COUNTRY		, $ 70.00	(McGuild)	Malrite
KSFO,	560,	5 KW (DA-N)	, OLDIES	UNIPWR	, $ 105.00	(MMR)	King

FM STATIONS

KABL,	98.1,	100 KW @ 960,	EZ/SOFT AC	UNISUP	, $ 150.00	(Christal)	Shamrock
KBLX,	102.9,	7 KW @ 1290,	JAZZ/URBAN		, $ 130.00	(HNWH)	Inner City
KBRG,	104.9,	3 KW @ 300,	HISPANIC		, $ 55.00	(Katz Hisp)	(FREMONT)
KDFC,	102.1,	33 KW @ 1050,	CLASSICAL		, $ 79.00	(CMBS)	
KFOG,	104.5,	8 KW @ 1452,	AOR	SOURCE	, $ 110.00	(Eastman)	Susquehanna
KIOI,	101.3,	125 KW @ 1162,	AC		$ 175.00	(Durpetti)	Fairmont
KITS,	105.3,	15 KW @ 1200,	CHR/AOR	UNIPWR ABC	, $ 140.00	(HNWH)	Entercom
KKHI,	95.7,	7 KW @ 1290,	CLASSICAL		, $ 77.00	(HNWH)	Buckley
KJAZ,	92.7,	2 KW @ 397,	JAZZ		, $ 80.00	(K & P)	(ALAMEDA)
KKSF,	103.7,	8 KW @ 1470,	JAZZ/NAC		, $ 147.00	(Banner)	Brown
KMEL,	106.1,	69 KW @ 1290,	CHR		, $ 190.00	(Christal)	Century
KDBK,	98.9,	6 KW @ 1355,	AC		, $ 70.00	(Katz)	Viacom
KOIT,	96.5,	33 KW @ 1410,	SOFT AC		, $ 175.00	(Torbet)	Bonneville
KRQR,	97.3,	82 KW @ 1100,	AOR	CBS	, $ 150.00	(CBS)	CBS
KSAN,	94.9,	30 KW @ 1207,	COUNTRY		, $ 160.00	(McGuild)	Malrite
KSOL,	107.7,	9 KW @ 1162,	BLACK	APR	, $ 135.00	(MMR)	United
KFRC,	99.7,	45 KW @ 1241,	OLDIES		, $ 100.00	(Schubert)	Bedford
KYA ,	93.3,	50 KW @ 492,	OLDIES	UNIPWR	, $ 95.00	(Christal)	King

American Radio Summar 1991 Supplement, Copyright 1991

SAN JOSE

Arbitron Rank/Pop (12+): 30/1,229,100
MSA Rank/Pop: 31/1,470,000
San Francisco ADI
Average Person Ratings: 16.2
Market TSL: 21.50 hours

Stations: 43/16
Diaries: 1571/782:1/47.7%
Sample Target: 1470
% Below Line: 0.0
% Not Listed: 56.3

1990 Revenue: $30,600,000
HH Inc.: $51,455
Retail $: 12.6 Bil
Pop per Station: 76,818
#1 Biller: KOME-F $5,800,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. KHQT-F (CHR)	137/ 6.9	7.1	5.5	5.4	7.7	6.2	153/2350	1995/16.2	17.5	18.1	9.0	182	2162	KHQT-F
2. KBAY-F (EZ)	125/ 6.3	6.2	6.3	7.2	5.8	6.5	204/2549	1431/11.6	13.8	10.4	4.0	82	840	KBAY-F
3. KOME-F (AOR)	98/ 4.8	3.9	3.4	5.1	4.6	4.3	127/2229	1504/12.2	12.3	13.2	5.4	110	1585	KOME-F
KEZR-F (AC)	96/ 4.8	4.0	4.7	3.8	4.2	4.3	103/1862	1701/13.8	11.9	9.5	3.4	69	1103	KEZR-F
5. KSJO-F (AOR)	93/ 4.7	4.7	4.8	3.6	3.9	4.4	147/2546	1532/12.5	12.6	12.0	6.2	126	1601	KSJO-F
6. KUFX-F (CL AOR)	81/ 4.1	3.2	2.9	2.3	2.6	3.1	132/2516	1524/12.4	11.4	11.6	4.1	84	1431	KUFX-F
7. KARA-F (O)	55/ 2.8	4.8	3.1	4.2	3.9	3.7	60/1176	899/ 7.3	11.2	10.4	2.8	57	884	KARA-F
8. KRTY-F (C)	50/ 2.5	3.3	2.2	1.3	2.6	2.3	56/1006	837/ 6.8	8.0	6.1	3.3	66	823	KRTY-F
9. KDFC-AF (CL)	36/ 1.9	2.1	1.4	2.0	1.0	1.8	121/1988	699/ 5.7	6.4	5.0	1.2	25	420	KDFC-AF
10. KEEN (C)	36/ 1.8	1.7	1.6	3.4	1.2	2.1	50/654	542/ 4.4	4.1	3.3	1.3	27	462	KEEN
11. KAZA (SP)	25/ 1.3	1.2	1.0	1.7	1.4	1.3	29/453	314/ 2.6	2.1	2.7	1.1	22	343	KAZA
12. KLOK (SP)	16/ 0.8	1.0	0.9	0.8	1.7	0.9	31/783	358/ 2.9	3.3	3.9	1.6	33	635	KLOK
13. KNTA (SP)	11/ 0.6	0.8	1.2	1.1	1.6	0.9	16/371	249/ 2.0	2.2	2.8	0.2	4	205	KNTA
14. KLIV (N/T)	9/ 0.5	0.6	1.1	1.4	1.6	0.9	9/267	228/ 1.9	2.5	3.4	0.2	4	191	KLIV
15. KSJX (?)	6/ 0.3	0.1	----	0.1	----	0.1	14/171	87/ 0.7	0.9	0.1				KSJX

12+ FM SHARE (METRO): 87.84% (766 of 872) (SUM 90: 82.29%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHQT-F>>	1 KOME-F	1 KOME-F<	1 KOME-F<	1 KEZR-F<	1 KBAY-F>>	1 KHQT-F	1 KBAY-F	1 KHQT-F	1 KHQT-F>	1 KBAY-F<
2	2 KSJO-F<	2 KHQT-F<	2 KEZR-F<	2 KOME-F	2 KARA-F	2 KSJO-F<	2 KHQT-F	2 KBAY-F	2 KEZR-F	2 KEZR-F
3	3 KHQT-F	3 KSJO-F	3 KUFX-F	3 KUFX-F	3 KEEN	3 KOME-F<	3 KSJO-F<	3 KOME-F	3 KBAY-F	3 KHQT-F
4	4 KEZR-F	4 KEZR-F	KSJO-F>	KSJO-F<	4 KEZR-F	4 KBAY-F<	4 KUFX-F	4 KEZR-F	4 KDFC-AF	4
5	5 KUFX-F	5 KUFX-F	5 KHQT-F	5 KBAY-F	5 KUFX-F	5 KEZR-F	KEZR-F	5 KUFX-F	5 KOME-F	5
6	6	6	6	6 KARA-F	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KHQT-F>	1 KHQT-F	1 KEZR-F	1 KEZR-F	1 KBAY-F<	1 KHQT-F	1 KSJO-F	1 KSJO-F	1 KSJO-F	1 KOME-F<
2 KOME-F>	2 KOME-F	2 KOME-F>	2 KHQT-F	2 KEZR-F>	2 KSJO-F>	2 KOME-F	2 KOME-F	2 KUFX-F	2 KUFX-F
3 KEZR-F>	KEZR-F>>	3 KHQT-F	3 KOME-F<	3 KARA-F	3 KUFX-F	3 KUFX-F	3 KUFX-F>	KOME-F	KSJO-F>
4 KBAY-F	4 KRTY-F	4 KUFX-F	4 KBAY-F>	4 KOME-F	KOME-F	4 KHQT-F>	4 KEZR-F	4 KHQT-F>	4 KEZR-F
5 KRTY-F	5 KUFX-F	5 KSJO-F	5 KARA-F	5 KHQT-F	5 KEZR-F	5 KEZR-F	5	5 KEZR-F	5 KHQT-F
6	KSJO-F	KRTY-F	6	6	6	6	6	6	6

OTHER RATED STATIONS	METRO SHARE/CUME RTG

See San Francisco for more about the following stations:

KABL	0.1/ 0.6	KKHI-F	1.9/ 5.1
KABL-F	0.6/ 3.0	KKSF-F	1.5/ 5.2
KBLX	0.2/ 0.3	KMEL-F	2.6/ 8.4
KBLX-F	1.2/ 3.9	KNBR	4.2/12.2
KBRG-F	2.0/ 4.4	KOFY-F	0.4/ 2.0
KCBS	3.7/13.3	KOIT	0.3/ 1.3
KDBK-F	0.8/ 2.1	KOIT-F	2.4/ 6.8
KDBQ-F	0.8/ 3.4	KSAN-F	1.8/ 6.9
KFOG-F	0.4/ 3.4	KSFO	1.6/ 6.7
KFRC	2.1/ 5.5	KYA -F	0.8/ 3.6
KFRC-F	1.6/ 6.7	KSOL-F	1.7/ 5.9
KGO	8.5/19.6		
KIOI-F	2.6/ 8.3	KDON-F	0.6/ 2.8
KITS-F	2.8/ 6.6		
KKHI	0.2/ 0.6		

RADIO STATIONS

KAZA,	1290,	5 KW (DAYS, DA)	, HISPANIC		CRC,	$ 35.00 (Caballero)	
KEEN,	1370,	5 KW (DA-2)	, COUNTRY		UPI,	$ 40.00 (MMR)	
KLIV,	1590,	5 KW (DA-N)	, NOSTALGIA		,	$ 40.00 (Eastman)	Empire
KLOK,	1170,	5 KW (DA-2)	, HISPANIC		,	$ 38.00 (Katz Hisp)	
KNTA,	1430,	1 KW (DA-1)	, HISPANIC		,	$ 39.00 (Lotus)	
KSJX,	1500,	10 KW .5 KW (DA-2)	, AOR		,	$ 25.00 (Durpetti)	Narragansett
KARA-F,	105.7,	50 KW @ 497	, OLDIES		,	$ 85.00 (Eastman)	Empire
KBAY-F,	100.3,	14 KW @ 2582	, EZ/BTFL		,	$ 85.00 (MMR)	
KEZR-F,	106.5,	50 KW @ 430	, AC		,	$ 69.00 (Christal)	
KHQT-F,	97.7,	1.6 KW @ 449	, CHR		,	$ 55.00 (HNWH)	Anaheim
KOME-F,	98.5,	12 KW @ 881	, AOR		,	$100.00 (Torbet)	Infinity
KRTY-F,	95.3,	.4 KW @ 860	, COUNTRY	UNISUP UNIULT	,	$ 45.00 (Durpetti)	Crown
KSJO-F,	92.3,	50 KW @ 467	, AOR		ABC,	$ 65.00 (Durpetti)	Narragansett
KUFX-F,	94.5,	1.5 KW @ 2580	, CL AOR		,	$ 70.00 (Katz)	
KDBQ-F,	99.1,	1 KW @ 2618	, AC		ABC,	$ 70.00 (Katz)	Viacom

American Radio Summer 1991 Supplement, Copyright 1991

SEATTLE-TACOMA

Arbitron Rank/Pop (12+): 14/2,214,300

MSA Rank/Pop: 23/2,450,000 Seattle
ADI # 15

Average Person Ratings: 16.1

Market TSL: 21.50 hours

Stations: 32/32
Diaries: 1975/1121:1/52.1%
Sample Target: 1890
% Below Line: 0.0
% Not Listed: 10.1

1990 Revenue: $88,600,000
HH Inc.: $37,172
Retail $: 21.0 Bil
Pop per Station: 69,196
#1 Biller: KIRO $17,500,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. KIRO	(N/T)	377/10.6	9.4	11.4	8.7	10.2	10.0	419/6397	5777/26.1	25.1	25.7	10.4	397	5295	KIRO
2. KMPS-AF	(C)	275/ 7.8	5.6	7.8	6.3	6.8	6.9	323/4085	3451/15.6	13.4	13.7	6.6	230	2653	KMPS-AF
3. KPLZ-F	(CHR)	227/ 6.4	6.7	6.0	7.0	6.9	6.5	257/4931	4251/19.2	19.9	19.4	8.2	316	4440	KPLZ-F
4. KOMO	(FS)	186/ 5.2	5.0	5.7	5.5	5.2	5.3	216/3852	3317/15.0	15.2	13.6	3.1	120	1847	KOMO
5. KXRX-F	(CL AOR)	184/ 5.2	5.3	3.6	4.5	4.5	4.7	203/3204	2754/12.4	12.0	11.0	4.5	173	2931	KXRX-F
6. KISW-F	(AOR)	169/ 4.7	5.9	3.6	3.8	4.8	4.5	200/2957	2468/11.1	13.7	11.9	5.4	208	2565	KISW-F
7. KUBE-F	(CHR)	166/ 4.7	5.1	4.8	5.2	5.2	4.9	190/4353	3842/17.4	17.5	17.5	6.8	261	5182	KUBE-F
8. KBSG-AF	(O)	160/ 4.5	3.2	3.2	4.1	3.0	3.8	184/3108	2687/12.1	9.6	8.8	3.9	144	1765	KBSG-AF
9. KIXI	(BB)	137/ 3.8	4.2	3.2	3.0	4.0	3.5	154/2290	2017/ 9.1	8.7	7.6	2.5	97	1148	KIXI
10. KZOK-F	(AOR)	132/ 3.7	3.3	3.2	3.8	5.2	3.5	150/3031	2670/12.1	13.1	14.7	5.0	190	2222	KZOK-F
11. KLSY-AF	(AC)	126/ 3.5	4.6	3.0	4.8	4.6	4.0	152/3008	2731/12.3	12.1	11.8	3.5	129	1779	KLSY-AF
12. KEZX-F	(EZ)	125/ 3.5	2.5	1.1	0.9	1.5	2.0	140/1446	1230/ 5.6	5.2	3.8	2.0	76	781	KEZX-F
13. KING-F	(CL)	122/ 3.4	4.5	3.9	4.2	3.9	4.0	137/2323	2058/ 9.3	11.4	8.4	4.5	174	1742	KING-F
14. KMTT-F	(AC)	117/ 3.3	2.4	3.0	3.2	3.5	3.0	140/1958	1666/ 7.4	7.7	5.7	2.3	89	1273	KMTT-F
15. KRPM-F	(C)	100/ 2.8	4.3	3.1	4.4	2.7	3.7	132/2101	1769/ 8.0	9.5	8.0	3.0	114	1981	KRPM-F
KLTX-F	(SAC)	100/ 2.8	2.5	3.1	2.7	2.1	2.8	115/1813	1659/ 7.5	8.1	7.2	2.1	79	1046	KLTX-F
17. KING	(N/T)	87/ 2.4	2.1	3.6	2.9	3.0	2.8	95/1650	1465/ 6.6	6.8	8.4	2.5	95	1010	KING
18. KKNW-F	(J/NA)	81/ 2.3	2.2	3.5	2.1	1.7	2.5	93/1432	1332/ 6.0	5.9	5.2	2.1	81	1080	KKNW-F
19. KWMX-F	(AC)	80/ 2.2	2.5	1.5	1.6	2.6	2.0	85/1374	1291/ 5.8	6.4	6.2	0.5	21	857	KWMX-F
20. KCMS-F	(REL)	62/ 1.7	1.7	1.7	1.4	1.2	1.6	63/1128	1050/ 4.7	4.3	3.9	2.2	83	1043	KCMS-F
21. KNDD-F	(AOR)	55/ 1.5	1.9	2.5	2.6	2.5	2.1	63/1361	1256/ 5.7	6.7	7.7	2.1	81	1432	KNDD-F
22. KVI	(O)	38/ 1.1	1.2	1.3	1.4	1.3	1.3	41/1296	1221/ 5.5	4.2	5.1	1.5	58	764	KVI
23. KJR	(T/SP)	26/ 0.7	0.8	1.1	1.2	1.1	1.0	27/815	766/ 3.5	4.6	4.1	0.9	36	617	KJR
24. KKFX	(B)	24/ 0.7	0.4	1.3	0.5	0.5	0.7	26/674	630/ 2.8	1.9	1.9	1.8	69	1063	KKFX
25.															

12+ FM SHARE (METRO): 70.13% (2249 of 3207) (SUM 90: 67.98%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPLZ-F>>	1 KXRX-F	1 KMPS-AF	1 KMPS-AF	1 KIRO <	1 KIRO >	1 KIRO >	1 KIRO <	1 KIRO	1 KIRO >>	1 KIRO >
2 KUBE-F	2 KISW-F	2 KXRX-F	2 KIRO	2 KMPS-AF	2 KOMO <	2 KOMO	2 KMPS-AF	2 KMPS-AF	2 KPLZ-F>	2 KOMO
3	3 KMPS-AF	3 KISW-F<	3 KBSG-AF	3 KBSG-AF	3 KMPS-AF	3 KMPS-AF	3 KXRX-F	3 KPLZ-F<	3 KMPS-AF	3 KPLZ-F
4	KUBE-F<	4 KIRO	4 KISW-F	4 KISW-F	4 KIXI	4 KXRX-F	4 KPLZ-F<	4 KXRX-F	4 KUBE-F	4 KMPS-F
5	5 KPLZ-F	5 KPLZ-F<	5 KXRX-F<	5 KXRX-F<	5 KEZX-F	5 KISW-F	5 KOMO <	5 KUBE-F<	5 KISW-F	KISW-F
6	6 KZOK-F	6 KBSG-AF	6 KZOK-F	6 KZOK-F	6 KBSG-AF	6 KPLZ-F	6 KISW-F<	6 KBSG-AF	6 KLSY-AF	6 KEZX-F
7	7 KLSY-AF<	KUBE-F<	7 KMTT-F	7 KMTT-F	7 KING-F	7 KUBE-F	7 KIXI <	KISW-F>>	7 KXRX-F	7 KBSG-F
8	8 KIRO	8 KZOK-F	8	8	8	8	8 KBSG-AF>>	8 KMGI-AF	8	8 KUBE-F
							9 KMGI-AF			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KPLZ-F	1 KUBE-F	1 KMPS-AF<	1 KMPS-AF>	1 KMPS-AF>
2 KUBE-F>	2 KPLZ-F	2 KUBE-F	2 KPLZ-F	2 KBSG-AF>
3 KMPS-AF	3 KMPS-AF	KMTT-F	3 KUBE-F	3 KLSY-AF
4 KWMX-F	4 KMTT-F	4 KLSY-AF	4 KBSG-AF	KMTT-F<
5 KLSY-AF	5 KLSY-AF<	KXRX-F	5 KLSY-AF	5 KLTX-F<
6 KXRX-F	6 KXRX-F	KKNW-F	6 KMTT-F	6 KOMO <
KISW-F	7 KWMX-F	7 KPLZ-F	7 KXRX-F	7 KPLZ-F
8 KCMS-F	8	8 KBSG-AF	8 KWMX-F	8
9 KMTT-F				

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KXRX-F>	1 KISW-F	1 KISW-F	1 KISW-F<	1 KIRO >
2 KISW-F	2 KXRX-F>	2 KIRO	2 KIRO	2 KISW-F
3 KMPS-AF<	3 KIRO	3 KXRX-F	3 KXRX-F	3 KZOK-F
4 KPLZ-F>	4 KZOK-F	4 KZOK-F>	4 KZOK-F	4 KMPS-AF
5 KZOK-F	5 KMPS-AF	5 KLSY-AF	5 KMPS-AF>	KXRX-F<
6 KUBE-F	6 KPLZ-F	6	6 KBSG-AF	6 KBSG-AF
7	7 KUBE-F	7	7 KPLZ-F	7
8	8	8	8 KUBE-F	8

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KCIS	630	Edmonds	0.5/2.3/ 21/ 536
KGNW	820	Burien/Seattle	0.4/1.9/ 19/ 494
KRIZ	1420	Renton/Seattle	0.4/1.2/ 14/ 264
KRPM	770	Seattle/Tacoma	0.1/1.0/ 3/ 235

American Radio Summer 1991 Supplement, Copyright 1991

SEATTLE-TACOMA

RADIO STATIONS

AM STATIONS

KBLE, 1050, 5 KW/543 W	, RELIGION		, $ 25.00 (---)		
KCIS, 630, 5 KW/2.5 KW (DA-2)	, RELIGION		UPI, $ 38.00 (---)		
KING, 1090, 50 KW (DA-2)	, TALK	CNN	ABC, $ 60.00 (HMR)		King
KIRO, 710, 50 KW (DA-N)	, NEWS/TALK		CBS, $ 260.00 (Torbet)		Bonneville
KIXI, 880, 50 KW/10 KW (DA-2)	, NOSTALGIA	UNISUP	UNIULT, $ 54.00 (CBS)		Noble
KJR , 950, 5 KW (DA-1)	, OLDIES		, $ 55.00 (HNWH)		Ackerly
KKFX, 1250, 5 KW (DA-N)	, BLACK		ABC, $ 38.00 (HNWH)		Bingham
KLSY, 1540, 5 KW (DA-N)	, SEE KLSY-F				
KMPS, 1300, 5 KW (DA-N)	, SEE KMPS-F				
KOMO, 1000, 50 KW (DA-N)	, FULL SERVICE		ABC, $ 130.00 (Katz)		
KVI , 570, 5 KW	, OLDIES		, $ 50.00 (Banner)		Golden West

FM STATIONS

KMTT, 103.7, 100 KW @ 1670,	AC/ROCK		, $ 70.00 (Eastman)		Entercom
KBSG, 97.3, 55 KW @ 2393,	OLDIES		, $ 92.00 (Torbet)		Viacom
KCMS, 105.3, 115 KW @ 720,	RELIGION		UPI, $ 47.00 (Radio Spot)		
KEZX, 98.9, 100 KW @ 1110,	EZ		ABC, $ 60.00 (Durpetti)		Park
KING, 98.1, 100 KW @ 698,	CLASSICAL		, $ 68.00 (HMR)		King
KISW, 99.9, 100 KW @ 1148,	AOR		, $ 98.00 (McGuild)		Nationwide
KLSY, 92.5, 58 KW @ 2342,	AC	APR	ABC, $ 75.00 (Banner)		Sandusky
KLTX, 95.7, 100 KW @ 1178,	SOFT AC		, $ 62.00 (HNWH)		Ackerly
KNDD, 107.7, 100 KW @ 1194,	AOR		UNISUP, $ 64.00 (CBS)		Noble
KMPS, 94.1, 100 KW @ 1194,	COUNTRY		APR, $ 140.00 (McGuild)		EZ
KKNW, 106.9, 100 KW @ 819,	JAZZ/NAC		, $ 70.00 (Banner)		Brown
KPLZ, 101.5, 100 KW @ 1200,	CHR		, $ 123.00 (Durpetti)		Golden West
KRPM, 106.1, 32 KW @ 2342,	COUNTRY		, $ 67.00 (Christal)		Heritage
KWMX, 100.7, 100 KW @ 736,	AC		, $ 60.00 (Torbet)		Bonneville
KUBE, 93.3, 100 KW @ 1290,	CHR		, $ 160.00 (HMR)		Cook Inlet
KXRX, 96.5, 100 KW @ 1223,	CLASSIC AOR		, $ 95.00 (Katz)		Shamrock
KZOK, 102.5, 100 KW @ 1157,	AOR		, $ 67.00 (Eastman)		Adams

American Radio Summer 1991 Supplement, Copyright 1991

SHREVEPORT

Arbitron Rank/Pop (12+): 113/326,500
MSA Rank/Pop: 134/360,000
ADI # 65
Average Person Ratings: 16.0
Market TSL: 21.75 hours

Stations: 14/13
Diaries: 818/399:1/49.6%
Sample Target: 770
% Below Line: 5.9
% Not Listed: 7.7

1990 Revenue: $8,800,000
HH Inc.: $25,952
Retail $: 2.6 Bil
Pop per Station: 25,115
#1 Biller: KRMD-AF $2,100,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. KRMD-AF	(C)	108/20.7	16.3	17.0	15.0	----	17.3	174/1760	1013/31.0	32.5	0.0	18.1	103	1022	KRMD-AF
2. KMJJ-F	(B)	101/19.3	17.3	16.1	13.4	----	16.3	112/861	770/23.6	20.9	0.0	25.2	152	1044	KMJJ-F
3. KEEL	(BB)	47/ 9.0	5.7	8.0	5.5	----	7.1	80/639	468/14.3	13.2	0.0	3.6	22	437	KEEL
4. KOKA	(Q)	42/ 8.0	6.7	7.3	5.8	----	6.9	44/407	364/11.1	11.2	0.0	6.1	37	304	KOKA
5. KWKH-F	(C)	32/ 6.1	4.6	6.1	4.2	----	5.3	58/777	452/13.8	13.9	0.0	4.0	24	423	KWKH-F
6. KTUX-F	(CHR)	31/ 5.9	6.0	7.8	6.9	----	6.7	54/991	514/15.7	17.0	0.0	7.5	45	664	KTUX-F
7. KTAL-F	(AOR)	30/ 5.7	6.4	5.0	8.1	----	6.3	61/932	429/13.1	13.9	0.0	8.3	50	499	KTAL-F
8. KLKL-F	(O)	23/ 4.4	6.4	8.6	10.1	----	7.4	25/429	405/12.4	14.5	0.0	5.1	31	434	KLKL-F
9. KVKI-F	(AC)	22/ 4.2	4.9	6.3	7.9	----	5.8	26/581	460/14.1	15.2	0.0	4.5	27	416	KVKI-F
KITT-F	(AC)	22/ 4.2	9.4	5.9	5.6	----	6.3	55/938	461/14.1	17.4	0.0	5.3	32	296	KITT-F
11. KWKH	(C)	18/ 3.4	4.4	3.1	6.3	----	4.3	36/485	261/ 8.0	10.3	0.0	3.0	18	236	KWKH
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 75.93% (366 of 482) (SUM 90: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KMJJ-F>>	1 KMJJ-F	1 KRMD-AF	1 KRMD-AF	1 KRMD-AF	1 KRMD-AF>	1 KRMD-AF>	1 KRMD-AF	1 KMJJ-F<	1 KMJJ-F>	1 KOKA >
2 KRMD-AF	2 KRMD-AF>>	KMJJ-F>>	2 KMJJ-F>>	2 KMJJ-F>>	2 KEEL	2 KMJJ-F>	2 KMJJ-F>	2 KRMD-AF>	2 KRMD-AF>	2 KRMD-F
KTUX-F	3 KTAL-F	3 KTUX-F	3 KITT-F	3 KITT-F	3 KMJJ-F	3 KEEL	3 KEEL >	3 KEEL >	3 KOKA >	KMJJ-F>>
4 KTAL-F	4 KTUX-F	KTAL-F	4 KLKL-F	KEEL	4 KOKA	4 KOKA <	4 KWKH-F	4 KTAL-F	4 KTAL-F	4 KWKH
5	5	5 KITT-F	5 KWKH-F	5 KLKL-F	5 KWKH-F	5 KWKH-F	5 KTUX-F	5 KTUX-F	5	
6	6	6 KLKL-F	KTAL-F	6	6	6	KTAL-F	6	6	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KMJJ-F>>	1 KMJJ-F	1 KRMD-AF	1 KMJJ-F	1 KRMD-AF
2 KTUX-F	2 KRMD-AF>>	2 KMJJ-F>>	2 KRMD-AF>>	2 KMJJ-F>
3 KRMD-AF>	3 KTUX-F	3 KITT-F	3 KOKA	3 KOKA >
4 KOKA	4 KOKA	4 KTAL-F	4 KTUX-F	4 KITT-F
5	5 KTAL-F	KOKA	5 KITT-F	5 KLKL-F
6	KITT-F	6	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRMD-AF	1 KMJJ-F	1 KMJJ-F>	1 KRMD-AF	1 KRMD-AF
2 KMJJ-F>>	2 KRMD-AF>	2 KRMD-AF	2 KMJJ-F>>	2 KMJJ-F>>
3 KTUX-F	3 KTAL-F>>	3 KTAL-F>>	3 KTAL-F>	3 KWKH-F
4 KTAL-F	4 KTUX-F	4 KWKH-F	4 KWKH-F	KTAL-F
5	5	KVKI-F	5 KTUX-F	KEEL
6	6	KITT-F	KLKL-F	6

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KASO	1240	Minden	0.6/1.2/ 3/ 39
KIOU	1480	Shreveport	0.6/1.5/ 3/ 49

RADIO STATIONS

KEEL ,	710, 50 KW/5 KW (DA-2),	Nostalgia	ABC UNISUP, $27.00	(Katz)	Multimedia	
KOKA ,	980, 5 KW/80 W ,	Gospel	SBN NBC, $18.00	(HNWH)		
KLKL-F,	92.1, 3 KW @ 301 ,	Oldies	, $26.00	(Durpetti)	(BENTON)	
KITT-F,	93.7, 100 KW @ 1010 ,	AC	ABC, $36.00	(Katz)	Multimedia	
KMJJ-F,	100.1, 3 KW @ 300 ,	Black	SBN, $29.00	(McGuild)	Sun Group	
KRMD-F,	101.1, 100 KW @ 1120 ,	Country	, $50.00	(Eastman)	AmCom	
KTAL-F,	98.1, 100 KW @ 1328 ,	AOR	, $23.00	(Banner)	(TEXARKANA)	
KTUX-F,	98.9, 100 KW @ 720 ,	CHR	, $30.00	(Banner)	(CARTHAGE)	
KVKI-F,	96.5, 100 KW @ 797 ,	AC	, $31.00	(Christal)	Encore	
KWKH-F,	94.5, 100 KW @ 320 ,	Country	MBS, $43.00	(Christal)	Great Empire	

SPOKANE

Arbitron Rank/Pop (12+): 101/350,800
MSA Rank/Pop: 130/359,000
ADI # 77
Average Person Ratings: 15.8
Market TSL: 21.50 hours

Stations: 18/18
Diaries: 852/412:1/55.6%
Sample Target: 790
% Below Line: 0.0
% Not Listed: 11.7

1990 Revenue: $10,900,000
HH Inc.: $27,026
Retail $: 2.9 Bil
Pop per Station: 19,488
#1 Biller: KGA/KDRK-F $2,200,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90		Birch Share	Birch AQH	Birch Cume	
1. KZZU-F	(CHR)	79/14.2	14.4	11.2	14.7	----	13.6	96/1313	946/27.0	30.4	0.0		17.5	102	1240	KZZU-F
2. KISC-F	(AC)	64/11.5	13.2	11.0	10.0	----	11.4	95/1035	743/21.2	22.1	0.0		10.1	59	715	KISC-F
3. KDRK-F	(C)	55/ 9.9	10.2	11.9	9.8	----	10.4	91/1214	656/18.7	20.2	0.0		13.0	76	722	KDRK-F
4. KEYF-F	(O)	49/ 8.8	6.7	3.6	2.9	----	5.5	50/659	546/15.6	13.7	0.0		6.0	35	483	KEYF-F
5. KXLY	(N/T)	34/ 6.1	4.8	6.5	6.0	----	5.8	38/572	427/12.2	11.3	0.0		5.1	30	471	KXLY
6. KKZX-F	(CL AOR)	31/ 5.6	4.8	5.4	5.7	----	5.4	37/637	485/13.8	13.4	0.0		8.6	50	530	KKZX-F
7. KKPL-F	(SAC)	29/ 5.2	4.4	3.2	3.5	----	4.1	40/504	356/10.1	11.3	0.0		2.1	12	191	KKPL-F
KEZE-F	(AOR)	29/ 5.2	7.6	7.9	8.3	----	7.3	41/617	425/12.1	17.4	0.0		12.0	70	672	KEZE-F
9. KXLY-F	(EZ)	23/ 4.1	6.9	8.3	6.7	----	6.5	46/634	342/ 9.7	14.5	0.0		2.7	16	366	KXLY-F
10. KGA	(C)	22/ 4.0	3.2	4.5	5.5	----	4.3	39/517	324/ 9.2	8.9	0.0		2.9	17	235	KGA
11. KAQQ	(BB)	20/ 3.6	3.9	2.2	3.1	----	3.2	30/404	255/ 7.3	7.1	0.0		0.9	5	117	KAQQ
12. KJRB	(T)	13/ 2.3	1.9	2.3	2.2	----	2.2	22/310	260/ 7.4	6.3	0.0		1.5	9	197	KJRB
13. KAAR-F	(O)	12/ 2.2	1.2	3.2	1.9	----	2.1	15/194	157/ 4.5	5.2	0.0		1.4	8	165	KAAR-F
14. KTRW	(C)	9/ 1.6	2.1	1.6	2.8	----	2.0	14/171	123/ 3.5	5.1	0.0		1.4	8	91	KTRW
15. KCDA-F	(AC)	8/ 1.4	1.6	3.1	2.2	----	2.1	11/206	101/ 4.6	4.6	0.0		1.2	7	126	KCDA-F

12+ FM SHARE (METRO): 77.35% (379 of 490) (SUM 90: NA)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	KZZU-F	KZZU-F>	KISC-F	KISC-F>	KISC-F	KEYF-F	KZZU-F<	KZZU-F	KZZU-F>	KZZU-F<	KISC-F>
2		KISC-F<	KZZU-F	KEYF-F	KEYF-F	KISC-F	KISC-F	KISC-F	KISC-F	KISC-F>>	KDRK-F
3		KDRK-F	KEYF-F<	KDRK-F	KDRK-F	KXLY	KDRK-F	KDRK-F	KDRK-F	KXLY	KXLY
4		KKZX-F	KDRK-F	KZZU-F	KZZU-F	KDRK-F	KXLY	KEYF-F	KEYF-F	KEYF-F	KEYF-F
5		KEZE-F		KKZX-F	KKZX-F					KDRK-F	

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	KZZU-F>>	KISC-F<	KISC-F>>	KISC-F>	KISC-F>	KZZU-F>>	KZZU-F	KKZX-F	KZZU-F	KEYF-F
2	KISC-F	KZZU-F>	KEYF-F>	KZZU-F	KEYF-F>	KKZX-F	KKZX-F<	KDRK-F	KKZX-F	KDRK-F
	KDRK-F>>	KEYF-F	KZZU-F	KEYF-F	KDRK-F	KEZE-F	KDRK-F	KEZE-F	KDRK-F	KISC-F
4	KEZE-F	KDRK-F	KKZX-F	KDRK-F	KKPL-F	KDRK-F	KEZE-F	KZZU-F>	KEZE-F<	KZZU-F
	KEYF-F		KDRK-F		KZZU-F	KKPL-F		KISC-F	KEYF-F	KKZX-F
	KAAR-F									

OTHER RATED STATIONS			METRO CUME SHARE/RTG/AQH/CUME TSA TSA
KEYF	1050	Dishman/Spokane	0.4/1.9/ 2/ 74
KHDL	630	Opportunity/Spk	0.7/3.1/ 5/ 123
KVNI	1080	Coeur D Alene	1.3/2.9/ 7/ 100

RADIO STATIONS

KAQQ ,	590,	5 KW ,	Nostalgia	UNISUP CNN,	$16.00	(Katz)	Home News
KGA ,	1510,	50 KW (DA-N) ,	Country	ABC,	$ NA	(Eastman)	John Price
KJRB ,	790,	5 KW (DA-N) ,	Talk	UNISUP UNIULT,	$15.00	(Mc-Guild)	Apollo
KTRW ,	970,	5 KW/1 KW (DA-N),	Country	UNIULT,	$17.00	(Christal)	Highsmith
KXLY ,	920,	5 KW ,	News/Talk	CBS MBS,	$22.00	(Torbet)	Morgan/Murphy
KAAR-F,	95.3,	1.3 KW @ 485 ,	Oldies	,	$15.00	(---)	(MEDICAL LAKE)
KCDA-F,	103.1,	2 KW @ 1535 ,	AC	UNISUP UNIULT,	$10.00	(Roslin)	(COEUR d'ALENE)
KDRK-F,	93.7,	56 KW @ 2380 ,	Country	,	$50.00	(Eastman)	John Price
KEYF-F,	101.1,	100 KW @ 843 ,	Jazz/NAC	,	$18.00	(---)	(CHENEY)
KEZE-F,	105.7,	100 KW @ 1910 ,	AOR	UNIPWR,	$33.00	(Mc-Guild)	Apollo
KISC-F,	98.1,	94 KW @ 2031 ,	AC	,	$39.00	(Katz)	Home News
KKPL-F,	96.1,	56 KW @ 2380 ,	SAC	UNISUP,	$23.00	(Banner)	(OPPORTUNITY)
KKZX-F,	98.9,	100 KW @ 1614 ,	Classic AOR	,	$28.00	(Banner)	
KXLY-F,	99.9,	37 KW @ 2998 ,	EZ	,	$30.00	(Torbet)	Morgan Murphy
KZZU-F,	92.9,	85 KW @ 2080 ,	CHR	,	$38.00	(Christal)	Highsmith

American Radio Summer 1991 Supplement, Copyright 1991

SPRINGFIELD, MA

Arbitron Rank/Pop (12+): 72/506,400
MSA Rank/Pop: 88/596,000
ADI # 98
Average Person Ratings: 17.5
Market TSL: 23.25 hours

Stations: 29/16
Diaries: 992/510:1/51.8%
Sample Target: 935
% Below Line: 27.9
% Not Listed: 14.5

1990 Revenue: $11,400,000
HH Inc.: $34,910
Retail $: 4.7 Bil
Pop per Station: 31,650
#1 Biller: NA

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90		Birch Share	Birch AQH	Birch Cume	
1. WMAS-F	(AC)	88/10.0	8.6	6.9	7.8	7.6	8.3	88/1201	1161/22.9	20.1	16.8		4.9	41	738	WMAS-F
2. WPKX-F	(C)	84/ 9.5	6.1	8.0	7.5	1.8	7.8	88/887	842/16.6	11.7	3.6		9.6	80	604	WPKX-F
3. WAQY-F	(AOR)	81/ 9.2	7.7	7.8	8.4	10.1	8.3	90/1408	1327/26.2	22.8	22.6		11.3	94	1364	WAQY-F
4. WTIC-F	(CHR)	64/ 7.2	8.1	7.1	5.6	7.5	7.0	65/1179	1170/23.1	21.0	20.3		10.5	87	1365	WTIC-F
5. WHYN-F	(AC)	61/ 6.9	8.8	9.5	10.4	8.5	8.9	74/1220	1103/21.8	21.7	23.3		6.9	57	927	WHYN-F
6. WHYN	(FS)	49/ 5.5	8.3	6.7	7.3	7.7	6.9	49/750	739/14.6	21.0	20.1		4.2	35	625	WHYN
7. WMAS	(BB)	46/ 5.2	4.9	4.6	5.6	4.8	5.1	46/500	500/ 9.9	9.5	9.0		3.5	29	309	WMAS
8. WAAF-F	(AOR)	33/ 3.7	3.8	3.4	3.6	2.1	3.6	35/576	509/10.1	11.2	6.8		6.4	53	867	WAAF-F
9. WDRC-F	(O)	30/ 3.4	2.4	3.5	2.1	1.9	2.8	31/537	530/10.5	9.9	6.9		2.9	24	383	WDRC-F
10. WRCH-F	(SAC)	28/ 3.2	3.1	2.5	3.8	3.4	3.2	30/534	511/10.1	9.2	9.4		1.8	15	265	WRCH-F
11. WCCC-F	(AOR)	23/ 2.6	2.3	2.5	2.6	3.3	2.5	23/532	519/10.2	11.2	9.1		3.7	31	673	WCCC-F
12. WHMP-F	(CHR)	21/ 2.4	1.2	2.0	1.7	1.6	1.8	31/575	468/ 9.2	8.1	7.4		2.8	23	479	WHMP-F
13. WHMP	(AC)	19/ 2.1	1.0	1.5	1.7	2.8	1.8	20/229	222/ 4.4	4.5	4.4		0.5	4	155	WHMP
14.																
15.																

12+ FM SHARE (METRO): 75.00% (567 of 756) (SUM 90: 68.24%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	WTIC-F>>	1 WAQY-F>	1 WAQY-F	1 WMAS-F	1 WMAS-F	1 WPKX-F	1 WPKX-F<	1 WMAS-F	1 WMAS-F	1 WAQY-F	1 WAQY-F>
2	WAAF-F>	2 WTIC-F	2 WMAS-F>	2 WAQY-F	2 WPKX-F<	2 WMAS-F	2 WMAS-F	2 WPKX-F	2 WPKX-F	2 WTIC-F	2 WHYN
3	WHMP-F	3 WMAS-F	3 WTIC-F	3 WPKX-F<	3 WAQY-F	3 WMAS	3 WAQY-F	3 WAQY-F	3 WAQY-F	3 WHYN	3 WMAS
4	WAQY-F	4 WHYN-F	4 WHYN-F	4 WHYN-F	4 WHYN-F>	4 WHYN	4 WHYN	4 WTIC-F	4 WHYN-F	4 WMAS-F	4
5		5 WAAF-F<	5 WPKX-F	5 WDRC-F	5 WDRC-F<	5 WHYN-F	5 WHYN-F	5 WHYN-F	5 WTIC-F	5 WAAF-F<	5
6		6 WPKX-F	6	6	6 WHYN	6	6 WTIC-F	6	6	6 WPKX-F	6

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	WTIC-F	1 WTIC-F<	1 WMAS-F	1 WMAS-F>	1 WMAS-F>	1 WAQY-F>	1 WAQY-F>>	1 WAQY-F>	1 WAQY-F>	1 WPKX-F
	WAQY-F	2 WMAS-F	2 WHYN-F	2 WTIC-F<	2 WHYN-F	2 WTIC-F>	2 WTIC-F	2 WPKX-F	2 WPKX-F	WAQY-F>
3	WMAS-F>	WAQY-F>	3 WTIC-F	3 WAQY-F	3 WPKX-F	3 WCCC-F	3 WCCC-F	3 WDRC-F	3 WCCC-F	3 WDRC-F
4	WHMP-F	4 WHYN-F	4 WAQY-F>>	4 WHYN-F>	4 WHYN	4 WAAF-F	4 WAAF-F	4 WAAF-F	4 WTIC-F	4 WHYN-F
5	WHYN-F	5	5 WDRC-F	5 WPKX-F	5 WAQY-F	5 WMAS-F	WPKX-F	5 WCCC-F	WDRC-F	5 WMAS-F
6		6	6	6	6	6 WKSS-F	6	6 WHYN-F	WHYN-F	6

OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME TSA
WACE	730	Chicopee	0.7/2.4/ 6/ 124
WARE	1250	Ware	0.5/1.4/ 4/ 73
WIXY	1600	East Longmeadow	1.6/4.5/ 14/ 230
WNNZ	640	Westfield	0.7/3.5/ 6/ 185
WREB	930	Holyoke	0.6/2.6/ 5/ 131
WRNX-F	100.9	Amherst/Nrthmpt	0.7/2.4/ 6/ 157
WSPR	1270	Springfield	1.0/5.3/ 9/ 266
WTTT	1430	Amherst	1.1/2.6/ 10/ 139
WBZ	1030	Boston	0.5/2.8/ 5/ 151
WHCN-F	105.9	Hartford	0.8/6.1/ 8/ 314
WIOF-F	104.1	Waterbury	0.5/2.4/ 4/ 123
WKSS-F	95.7	Hartford	1.7/12.3/ 15/ 621
WRSI-F	95.3	Greenfield	0.6/1.3/ 10/ 164
WSRS-F	96.1	Worcester	0.5/3.8/ 5/ 221
WTIC	1080	Hartford	1.9/4.8/ 17/ 241
WWYZ-F	92.5	Waterbury	1.5/3.6/ 13/ 200

RADIO STATIONS

WHMP, 1400, 1 KW	, MOR	NBC , $	17.00 (K & P)	Sillerman
WHYN, 560, 5 KW/1 KW (DA-2)	, MOR/FULL SER.	ABC , $	39.00 (McGuild)	Wilks-Schwartz
WMAS, 1450, 1 KW	, NOSTALGIA	MBS , $	25.00 (Banner)	Lappin
WNNZ, 640, 50 KW/1 KW (DA-2)	, OLDIES	UNIULT, CBS , $	18.00 (Eastman)	
WREB, 930, 500 W (DAYS)	, TALK	, $	18.00 (---)	
WSPR, 1270, 5 KW/1 KW (DA-2)	, TALK	MBS, APR, $	19.00 (Roslin)	
WAQY-F, 102.1, 17 KW @ 782,	AOR	ABC, $	60.00 (Katz)	Saga
WHMP-F, 99.3, 3 KW @ 322,	CHR	, $	25.00 (K & P)	Sillerman
WHYN-F, 93.1, 9 KW @ 1000,	AC/OLDIES	, $	65.00 (McGuild)	Wilks-Schwartz
WMAS-F, 94.7, 50 KW @ 195,	AC	, $	54.00 (Banner)	Lappin
WPKX-F, 97.9, 1.1 KW @ 500,	COUNTRY	, $	NA (Durpetti)	

OTHER RANKED STATIONS -- See Hartford

American Radio Summer 1991 Supplement, Copyright 1991

SYRACUSE

Arbitron Rank/Pop (12+): 67/545,100
MSA Rank/Pop: 79/656,000
ADI # 68
Average Person Ratings: 16.6
Market TSL: 21.75 hours

Stations: 23/17
Diaries: 934/584:1/52.9%
Sample Target: 970
% Below Line: 6.6
% Not Listed: 18.1

1990 Revenue: $19,300,000
HH Inc.: $33,946
Retail $: 5.0 Bil
Pop per Station: 32,064
#1 Biller: WYYY-F $5,100,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90		Birch Share	Birch AQH	Birch Cume	
1. WNTQ-F	(CHR)	92/10.2	10.7	9.3	11.1	9.4	10.3	111/1976	1565/28.7	31.0	25.8		12.8	124	2036	WNTQ-F
2. WYYY-F	(AC)	91/10.1	11.1	12.1	10.4	12.3	10.9	117/1698	1389/25.5	30.6	28.3		8.5	82	1500	WYYY-F
3. WAQX-F	(AOR)	86/ 9.5	6.7	7.7	6.8	6.6	7.7	97/1371	1210/22.2	18.9	19.0		13.5	131	1394	WAQX-F
4. WSYR	(FS)	85/ 9.4	10.2	14.3	9.8	8.8	10.9	96/1357	1200/22.0	22.7	21.6		8.4	81	1030	WSYR
5. WKFM-F	(CL AOR)	68/ 7.5	8.2	5.7	7.9	8.3	7.3	90/1454	964/17.7	18.7	18.1		8.1	79	1223	WKFM-F
6. WSEN-AF	(O)	55/ 6.1	4.4	4.1	4.6	4.2	4.8	74/1114	905/16.6	15.6	12.9		4.1	33	474	WSEN-AF
7. WRHP-F	(EZ)	53/ 5.9	6.3	7.7	6.6	4.0	6.6	73/924	682/12.5	12.4	10.6		4.5	44	561	WRHP-F
8. WHEN	(AC/FS)	30/ 3.3	2.6	2.5	4.9	3.3	3.3	31/673	576/10.6	10.6	11.8		1.9	18	344	WHEN
9. WEZG-F	(SAC)	27/ 3.0	4.9	1.7	2.1	2.5	2.9	28/602	584/10.7	10.7	6.4		3.9	38	395	WEZG-F
10. WPCX-F	(C)	24/ 2.7	3.5	2.3	3.9	2.2	3.1	60/889	374/ 6.9	7.0	5.2		1.2	12	376	WPCX-F
11. WNDR	(C)	23/ 2.5	2.4	1.6	1.4	2.6	2.0	24/274	266/ 4.9	4.9	4.8		1.6	16	176	WNDR
12. WFBL	(BB)	18/ 2.0	2.4	2.1	2.2	2.5	2.2	20/425	355/ 6.5	5.3	5.9		2.1	20	339	WFBL
13. WMHR-F	(REL)	16/ 1.8	2.6	1.1	1.3	2.3	1.7	23/308	187/ 3.4	4.5	3.5		1.2	12	220	WMHR-F
14.																
15.																

12+ FM SHARE (METRO): 74.59% (552 of 740) (SUM 90: 75.17%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNTQ-F>>	1 WAQX-F	1 WYYY-F<	1 WYYY-F>	1 WYYY-F>	1 WSYR >	1 WSYR >	1 WYYY-F	1 WNTQ-F	1 WAQX-F	1 WSYR >>
2 WKFM-F	2 WYYY-F	2 WAQX-F	2 WAQX-F<	2 WSEN-AF	2 WRHP-F	2 WYYY-F	2 WAQX-F	2 WAQX-F<	2 WSEN-AF	2 WYYY-F
3 WYYY-F	3 WNTQ-F	3 WNTQ-F	3 WKFM-F<	WAQX-F<	3 WSEN-AF>	3 WNTQ-F>	3 WNTQ-F	3 WYYY-F	WNTQ-F	3 WAQX-F
WAQX-F	4 WKFM-F	4 WKFM-F	4 WSEN-AF<	4 WKFM-F<	4 WYYY-F	4 WKFM-F	4 WKFM-F	4 WKFM-F<	4 WSYR	4
5	5	5 WSEN-AF	5 WNTQ-F	5 WNTQ-F>	5 WHEN	WAQX-F	5 WRHP-F	5 WSYR	5 WYYY-F>	5
6	6	6	6	6 WSYR	6	6	6 WSYR	6 WSEN-AF<	6 WKFM-F	6
								7 WRHP-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNTQ-F>>	1 WYYY-F	1 WYYY-F>>	1 WYYY-F	1 WYYY-F>	1 WAQX-F>>	1 WAQX-F>>	1 WAQX-F>	1 WAQX-F>	1 WAQX-F
2 WYYY-F	2 WNTQ-F>	2 WNTQ-F>	2 WNTQ-F>	2 WNTQ-F>	2 WNTQ-F	2 WKFM-F	2 WKFM-F	2 WKFM-F	2 WKFM-F
3 WKFM-F	3 WKFM-F	3 WKFM-F	3 WSEN-AF	3 WSEN-AF	3 WYYY-F	3 WYYY-F	3 WYYY-F	3 WYYY-F	3 WSEN-AF
4 WAQX-F>>	4 WAQX-F	WAQX-F>	WKFM-F	4 WKFM-F	4 WKFM-F	4 WNTQ-F	4 WNTQ-F>	4 WSEN-AF	4 WYYY-F>
5	5	5 WOLF	5 WAQX-F	5 WSYR	5	5	5 WSEN-AF	5 WNTQ-F	5 WSYR
6	6	6	6	WAQX-F	6	6	6	6	6 WNTQ-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WNSS	1200	North Syracuse	0.7/1.8/ 8/ 111
WOLF	1490	Syracuse	1.7/2.7/ 15/ 146
WBEE-F	92.5	Rochester	0.4/1.5/ 44/ 488
WFRG-F	96.1	Rome/Utica	1.4/3.8/ 33/ 435
WKGW-F	104.3	Utica/Rome	0.6/1.7/ 12/ 306
WOUR-F	96.9	Utica	1.0/5.2/ 24/ 458
WUUU-F	102.5	Rome/Utica	0.6/2.3/ 25/ 357

RADIO STATIONS

WFBL, 1390, 5 KW (DA-N)	, NOSTALGIA	CNN, UNISUP	, $ 18.00 (Christal)	Wilks-Schwartz
WHEN, 620, 5 KW/1 KW (DA-N)	, MOR/AC	ABC	, $ 30.00 (MMR)	Park
WNDR, 1260, 5 KW (DA-N)	, COUNTRY	ABC, UNISUP	, $ 16.00 (McGuild)	Osborn
WSYR, 570, 5 KW (DA-2)	, MOR/FULL SER.	MBS NBC	, $ 70.00 (Katz)	New City
WXRA, 1200, 1 KW	, NOSTALGIA		, $ 15.00 (Eastman)	Levite
WAQX-F, 95.7, 25 KW @ 298	, AOR	ABC	, $ 42.00 (Banner)	Atlantic Ventures
WKFM-F, 104.7, 50 KW @ 492	, CLASSIC AOR		, $ 44.00 (Christal)	Wilks-Schwartz
WMHR-F, 102.9, 20 KW @ 782	, RELIGION		, $ 12.00 (---)	
WNTQ-F, 93.1, 97 KW @ 660	, CHR		, $ 51.00 (McGuild)	Osborn
WRHP-F, 107.9, 50 KW @ 500	, EZ	ABC	, $ 37.00 (MMR)	Park
WSCP-F, 101.7, 2.5 KW @ 365	, COUNTRY	UNIULT	, $ 20.00 (---)	(PULASKI)
WSEN-F, 92.1, 25 KW @ 200	, OLDIES	CBS, UNISUP	, $ 33.00 (HNWH)	Buckley
WYYY-F, 94.5, 100 KW @ 650	, AC		, $ 110.00 (Katz)	NewCity
WEZG-F, 100.9, 3 KW @ 165	, SOFT AC	UNISUP	, $ 29.00 (Eastman)	Levite
WPCX-F, 106.9, 45 KW @ 530	, COUNTRY	SMN	, $ 19.00 (Market 4)	(AUBURN)

American Radio Summer 1991 Supplement, Copyright 1991

TAMPA-ST. PETERSBURG

Arbitron Rank/Pop (12+): 21/1,846,000

MSA Rank/Pop: 20/2,110,000
ADI # 14

Average Person Ratings: 17.6
Market TSL: 23.75 hours

Stations: 28/25
Diaries: 1832/1008:1/50.3%
Sample Target: 1725
% Below Line: 7.6
% Not Listed: 12.9

1990 Revenue: $58,500,000
HH Inc.: $29,615
Retail $: 17.2 Bil
Pop per Station: 73,840
#1 Biller: WRBQ-AF $9,000,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WQYK-F (C)	329/10.1	9.7	8.9	9.6	9.1	9.6	372/4156	3606/19.5	18.0	16.3	12.3	389	3231	WQYK-F
2. WWRM-F (SAC)	237/ 7.3	10.4	10.8	10.5	7.4	9.8	250/4019	3618/19.6	20.1	16.7	5.9	186	1974	WWRM-F
3. WUSA-F (AC)	228/ 7.0	6.8	6.1	8.0	6.2	7.0	238/3078	2864/15.5	15.0	13.7	5.5	173	1840	WUSA-F
4. WFLZ-F (CHR)	220/ 6.8	7.1	5.5	7.4	8.3	6.7	302/4461	3128/16.9	17.3	19.0	11.1	350	4142	WFLZ-F
5. WFLA (N/T)	210/ 6.5	5.3	7.4	4.7	5.8	6.0	277/3129	2561/13.9	13.0	10.8	6.5	206	2290	WFLA
6. WMTX-AF (AC)	191/ 5.8	6.2	3.8	4.3	5.3	5.0	233/3025	2573/13.9	12.9	12.9	7.6	228	2900	WMTX-AF
7. WXTB-F (AOR)	188/ 5.8	5.5	4.6	3.0	4.7	4.7	237/2423	2010/10.9	11.7	10.7	7.1	224	2337	WXTB-F
8. WYNF-F (AOR)	171/ 5.3	5.5	5.9	5.1	6.2	5.4	281/3562	2455/13.3	11.9	14.1	6.8	214	2339	WYNF-F
9. WGUL-AF (BB)	156/ 4.8	4.9	4.4	4.7	5.2	4.7	162/1760	1729/ 9.4	8.3	7.6	4.8	127	1326	WGUL-AF
10. WDUV-F (EZ)	149/ 4.6	5.7	5.5	6.0	5.5	5.4	317/3440	1884/10.2	10.6	9.8	1.0	33	736	WDUV-F
11. WRBQ-F (CHR)	145/ 4.5	4.6	6.3	5.7	5.9	5.3	176/3721	3009/16.3	15.5	18.8	4.8	151	3281	WRBQ-F
12. WYUU-F (O)	127/ 3.9	3.8	3.5	4.1	3.6	3.8	133/2025	1856/10.1	9.9	9.6	2.4	77	991	WYUU-F
13. WHVE-F (J/NA)	83/ 2.6	1.8	2.2	2.0	3.2	2.2	121/1989	1389/ 7.5	6.7	7.5	4.4	139	1161	WHVE-F
14. WSUN (C)	70/ 2.2	3.2	2.8	2.3	2.4	2.6	104/1480	1042/ 5.6	7.9	6.3	1.1	34	823	WSUN
15. WTKN (T)	54/ 1.7	1.0	1.1	0.9	0.8	1.2	57/1143	935/ 5.1	5.1	3.7	0.9	27	492	WTKN
16. WLVU-F (BB)	52/ 1.6	1.9	1.4	2.4	1.2	1.8	52/711	711/ 3.9	2.9	2.7				WLVU-F
17. WRXB (B)	43/ 1.3	0.8	0.8	0.6	1.3	0.9	48/442	413/ 2.2	1.1	2.2	1.0	33	401	WRXB
18. WTMP (B)	37/ 1.1	0.8	2.2	1.1	1.3	1.3	37/577	552/ 3.0	2.3	3.2	0.9	27	481	WTMP
19.														
20.														

12+ FM SHARE (METRO): 78.43% (2218 of 2828) (SUM 90: 80.55%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLZ-F>>	1 WXTB-F	1 WQYK-F<	1 WQYK-F<	1 WQYK-F	1 WQYK-F	1 WQYK-F	1 WQYK-F	1 WQYK-F	1 WFLZ-F>	1 WFLA >>
2 WXTB-F	2 WYNF-F	2 WUSA-F	2 WUSA-F	2 WUSA-F	2 WWRM-F	2 WYNF-F	2 WUSA-F	2 WWRM-F	2 WXTB-F	2 WTKN
WRBQ-F>	3 WFLZ-F	3 WMTX-AF<	3 WMTX-AF	3 WMTX-AF	WFLZ-F	WFLA <	3 WWRM-F	3 WFLZ-F	3 WQYK-F	3 WYNF-F
4 WMTX-AF	4 WMTX-AF	4 WYNF-F	4 WYNF-F	4 WWRM-F	4 WGUL-AF	4 WUSA-F	4 WFLA	4 WUSA-F	4 WWRM-F<	4 WXTB-F
5	5 WQYK-F	5 WXTB-F	5 WWRM-F<	5 WYNF-F<	5 WDUV-F	5 WWRM-F	5 WMTX-AF	5 WMTX-AF	5 WFLA	5 WQYK-F
6	6 WUSA-F	6 WFLZ-F	6 WYUU-F	6 WYUU-F	WUSA-F	6 WMTX-AF	6 WFLZ-F<	WXTB-F	6 WMTX-AF<	6
7	7 WRBQ-F	7 WWRM-F	7 WFLZ-F	7 WFLZ-F	7	7 WGUL-AF	7 WGUL-AF	7 WRBQ-F<	7 WRBQ-F	7
8	8	8 WYUU-F	8	8	8	8	WYNF-F	8 WFLA <	8	8
								9 WDUV-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WXTB-F	1 WMTX-AF	1 WMTX-AF	1 WUSA-F	1 WQYK-F<
2 WRBQ-F	2 WUSA-F	2 WUSA-F	2 WMTX-AF<	2 WUSA-F
3 WFLZ-F	3 WFLZ-F	3 WQYK-F	3 WQYK-F>	3 WMTX-AF
4 WYNF-F	4 WRBQ-F	4 WFLZ-F	4 WWRM-F	4 WWRM-F>
5 WUSA-F	WQYK-F	5 WWRM-F	WFLZ-F	5 WFLZ-F
6 WMTX-AF>	6 WXTB-F	6 WHVE-F	6 WRBQ-F	6 WYUU-F
7 WQYK-F	7 WYNF-F	7 WRBQ-F	7 WXTB-F	7 WHVE-F
8	8	8 WYNF-F	8	8

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WXTB-F>>	1 WXTB-F	1 WYNF-F	1 WYNF-F	1 WYNF-F
2 WFLZ-F	2 WYNF-F>	2 WXTB-F>	2 WXTB-F>	2 WQYK-F
3 WYNF-F>	3 WFLZ-F>	3 WQYK-F>	3 WQYK-F	3 WYUU-F
4 WRBQ-F>	4 WQYK-F	4 WFLZ-F	4 WFLZ-F	WUSA-F
5 WMTX-AF	5 WRBQ-F<	5 WMTX-AF	5 WUSA-F<	5 WXTB-F
6 WQYK-F	6 WMTX-AF	6	6 WYUU-F	6 WMTX-AF
7	7	7	7 WMTX-AF	7 WWRM-F
8	8	8	8	WFLZ-F<
				9 WFLA

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAMA	1550	Tampa	0.5/0.7/ 16/ 134
WDAE	1250	Tampa	0.3/1.7/ 11/ 320
WFNS	910	Plant City	0.4/1.9/ 18/ 460
WPSO	1500	New Port Richey	1.0/0.9/ 32/ 159
WQYK	1010	Seffner/Tampa	0.7/2.5/ 24/ 548
WRBQ	1380	St Petersburg	0.4/1.6/ 12/ 330
WRMO	680	St Petersburg	0.5/1.2/ 16/ 227
WPCV-F	97.5	Wintr Havn/Lkln	0.5/2.1/141/1544

American Radio Summer 1991 Supplement, Copyright 1991

TAMPA-ST. PETERSBURG

RADIO STATIONS

AM STATIONS

WFLA, 970, 5 KW (DA-2) , TALK	CBS ABC,	$ 60.00	(Eastman)	Jacor
WGUL, 860, 2 KW/1.6KW (DA-2), SEE WGUL-F				
WHBO, 1040, 5 KW (DAYS) , OLDIES	,	$ 37.00	(HMR)	Metroplex
WRMD, 680, 1 KW (DAYS) , HISPANIC	,	$ 27.00	(Lotus)	
WQYK, 1010, 50 KW/5 KW (DA-2) , SEE WQYK-F				
WRBQ, 1590, 5 KW/1 KW (DA-2) , SEE WRBQ-F				
WRXB, 1590, 5 KW/1 KW (DA-2) , BLACK	NBN ABC,	$ 25.00	(K & P)	
WSUN, 620, 10 KW (DA-N) , NEWS/TALK	NBC,	$ 60.00	(Durpetti)	Cox
WTKN, 570, 5 KW/4.5 KW (DA-2) TALK	MBS BRN,	$ 44.00	(---)	Susquehanna
WTMP, 1150, 5 KW/4.5 KW(DA-2), BLACK	SBN UNIPWR,	$ 34.00	(HNWH)	

FM STATIONS

WFLZ, 93.3, 100 KW @ 1358, CHR	ABC,	$ 90.00	(Eastman)	Jacor
WGUL, 105.5, 3 KW @ 255, NOSTALGIA	UPI UNISUP,	$ 47.00	(K & P)	Marcocci
WLVU, 106.3, 3 KW @ 300, NOST/ETHNIC	,	$ 30.00	(---)	
WNLT, 95.7, 100 KW @ 606, AC	,	$ 84.00	(HMR)	Metroplex
WQYK, 99.5, 100 KW @ 550, COUNTRY	,	$ 137.00	(Katz)	Infinity
WRBQ, 104.7, 100 KW @ 555, CHR	ABC,	$ 230.00	(Christal)	Edens
WUSA, 100.7, 100 KW @ 599, AC	,	$ 105.00	(McGuild)	Gannett
WWRM, 107.3, 100 KW @ 623, SOFT AC	,	$ 90.00	(Durpetti)	Cox
WXTB, 97.9, 100 KW @ 599, AOR	ABC,	$ 70.00	(Banner)	Great American
WYNF, 94.9, 100 KW @ 1290, AOR	CBS,	$ 100.00	(CBS)	CBS
WYUU, 92.5, 50 KW @ 488, OLDIES	UPI UNIULT,	$ 47.00	(Banner)	Entercom
WHVE, 102.5, 100 KW @ 1663, JAZZ/NAC	,	$ 64.00	(---)	Susquehanna (SARASOTA)
WDUV, 103.3, 100 KW @ 576, EZ	MBS,	$ 60.00	(Christal)	(BRADENTON)

American Radio Summer 1991 Supplement, Copyright 1991

TOLEDO

Arbitron Rank/Pop (12+): 71/507,700
MSA Rank/Pop: 83/620,000
ADI # 63
Average Person Ratings: 16.7
Market TSL: 22.25 hours

Stations: 21/15
Diaries: 1067/476:1/51.5%
Sample Target: 1065
% Below Line: 13.9
% Not Listed: 15.7

1990 Revenue: $14,000,000
HH Inc.: $31,175
Retail $: 4.8 Bil
Pop per Station: 33,846
#1 Biller: WTOD $3,000,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90		Birch Share	Birch AQH	Birch Cume	
1. WIOT-F	(AOR)	107/12.6	12.0	10.2	12.6	14.7	11.9	155/2199	1241/24.4	24.9	23.1		17.5	158	1594	WIOT-F
2. WKKO-F	(C)	80/ 9.4	11.4	10.0	10.9	8.0	10.4	102/1432	953/18.8	19.6	15.5		8.0	72	734	WKKO-F
3. WLQR-F	(SAC)	71/ 8.4	6.0	8.5	7.8	8.9	7.7	114/1445	908/17.9	18.1	17.8		4.9	44	618	WLQR-F
4. WVKS-F	(CHR)	67/ 7.9	8.2	9.4	8.4	7.4	8.5	117/2219	1226/24.1	25.6	24.5		8.5	77	1200	WVKS-F
5. WRQN-F	(CHR)	65/ 7.7	8.1	9.5	9.6	8.6	8.7	82/1611	1155/22.7	24.4	23.8		9.6	87	1202	WRQN-F
6. WWWH-F	(AC)	63/ 7.4	8.9	8.8	7.8	8.4	8.2	80/1288	1000/19.7	20.4	22.3		8.1	73	695	WWWH-F
7. WSPD	(FS)	50/ 5.9	6.6	7.7	7.2	5.5	6.8	55/799	660/13.0	13.0	12.9		7.4	67	719	WSPD
8. WJR	(FS)	46/ 5.4	3.5	4.4	4.7	5.4	4.5	121/1671	711/14.0	11.9	11.7		4.9	44	519	WJR
9. CKLW	(BB)	38/ 4.5	5.0	3.5	3.5	3.7	4.1	77/1074	549/10.8	8.8	9.3		3.7	33	283	CKLW
10. WXKR-F	(CL AOR)	27/ 3.2	2.3	2.7	3.0	2.7	2.8	64/1012	500/ 9.8	10.5	8.3		3.0	27	383	WXKR-F
11. WVOI	(B)	20/ 2.4	3.5	2.6	2.4	2.8	2.7	20/341	341/ 6.7	7.1	5.4		3.7	33	341	WVOI
WTOD	(C)	20/ 2.4	2.7	2.7	3.6	2.6	2.8	22/373	309/ 6.1	6.3	6.6		1.9	17	218	WTOD
13.																
14.																
15.																

12+ FM SHARE (METRO): 74.16% (531 of 716) (SUM 90: 74.69%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRQN-F››	1 WIOT-F››	1 WIOT-F›	1 WIOT-F	1 WIOT-F	1 WKKO-F›	1 WKKO-F	1 WIOT-F›	1 WIOT-F›	1 WJR‹ ‹	1 WWWH-F
2 WVKS-F››	2 WVKS-F	2 WWWH-F	2 WWWH-F	2 WWWH-F	2 WLQR-F	2 WIOT-F›	2 WLQR-F	2 WLQR-F	2 WIOT-F›	2 WIOT-F
3 WIOT-F	3 WRQN-F	3 WVKS-F	3 WLQR-F‹	WKKO-F	3 WSPD	3 WVKS-F	3 WKKO-F	3 WKKO-F	3 WRQN-F	3 WLQR-F
4	4 WWWH-F›	4 WRQN-F	4 WKKO-F	4 WLQR-F	4 WJR	4 WWWH-F	4 WVKS-F	4 WRQN-F	4 WKKO-F	4 WJR
5	5 WXKR-F	WLQR-F‹	5 WVKS-F›	5 WVKS-F›	CKLW	5 WSPD ‹	5 WWWH-F‹	5 WWWH-F‹	5 WWWH-F	WSPD
6	WLQR-F	6 WKKO-F	6 WRQN-F	6 WRQN-F	6 WWWH-F	6 WLQR-F	WSPD	6 WVKS-F	WVKS-F	6
							WRQN-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WRQN-F	1 WVKS-F‹	1 WVKS-F	1 WVKS-F	1 WLQR-F
2 WIOT-F›	2 WIOT-F	2 WLQR-F	2 WWWH-F	2 WKKO-F‹
3 WVKS-F›	3 WRQN-F›	3 WWWH-F	WLQR-F‹	3 WWWH-F
4 WWWH-F	4 WWWH-F	WIOT-F›	4 WIOT-F‹	4 WVKS-F›
WVOI	5 WLQR-F	5 WRQN-F	5 WRQN-F‹	5 WIOT-F
6	6	6	6 WKKO-F	6 WRQN-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIOT-F››	1 WIOT-F››	1 WIOT-F››	1 WIOT-F››	1 WIOT-F›
2 WVKS-F	2 WXKR-F	2 WXKR-F	2 WWWH-F	2 WWWH-F
3 WRQN-F	3 WVKS-F	3 WWWH-F	3 WXKR-F	3 WKKO-F›
4 WXKR-F	4 WRQN-F	4 WJR	4 WVKS-F	4 WJR
5	5 WWWH-F	CIMX-F	5 WRQN-F	WXKR-F
6	6	6 WRQN-F	WKKO-F	WSPD
				WLQR-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCWA	1230	Toledo	0.6/2.8/ 8/ 213
WHMQ-F	107.7	N.Baltimore	0.9/1.7/ 32/ 320
WMTR-F	96.1	Archbold/Wauson	0.9/2.1/ 11/ 156
WRED-F	95.7	Gibonsburg	0.1/1.9/ 2/ 119
WWWH	1470	Toledo	0.7/3.5/ 6/ 184
CIMX-F	88.7	Windsor/Detroit	1.1/2.5/ 13/ 182
WIQB-F	102.9	Ann Arbor	0.7/2.8/ 17/ 354
WJLB-F	97.9	Detroit	1.5/4.4/ 19/ 290
WRIF-F	101.1	Detroit	0.7/2.6/ 18/ 453

RADIO STATIONS

WCWA ,	1230,	1 KW ,	Oldies	MBS CBS, $18.00	(Eastman)	Reams
WWWH ,	1470,	1 KW (DA-2) ,	See WWWH-F			
WSPD ,	1370,	5 KW (DA-N) ,	MOR/Full Service	NBC, $33.00	(MMR)	Commonwealth
WTOD ,	1560,	5 KW (DAYS, DA),	Country	ABC, $ NA	(Katz)	Booth
WVOI ,	1520,	1 KW (DA-2) ,	Black	SBN UNIPWR, $18.00	(Regional)	
WIOT-F,	104.7,	50 KW @ 540 ,	AOR	SOURCE, $62.00	(Eastman)	Reams
WKKO-F,	99.9,	50 KW @ 500 ,	Country	ABC, $70.00	(Katz)	Booth
WLQR-F,	101.5,	19 KW @ 807 ,	EZ/Soft AC	, $40.00	(MMR)	Commonwealth
WRQN-F,	93.5,	2 KW @ 401 ,	CHR	, $33.00	(Banner)	ABS (BOWLING GREEN)
WVKS-F,	92.5,	50 KW @ 480 ,	CHR	ABC, $53.00	(McGuild)	Noble
WXKR-F,	94.5,	30 KW @ 640 ,	CL AOR	ABC, $ NA	(HNWH)	(PORT CLINTON)
WWWH-F,	105.5,	2 KW @ 390 ,	AC	, $43.00	(Durpetti)	

WJR, CKLW -- See Detroit

American Radio Summer 1991 Supplement, Copyright 1991

TUCSON

Arbitron Rank/Pop (12+): 65/562,500
MSA Rank/Pop: 77/666,000
ADI # 79
Average Person Ratings: 16.4
Market TSL: 22.50 hours

Stations: 23/20
Diaries: 1024/549:1/55.9%
Sample Target: 980
% Below Line: 4.0
% Not Listed: 13.0

1990 Revenue: $17,000,000
HH Inc.: $26,940
Retail $: 4.3 Bil
Pop per Station: 28,125
#1 Biller: KRQQ-F $3,300,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90		Birch Share	Birch AQH	Birch Cume	
1. KIIM-F	(C)	162/17.6	13.2	13.8	14.2	13.4	14.7	187/1895	1487/26.4	25.4	24.0		14.8	143	1416	KIIM-F
2. KRQQ-F	(CHR)	97/10.5	13.9	14.8	15.1	16.8	13.6	133/1855	1550/27.6	30.6	32.0		20.7	200	2066	KRQQ-F
3. KLPX-F	(AOR)	91/ 9.9	11.5	11.9	7.6	9.9	10.2	99/1167	1094/19.4	22.5	21.1		13.0	125	1479	KLPX-F
4. KKLD-F	(AC)	77/ 8.4	7.7	8.8	7.2	7.6	8.0	80/961	908/16.1	17.7	17.0		5.1	49	685	KKLD-F
5. KWFM-AF	(O)	70/ 7.6	8.6	8.7	8.2	10.1	8.3	78/1380	1153/20.5	23.6	21.8		9.6	84	1153	KWFM-AF
6. KNST	(N/T)	34/ 3.7	5.0	4.4	5.9	3.6	4.8	36/554	543/ 9.7	12.6	10.7		2.7	26	441	KNST
7. KCUB	(C)	28/ 3.0	2.8	2.0	3.6	2.4	2.8	28/394	383/ 6.8	6.3	5.8		1.1	11	204	KCUB
8. KJYK	(CHR)	26/ 2.8	1.4	0.5	0.7	----	1.4	26/358	358/ 6.4	4.7	0.0		3.4	33	350	KJYK
9. KUPD-F	(AOR)	25/ 2.7	1.6	2.8	1.5	2.6	2.2	33/447	350/ 6.2	6.1	7.0		2.5	24	482	KUPD-F
10. KQTL	(SP)	23/ 2.5	2.3	2.4	4.5	2.7	2.9	38/257	207/ 3.7	4.1	4.8		0.8	8	128	KQTL
11. KMRR	(BB)	21/ 2.3	1.7	2.6	2.0	2.3	2.2	21/229	229/ 4.1	5.0	5.0		1.5	14	152	KMRR
KGVY	(BB)	21/ 2.3	3.3	2.0	3.9	3.0	2.9	23/266	250/ 4.4	4.3	5.0		1.5	14	111	KGVY
13. KTKT	(N)	18/ 2.0	1.0	3.9	1.8	1.4	2.2	18/481	454/ 8.1	6.3	7.5		0.8	8	198	KTKT
14. KBTR-F	(BB)	17/ 1.8	0.9	0.8	1.2	0.9	1.2	17/253	253/ 4.5	2.6	2.9		0.6	6	76	KBTR-F
15. KTUC	(N/T)	16/ 1.7	0.6	1.2	1.5	1.2	1.3	17/276	265/ 4.7	3.5	5.1		0.8	8	265	KTUC
16. KXEW	(SP)	15/ 1.6	2.9	2.2	2.3	2.6	2.3	15/149	149/ 2.6	5.5	4.9		1.0	10	179	KXEW
KTZR	(SP)	15/ 1.6	1.2	1.2	2.3	1.1	1.6	15/127	127/ 2.3	3.3	3.1		1.1	11	260	KTZR
18.																
19.																
20.																

12+ FM SHARE (METRO): 71.16% (570 of 801) (SUM 90: 74.81%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KRQQ-F>>	1 KLPX-F	1 KIIM-F	1 KIIM-F>	1 KIIM-F>	1 KIIM-F>>	1 KIIM-F>	1 KIIM-F>	1 KIIM-F>	1 KRQQ-F	1 KIIM-F<
2 KJYK	2 KIIM-F	2 KLPX-F	2 KLPX-F	2 KWFM-AF	2 KKLD-F	2 KRQQ-F<	2 KKLD-F	2 KLPX-F	2 KIIM-F>	2 KWFM-F
3	3 KRQQ-F>	3 KRQQ-F	3 KWFM-AF	KLPX-F	3 KWFM-AF	3 KLPX-F	3 KRQQ-F<	3 KKLD-F	3 KLPX-F>	3 KKLD-F
4	4 KKLD-F	4 KWFM-AF	4 KRQQ-F	4 KKLD-F	4	4 KWFM-AF<	4 KLPX-F	4 KRQQ-F	4 KUPD-F	4 KRQQ-F
5	5 KWFM-AF	5 KKLD-F	5 KKLD-F	5 KRQQ-F	5	5 KKLD-F	5 KWFM-AF	5 KWFM-AF	5 KJYK	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KRQQ-F	1 KIIM-F>	1 KIIM-F>>	1 KIIM-F>	1 KIIM-F>
2 KIIM-F	2 KRQQ-F	2 KLPX-F	2 KKLD-F	2 KKLD-F
3 KKLD-F	3 KLPX-F	3 KRQQ-F	3 KRQQ-F	3 KWFM-AF
4 KLPX-F>	4 KKLD-F>	4 KKLD-F	4 KLPX-F	4 KLPX-F
5 KUPD-F	5 KWFM-AF	5 KWFM-AF	5 KWFM-AF	5 KRQQ-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KLPX-F	1 KLPX-F>	1 KLPX-F	1 KLPX-F>	1 KIIM-F
2 KUPD-F>	2 KIIM-F<	2 KIIM-F	2 KIIM-F	2 KLPX-F
3 KRQQ-F>	3 KRQQ-F>	3 KRQQ-F>	3 KWFM-AF	3 KWFM-AF>
4 KIIM-F	4 KWFM-AF	4 KWFM-AF	4 KRQQ-F	4 KRQQ-F>
5 KWFM-AF	5 KKLD-F	5 KKLD-F	5	5 KKLD-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KGMS-F	97.1	Greenvalley/Tcs	1.2/2.6/ 11/ 159
KQSN-F	92.1	Green Valley	1.3/4.1/ 13/ 254
KVOI	690	Tucson	1.1/2.0/ 10/ 113
KGRX-F	100.3	Globe	0.8/1.7/ 9/ 161
KKFR-F	92.3	Glendale	0.5/0.7/ 17/ 196

RADIO STATIONS

KCEE, 790, 5 KW/500 W (DA-2), SEE KWFM-F			
KGVY, 1080, 1 KW (DAYS) , NOSTALGIA	APR , $ 20.00 (K & P)		
KCUB, 1290, 1 KW , SEE KIIM-F			
KMRR, 1330, 2 KW/5 KW (DA-2) , NOSTALGIA	SMN , $ 19.00 (Eastman)		
KJYK, 1490, 1 KW (DA-1) , CONTEMP	NBC , $ 15.00 (Christal)		
KNST, 940, 1 KW/250 W (DA-2), NEWS/TALK	ABC, MBS , $ 30.00 (McGuild)	Nationwide	
KQTL, 1210, 10 KW/1 KW (DA-2) , HISPANIC	, $ 18.00 (Caballero)		
KTKT, 990, 10 KW/1 KW (DA-N) , TALK	CNN, UNISUP , $ 18.00 (HNWH)	Lotus	
KTUC, 1400, 1 KW , TALK	CBS, CNN , $ 17.00 (Roslin)		
KXEW, 1600, 2.5 KW/1 KW (DA-2), HISPANIC	CRC , $ 15.00 (Lotus)		
KAWV-F, 103.1, 900 W @ 610, JAZZ/NAC	SMN , $ 17.00 (Republic)	(ORACLE)	
KIIM-F, 99.5, 93 KW @ 2036, COUNTRY	, $ 60.00 (Katz)		
KKLD-F, 94.9, 95 KW @ 1952, AC	, $ 43.00 (Christal)	Duhossois	
KLPX-F, 96.1, 97 KW @ 1952, AOR	, $ 40.00 (HNWH)	Lotus	
KQYT-F, 92.1, 1.8KW @ 406 , EZ/BTFL	, $ 16.00 (Banner)	(GREEN VALLEY)	
KRQQ-F, 93.7, 94 KW @ 2032, CHR	, $ 75.00 (McGuild)	Nationwide	
KWFM-F, 92.9, 93 KW @ 2036, OLDIES	, $ 50.00 (MMR)	American	
KXMG-F, 98.3, 3 KW @ 202, HISPANIC	, $ 15.00 (Lotus)	(MARANA)	

American Radio Summer 1991 Supplement, Copyright 1991

TULSA

Arbitron Rank/Pop (12+): 60/639,900
MSA Rank/Pop: 69/746,000
ADI # 58
Average Person Ratings: 16.0
Market TSL: 21.25 hours

Stations: 21/21
Diaries: 1162/551:1/51.9%
Sample Target: 1065
% Below Line: 0.0
% Not Listed: 10.2

1990 Revenue: $20,100,000
HH Inc.: $26,033
Retail $: 5.4 Bil
Pop per Station: 30,471
#1 Biller: KMOD-F $3,300,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. KWEN-F	(C)	161/15.7	18.1	13.4	13.9	11.3	15.3	239/2700	1793/28.0	30.6	21.5	14.7	155	1692	KWEN-F
2. KMYZ-F	(CHR)	98/ 9.6	7.5	6.4	7.3	10.3	7.7	133/1907	1359/21.2	18.4	20.2	10.5	111	1671	KMYZ-F
3. KMOD-F	(CL AOR)	84/ 8.2	8.9	8.9	8.1	10.5	8.5	130/1748	1139/17.8	17.6	19.1	9.2	97	1277	KMOD-F
4. KRMG	(FS)	80/ 7.8	9.6	13.0	8.3	10.9	9.7	95/1393	1181/18.5	21.0	20.2	9.2	97	1157	KRMG
5. KBEZ-F	(SAC)	69/ 6.7	6.0	6.5	6.5	7.7	6.4	106/1368	917/14.3	12.8	13.7	4.7	50	659	KBEZ-F
6. KVOO	(C)	53/ 5.2	6.3	5.3	6.3	5.4	6.3	91/1170	725/11.3	11.0	10.1	4.0	42	472	KVOO
7. KTFX-F	(C)	51/ 5.0	3.3	3.7	1.7	1.8	3.4	75/990	688/10.8	8.8	5.8	2.5	26	505	KTFX-F
8. KQLL-AF	(O)	50/ 4.9	4.5	3.8	3.5	5.4	4.2	86/1337	925/14.5	13.5	12.8	4.1	43	772	KQLL-AF
9. KAYI-F	(CHR)	44/ 4.3	5.0	6.0	6.0	6.4	5.6	79/1669	1022/16.0	17.5	17.8	9.3	98	1279	KAYI-F
10. KVOO-F	(C)	42/ 4.1	4.0	4.5	4.6	3.6	4.3	55/987	634/ 9.9	11.1	10.8	5.2	55	719	KVOO-F
11. KRAV-F	(AC)	41/ 4.0	3.6	3.7	4.6	4.1	4.0	54/943	711/11.1	11.9	12.4	5.0	53	560	KRAV-F
12. KTHK-F	(CL AOR)	33/ 3.2	4.1	3.3	4.4	----	3.8	37/793	688/10.8	12.0	0.0	3.1	33	527	KTHK-F
13. KTOW-F	(B)	25/ 2.4	1.4	0.9	1.3	0.6	1.5	26/290	265/ 4.1	4.4	1.7	4.9	52	447	KTOW-F
14. KSTM-F	(AC)	22/ 2.1	1.8	2.3	3.6	3.4	2.4	30/667	471/ 7.4	6.5	8.7	1.4	15	300	KSTM-F
15.															

12+ FM SHARE (METRO): 80.35% (740 of 921) (SUM 90: 78.26%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	KMYZ-F>>	1 KWEN-F	1 KWEN-F>	1 KWEN-F>	1 KWEN-F>	1 KWEN-F	1 KWEN-F	1 KWEN-F>	1 KWEN-F>	1 KWEN-F	1 KWEN-F
2	KWEN-F	2 KMYZ-F	2 KMOD-F	2 KMOD-F>	2 KMOD-F	2 KRMG	2 KRMG >	2 KMYZ-F	2 KMYZ-F	2 KMYZ-F>	2 KRMG >>
3	KTOW-F	3 KMOD-F>>	3 KMYZ-F>	3 KMYZ-F	3 KQLL-AF<	3 KBEZ-F	3 KMOD-F	3 KMOD-F<	3 KMOD-F	3 KMOD-F	3 KBEZ-F>
	KAYI-F	4 KTFX-F<	4 KQLL-AF	4 KQLL-AF	4 KMYZ-F	4 KVOO >	4 KVOO <	4 KBEZ-F>	4 KBEZ-F>	4 KAYI-F	4 KMYZ-F
5		5 KAYI-F	5 KTFX-F	5 KTFX-F<	5 KBEZ-F<	5 KQLL-AF	5 KMYZ-F	5 KRMG	5 KTFX-F<	5 KRMG	5
6		6 KTHK-F	6 KRAV-F	6 KRAV-F	6 KTFX-F	6	6 KBEZ-F	6 KQLL-AF	6 KQLL-AF	6	6
7		KRAV-F	7	7	7	7	7	7	7	7	7

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	KMYZ-F	1 KWEN-F	1 KWEN-F>	1 KWEN-F>	1 KWEN-F>>	1 KMOD-F	1 KMOD-F	1 KMOD-F	1 KMOD-F	1 KWEN-F
2	KWEN-F>	2 KMYZ-F>	2 KMYZ-F	2 KMYZ-F>	2 KMYZ-F	2 KMYZ-F>	2 KWEN-F	2 KWEN-F<	2 KWEN-F>	2 KMOD-F>
3	KAYI-F	3 KMOD-F	3 KTFX-F	3 KMOD-F	3 KQLL-AF	3 KWEN-F>>	3 KMYZ-F>>	3 KMYZ-F>	3 KMYZ-F>	3 KQLL-AF
4	KTOW-F	4 KTFX-F	4 KRAV-F	4 KQLL-AF	4 KRAV-F	4 KTHK-F	4 KTHK-F>	4 KTHK-F	4 KQLL-AF	4 KMYZ-F
5	KMOD-F	KAYI-F	KMOD-F	KRAV-F	KBEZ-F<	KRMG	5 KQLL-AF	5 KQLL-AF	5 KTHK-F	5 KRMG
6		6 KRAV-F	6	6 KTFX-F	6 KTFX-F	6	KTFX-F	KVOO-F	KRMG	6 KTHK-F
7		7	7	7	7	7	7	KTFX-F	7	KBEZ-F
								KRAV-F		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KAKC	1300	Tulsa	0.6/2.6/ 7/ 184
KBLK	1550	Sapulpa/Tulsa	1.2/2.2/ 14/ 195
KCFO	970	Tulsa	1.4/2.3/ 16/ 165
KCMA-F	92.1	Broken Arrow	1.1/4.4/ 13/ 324
KGTO	1050	Tulsa	1.4/2.2/ 17/ 170
KXOJ-F	100.9	Sapulpa/Tulsa	1.1/4.5/ 11/ 291

RADIO STATIONS

KBLK, 1550, 2.5 KW/350W (DA-2), BLACK	,	$ 15.00 (---)		
KCFO, 970, 2.5 KW/1 KW (DA-2), RELIGION	,	$ 12.00 (---)		Salem
KRMG, 740, 50 KW/25 KW (DA-2), MOR/FULL SER.	ABC ,	$ 56.00 (Katz)		NewCity
KVOO, 1170, 50 KW (DA-N) , COUNTRY	UNIULT NBC ,	$ 50.00 (Durpetti)		Great Empire
KAYI-F, 106.9, 100 KW @ 1005, CHR	ABC ,	$ 44.00 (HMR)		Naragansett (MUSKOGEE)
KBEZ-F, 92.9, 100 KW @ 1318, EZ	,	$ 32.00 (Eastman)		WIN/ML
KCMA-F, 92.1, 2.3 KW @ 374, CLASSICAL	,	$ 20.00 (CMBS)		
KMOD-F, 97.5, 100 KW @ 1327, CL AOR	,	$ 70.00 (Christal)		Clear Channel
KMYZ-F, 104.5, 70 KW @ 1130, CHR	ABC,	$ 33.00 (Torbet)		Shamrock-Lynette (PAYOR)
KRAV-F, 96.5, 100 KW @ 1327, AC	UNISUP ,	$ 37.00 (Torbet)		
KTFX-F, 103.3, 100 KW @ 1278, COUNTRY	,	$ 26.00 (---)		
KTHK-F, 94.1, 18 KW @ 800, CLASSIC AOR	,	$ NA (---)		(OKMULGEE)
KQLL-F, 106.1, 100 KW @ 1321, OLDIES	,	$ 31.00 (Christal)		Federated (OWASSO)
KSTM-F, 99.5, 100 KW @ 1400, AC	SMN ,	$ NA (Schubert)		(HENRYETTA)
KVOO-F, 98.5, 100 KW @ 1226, COUNTRY	NBC UNIULT ,	$ N/A (Durpetti)		Great Empire
KWEN-F, 95.5, 100 KW @ 1327, COUNTRY	,	$ 68.00 (Katz)		NewCity

WASHINGTON

Arbitron Rank/Pop (12+): 7/3,211,700

MSA Rank/Pop: 6/3,820,000
ADI # 9

Average Person Ratings: 16.6
Market TSL: 22.00 hours

Stations: 32/28
Diaries: 2382/1348:1/50.7%
Sample Target: 2260
% Below Line: 2.5
% Not Listed: 15.9

1990 Revenue: $153,000,000
HH Inc.: $48,038
Retail $: 34.4 Bil
Pop per Station: 114,703
#1 Biller: WMZQ-AF $15,000,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WPGC-F	(CHR)	418/ 7.8	7.6	7.3	8.1	7.5	7.7	483/6879	5953/18.5	18.6	17.6	13.4	771	6549	WPGC-F
2. WMZQ-AF	(C)	297/ 5.5	5.9	4.9	6.5	6.6	5.7	369/5075	3901/12.1	14.1	13.5	5.9	331	3446	WMZQ-AF
3. WGAY-F	(EZ)	291/ 5.5	5.6	6.9	6.8	5.9	6.2	330/4321	3790/11.8	12.3	12.6	4.5	262	2893	WGAY-F
4. WWDC-F	(AOR)	278/ 5.2	4.4	3.1	4.3	4.3	4.3	358/6237	4656/14.5	14.1	14.7	5.4	309	4598	WWDC-F
5. WKYS-F	(B)	242/ 4.5	4.9	5.3	4.8	6.6	4.9	256/4735	4441/13.8	11.9	13.4	6.3	363	3837	WKYS-F
6. WTOP	(N)	222/ 4.2	3.3	6.5	3.5	3.7	4.4	254/5826	4932/15.4	14.3	14.2	2.9	169	4279	WTOP
7. WASH-F	(SAC)	218/ 4.1	4.6	4.5	3.5	5.1	4.2	240/4074	3640/11.3	14.0	10.1	3.8	219	3026	WASH-F
8. WLTT-F	(AC)	214/ 4.0	4.0	4.1	3.0	3.5	3.8	237/4133	3748/11.7	11.6	10.1	2.4	140	2598	WLTT-F
9. WMAL	(FS)	192/ 3.6	4.5	4.4	4.6	5.1	4.3	217/4071	3705/11.5	11.8	12.8	2.7	156	2752	WMAL
10. WMMJ-F	(B/AC)	189/ 3.5	4.0	3.5	4.0	2.5	3.8	189/2479	2445/ 7.6	6.7	5.7	3.3	193	1721	WMMJ-F
11. WAVA-F	(CHR)	186/ 3.5	4.2	3.8	4.0	3.6	3.9	232/5612	4429/13.8	15.1	14.0	4.2	240	5452	WAVA-F
12. WCXR-F	(CL AOR)	183/ 3.4	3.0	2.9	3.7	4.3	3.3	204/4415	3886/12.1	11.2	11.6	3.8	217	3655	WCXR-F
13. WXTR-F	(O)	178/ 3.3	3.0	2.6	2.8	2.4	2.9	213/4307	3678/11.5	10.5	9.8	3.4	199	3539	WXTR-F
14. WHUR-F	(B)	172/ 3.2	2.9	3.2	3.3	3.6	3.2	178/4132	3823/11.9	11.2	12.3	2.9	169	3094	WHUR-F
15. WRQX-F	(CHR)	167/ 3.1	4.2	4.8	3.0	3.3	3.8	190/4649	3821/11.9	13.8	15.1	3.3	192	4491	WRQX-F
16. WGMS-F	(CL)	162/ 3.0	3.4	3.0	2.7	3.1	3.0	168/2644	2321/ 7.2	8.1	7.7	1.9	107	1505	WGMS-F
17. WHFS-F	(AOR)	136/ 2.5	2.6	2.1	2.3	2.6	2.4	195/3144	2477/ 7.7	8.7	7.6	2.8	161	3276	WHFS-F
18. WOL	(B/T)	119/ 2.2	2.6	1.5	2.1	1.3	2.1	119/1359	1353/ 4.2	4.3	3.7	1.4	82	787	WOL
19. WJFK-F	(CL AOR)	110/ 2.1	1.8	1.5	2.0	2.0	1.8	118/2874	2560/ 8.0	7.7	7.1	1.5	84	2073	WJFK-F
20. WWRC	(T)	100/ 1.9	2.5	2.4	2.1	2.1	2.2	103/1810	1681/ 5.2	5.5	6.1	2.1	119	1378	WWRC
21. WJZE-F	(J/B)	98/ 1.8	1.1	1.9	1.6	1.0	1.6	104/1768	1649/ 5.1	4.9	5.3	1.6	95	1327	WJZE-F
22. WYCB	(G)	69/ 1.3	0.7	1.3	1.4	1.3	1.2	73/1193	1162/ 3.6	1.9	2.5	1.0	57	760	WYCB
23.															
24.															
25.															

12+ FM SHARE (METRO): 82.43% (3702 of 4491) (SUM 90: 81.07%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPGC-F>>	1 WPGC-F	1 WPGC-F	1 WLTT-F	1 WMZQ-AF<	1 WGAY-F	1 WWDC-F<	1 WPGC-F	1 WPGC-F>	1 WPGC-F>>	1 WKYS-F
2 WAVA-F	2 WWDC-F	2 WWDC-F	2 WPGC-F<	2 WLTT-F	2 WMZQ-AF	2 WPGC-F	2 WGAY-F	2 WGAY-F	2 WWDC-F	2 WPGC-F
3	3 WKYS-F	3 WKYS-F<	3 WMZQ-AF<	3 WASH-F<	3 WTOP <	WMAL <	3 WASH-F<	3 WMZQ-AF	WHUR-F<	3 WTOP
4	4 WHFS-F	4 WLTT-F<	4 WASH-F<	4 WPGC-F<	4 WMAL	4 WTOP	4 WMZQ-AF	4 WLTT-F<	4 WKYS-F<	4 WMAL
5	5 WLTT-F<	5 WMZQ-AF<	5 WKYS-F	5 WKYS-F	5 WASH-F	5 WMZQ-AF	5 WWDC-F<	5 WWDC-F	5 WTOP	5 WMZQ-F
6	6 WCXR-F<	6 WASH-F	6 WCXR-F<	6 WXTR-F	6 WXTR-F	6 WKYS-F	6 WLTT-F	6 WKYS-F	6 WMMJ-F	6 WHUR-F
7	7 WRQX-F	7 WCXR-F	7 WXTR-F<	WCXR-F<	7 WGMS-F	7 WASH-F	7 WCXR-F	7 WXTR-F	7 WGAY-F	7
8	WMMJ-F	8	8 WMMJ-F	8 WMMJ-F	8	8	8	8 WASH-F	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WPGC-F>>	1 WPGC-F>	1 WLTT-F<	1 WPGC-F>	1 WLTT-F
2 WRQX-F	2 WKYS-F	2 WPGC-F	2 WLTT-F<	2 WASH-F
3 WKYS-F	3 WLTT-F	3 WKYS-F>	3 WASH-F	3 WPGC-F<
4 WAVA-F	4 WRQX-F>	4 WRQX-F<	4 WKYS-F<	4 WKYS-F
5 WWDC-F	5 WASH-F<	5 WMMJ-F	5 WRQX-F>	5 WMZQ-AF
6 WASH-F	6 WMMJ-F<	6 WHFS-F	6 WMZQ-AF	WMMJ-F<
7 WMZQ-AF	7 WWDC-F<	7 WHUR-F	7 WMMJ-F	7 WXTR-F
8	8 WHUR-F	8 WASH-F	8	8
	WHFS-F			

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WWDC-F>>	1 WWDC-F>	1 WWDC-F	1 WWDC-F>	1 WMZQ-AF
2 WPGC-F	2 WPGC-F	2 WCXR-F	2 WCXR-F<	2 WCXR-F
3 WAVA-F	3 WHFS-F<	3 WPGC-F<	3 WPGC-F<	3 WWDC-F
4 WHFS-F	4 WCXR-F	4 WHFS-F	4 WMZQ-AF	4 WTOP
5 WIYY-F	5 WKYS-F<	5 WMMJ-F<	5 WKYS-F	5 WGAY-F
6 WJFK-F	6 WMMJ-F	6 WKYS-F	WHFS-F<	6 WXTR-F<
7 WKYS-F	7 WHUR-F	7 WHUR-F	7 WMMJ-F	7 WPGC-F
8	8	8 WTOP	8	8

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAFY-F	103.1	Middletown/Frdk	0.3/0.9/ 18/ 314
WCPT	730	Alexandria/Wshg	0.4/2.3/ 22/ 804
WFRE-F	99.9	Frederick	0.5/1.4/ 61/ 921
WGMS	570	Bethesda	0.2/1.4/ 11/ 449
WWDC	1260	Washington	0.8/2.1/ 44/ 672
WFLS-F	93.3	Fredericksburg	0.5/1.4/ 58/ 887
WIYY-F	97.9	Baltimore	1.2/3.7/126/2169
WPOC-F	93.1	Baltimore	0.5/1.5/172/1946
WRBS-F	95.1	Baltimore	0.3/1.0/ 32/ 523

American Radio Summer 1991 Supplement, Copyright 1991

RADIO STATIONS

AM STATIONS

WCPT,	730,	5 KW/20W (DA-1)	,	Black	, $ 30.00	(Group W)	Westinghouse
WDCT,	1310,	5 KW/500 W	,	Religion	, $ 28.00	(---)	Marsh
WFAX,	1220,	5 KW (DAYS)	,	Religion	, $ 20.00	(---)	
WMAL,	630,	5 KW (DA-2)	,	Full Service	ABC, $200.00	(Katz)	Cap Cities/ABC
WNDO,	1540,	5 KW (DAYS)	,	Hispanic	, $ 35.00	(Katz Hisp.)	
WOL ,	1450,	1 KW	,	Black Talk	NBN UNIULT, $ 49.00	(K & P)	Almic
WTOP,	1500,	50 KW (DA-2)	,	News	CBS MBS, $174.00	(CBS)	Chase
WWDC,	1260,	5 KW (DA-2)	,	Nostalgia	UNISUP UNIULT, $ 44.00	(Christal)	
WWRC,	980,	5 KW (DA-N)	,	Talk	ABC, $ 60.00	(MMR)	
WYCB,	1340,	1 KW	,	Gospel	SBN, $ 40.00	(---)	

FM STATIONS

WASH,	97.1,	26 KW @ 686	,	AC	UNISUP, $111.00	(HNWH)	Chase
WAVA,	105.1,	41 KW @ 541	,	CHR	, $158.00	(HNWH)	Emmis
WCXR,	105.9,	28 KW @ 648	,	Classic AOR	, $164.00	(Group W)	Westinghouse
WJZE,	100.3,	50 KW @ 331	,	Jazz	APR, $ 75.00	(Mc-Guild)	United
WGAY,	99.5,	21 KW @ 770	,	EZ	, $190.00	(MMR)	Greater Media
WGMS,	103.5,	46 KW @ 510	,	Classical	MBS, $130.00	(Durpetti)	Verstandig
WHFS,	99.1,	47 KW @ 360	,	AOR	APR, $ 60.00	(Banner)	Duchossois (ANNAPOLIS)
WHUR,	96.3,	24 KW @ 670	,	Black	, $104.00	(Durpetti)	Howard Univ.
WJFK,	106.7,	22 KW @ 730	,	Classic AOR	ABC, $ 80.00	(Torbet)	Infinity
WKYS,	93.9,	25 KW @ 707	,	Black	, $192.00	(Banner)	Albimar
WLTT,	94.7,	22 KW @ 744	,	AC	, $164.00	(CBS)	CBS
WMMJ,	102.3,	1.4 KW @ 480	,	Black Oldies	ABC MBS, $ 70.00	(K & P)	Almic
WMZQ,	98.7,	50 KW @ 490	,	Country	, $255.00	(Christal)	Viacom
WPGC,	95.5,	50 KW @ 500	,	CHR/Urban	, $160.00	(Banner)	Cook Inlet
WRQX,	107.3,	36 KW @ 590	,	CHR/AC	ABC, $117.00	(Katz)	Cap Cities/ABC
WWDC,	101.1,	32 KW @ 760	,	AOR	UNIPWR, $180.00	(Christal)	
WXTR,	104.1,	50 KW @ 500	,	Oldies	, $140.00	(Mc-Guild)	Radio Ventures

American Radio Summer 1991 Supplement, Copyright 1991

WEST PALM BEACH

Arbitron Rank/Pop (12+): 52/783,400
MSA Rank/Pop: 60/885,000
ADI # 50
Average Person Ratings: 17.3
Market TSL: 23.00 hours

Stations: 35/15
Diaries: 1123/698:1/48.7%
Sample Target: 1125
% Below Line: 28.0
% Not Listed: 10.5

1990 Revenue: $25,000,000
HH Inc.: $37,870
Retail $: 8.3 Bil
Pop per Station: 52,226
#1 Biller: WRMF-F $6,500,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WEAT-AF (EZ)	218/16.1	16.1	13.6	14.1	14.4	15.0	295/3175	2104/26.9	27.6	22.7	9.2	96	1274	WEAT-AF
2. WJNO (N/T)	124/ 9.2	8.5	8.9	8.4	8.8	8.8	154/1689	1205/15.4	16.1	16.0	6.3	72	920	WJNO
3. WRMF-F (AC)	110/ 8.1	7.9	8.3	8.5	8.9	8.2	156/2071	1399/17.9	18.1	16.1	10.0	114	1049	WRMF-F
4. WKGR-F (CL AOR)	79/ 5.8	6.9	4.7	4.0	4.0	5.3	144/2039	1191/15.2	13.2	9.7	9.0	103	1157	WKGR-F
5. WIRK-F (C)	77/ 5.7	5.2	6.4	6.3	6.4	5.9	102/1248	823/10.5	11.5	10.4	6.4	73	1004	WIRK-F
6. WOVV-F (CHR)	50/ 3.7	5.5	5.1	3.6	2.6	4.5	91/1530	1006/12.8	14.0	11.6	5.7	65	976	WOVV-F
7. WOLL-F (O)	45/ 3.3	2.3	1.5	4.2	2.5	2.8	47/778	703/ 9.0	6.1	7.3	2.3	26	446	WOLL-F
8. WZTA-F (CL AOR)	40/ 3.0	1.0	2.1	2.5	2.5	2.2	122/1891	626/ 8.0	4.1	4.5	2.6	30	460	WZTA-F
9. WYFX (B)	38/ 2.8	1.9	0.9	1.5	0.8	1.8	48/667	426/ 5.4	4.7	2.3	1.9	22	276	WYFX
10. WNGS-F (SAC)	37/ 2.7	2.0	2.0	2.6	1.9	2.3	38/583	551/ 7.0	6.3	5.4	2.3	26	379	WNGS-F
11. WHQT-F (B)	34/ 2.5	2.9	3.2	3.3	3.5	3.0	106/1708	610/ 7.8	6.0	6.9	4.3	49	911	WHQT-F
WEDR-F (B)	34/ 2.5	4.3	3.5	3.1	2.9	3.3	108/1576	582/ 7.4	7.3	5.5	5.1	58	475	WEDR-F
13. WSHE-F (AOR)	33/ 2.4	1.6	1.9	2.0	1.8	2.0	160/2164	611/ 7.8	5.7	7.4	3.0	34	639	WSHE-F
14. WKIS-F (C)	31/ 2.3	1.2	1.1	1.3	1.2	1.5	162/2221	380/ 4.9	3.9	5.4	1.7	20	460	WKIS-F
15.														

12+ FM SHARE (METRO): 77.58% (941 of 1213) (SUM 90: 75.45%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOVV-F>>	1 WKGR-F>	1 WRMF-F	1 WRMF-F>	1 WRMF-F>	1 WEAT-AF>>	1 WEAT-AF>	1 WEAT-AF>	1 WEAT-AF>	1 WEAT-AF>	1 WJNO >>
2 WHQT-F	2 WRMF-F>	2 WKGR-F>	2 WKGR-F>	2 WKGR-F	2 WJNO >	2 WJNO	2 WRMF-F	2 WJNO	2 WJNO >	2 WEAT-F>>
3 WSHE-F	3 WOVV-F	3 WIRK-F	3 WIRK-F<	3 WEAT-AF	3 WRMF-F	3 WRMF-F>	3 WJNO >	3 WRMF-F	3 WHQT-F	3 WKGR-F
4 WEDR-F	WIRK-F	4 WOLL-F	4 WOLL-F>	WIRK-F	4 WIRK-F	4 WIRK-F	4 WIRK-F<	4 WKGR-F	4 WOVV-F	4 WIOD
WKGR-F	5 WSHE-F	5 WOVV-F	5 WMXJ-F	5 WOLL-F	5	5 WKGR-F	5 WKGR-F	5 WIRK-F	5 WEDR-F	WRMF-F
6	WEDR-F	6	6	6	6	6	6	6	WKGR-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WRMF-F>	1 WRMF-F>	1 WRMF-F	1 WRMF-F>>	1 WRMF-F
2 WKGR-F>	2 WKGR-F	2 WYFX	2 WIRK-F<	2 WIRK-F>
3 WSHE-F	3 WEDR-F	3 WEDR-F	3 WOVV-F	3 WJNO
WOVV-F	4 WOVV-F	4 WIRK-F	4 WKGR-F	4 WYFX
5 WHYI-F	5 WIRK-F	5 WOVV-F	5 WEDR-F	5 WOVV-F
WHQT-F	6 WYFX	WKGR-F	6	6
WEDR-F		7 WNGS-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKGR-F>	1 WKGR-F>>	1 WKGR-F>	1 WKGR-F>	1 WRMF-F<
2 WHQT-F>	2 WRMF-F>	2 WRMF-F>	2 WRMF-F>	2 WKGR-F>
3 WSHE-F	3 WZTA-F	3 WZTA-F	3 WZTA-F	3 WOLL-F<
4 WEDR-F	WSHE-F	4 WIRK-F	WOLL-F	4 WIRK-F
WOVV-F	5 WIRK-F	5 WSHE-F	5 WIRK-F	5 WZTA-F
6 WPOW-F	6	WOLL-F	6	6

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WDBF	1420	Delray Bch/W.P.	1.6/4.0/ 22/ 320
WPBR	1340	Palm Beach	0.6/2.0/ 8/ 201
WSBR	740	Boca Rtn/WPlmBc	0.3/3.2/ 13/ 509
WSWN	900	Belle Glade	1.3/2.0/ 21/ 252
WTRU-F	99.5	Jupiter	0.4/0.9/ 5/ 87
WAXY-F	105.9	Ft. Lauderdale	0.5/2.8/ 64/1216
WFLC-F	97.3	Miami/Ft.Laud.	0.5/2.8/105/1578
WFTL	1400	Ft. Lauderdale	0.3/1.0/ 56/ 703
WHYI-F	100.7	Ft. Lauderdale	1.3/7.0/ 99/2211
WINZ	940	Miami	0.6/2.7/ 76/1301
WIOD	610	Miami	2.1/5.6/173/2230
WJQY-F	106.7	Ft. Lauderdale	1.4/4.1/121/1589
WLVE-F	93.9	Miami Beach	1.0/3.4/ 70/ 978
WLYF-F	101.5	Miami	1.5/5.6/211/2444
WMRZ	790	South Miami	0.7/3.1/107/1041
WMXJ-F	102.7	Pompano Beach	2.2/5.9/130/1978
WPOW-F	96.5	Miami/Ft Ldrdle	1.0/5.7/ 78/1646
WQBA-F	107.5	Miami	0.4/1.2/ 16/ 258
WTMI-F	93.1	Miami/Ft Ldrdle	1.4/4.2/101/1300
WZZR-F	92.7	Stuart/Pt.StLce	0.4/2.4/ 44/ 691

RADIO STATIONS

WEAT, 850, 5 KW/1 KW (DA-2)	, SEE WEAT-F	, $			
WJNO, 1230, 1 KW	, NEWS/TALK	CBS, ABC, $	55.00 (Banner)	Fairbanks	
WPBR, 1340, 1 KW	, TALK	MBS, ABC, $	19.00 (Eastman)		
WPOW, 1600, 1 KW (DA-1)	, BLACK	, $	23.00 (Roslin)		
WYFX, 1040, 25 KW/1 KW (DA-2)	, BLACK	SBN, $	18.00 (K & P)		
WEAT-F, 104.3, 56 KW @ 1250, EZ		, $	80.00 (Durpetti)	Taylor	
WIRK-F, 107.9, 100 KW @ 340, COUNTRY		ABC, $	60.00 (HNWH)	Price	
WKGR-F, 98.7, 100 KW @ 1380, AOR		UPI, $	43.00 (Christal)		(FORT PIERCE)
WNGS-F, 92.1, 2.2 KW @ 378, SOFT AC		, $	30.00 (Eastman)		
WOLL-F, 94.3, 1.4 KW @ 481, OLDIES		, $	37.00 (Katz)	Lappin	
WOVV-F, 95.5, 100 KW @ 982, CHR		SOURCE, $	40.00 (McGuild)		(FORT PIERCE)
WRMF-F, 97.9, 100 KW @ 1350, AC		, $	115.00 (Banner)	Fairbanks	

WICHITA

Arbitron Rank/Pop (12+): 88/399,600

MSA Rank/Pop: 102/458,000
ADI # 61

Average Person Ratings: 16.1

Market TSL: 21.75 hours

Stations: 17/17
Diaries: 899/444:1/55.6%
Sample Target: 830
% Below Line: 0.0
% Not Listed: 8.1

1990 Revenue: $17,400,000
HH Inc.: $35,665
Retail $: 3.4 Bil
Pop per Station: 23,505
#1 Biller: KFDI-AF $5,100,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. KZSN-F (C)	100/16.6	7.3	12.9	10.8	----	11.6	172/1641	1073/26.9	19.8	0.0	13.0	89	1024	KZSN-F
2. KFDI-F (C)	87/13.5	15.5	11.0	9.4	----	12.4	124/1508	1010/25.3	29.3	0.0	11.7	80	1128	KFDI-F
3. KICT-F (AOR)	52/ 8.1	9.0	7.2	7.1	----	7.8	82/1012	625/15.6	19.1	0.0	8.1	55	708	KICT-F
4. KFDI (C)	51/ 7.9	7.9	7.3	7.4	----	7.6	72/823	556/13.9	14.4	0.0	6.0	41	475	KFDI
5. KKRD-F (CHR)	43/ 6.7	6.7	8.7	11.6	----	8.4	63/1178	803/20.1	23.3	0.0	8.5	58	949	KKRD-F
6. KRZZ-F (AOR)	39/ 6.1	4.6	5.2	6.4	----	5.6	43/688	551/13.8	15.2	0.0	9.8	67	800	KRZZ-F
7. KEYN-F (O)	36/ 5.6	7.3	6.5	6.9	----	6.6	54/784	523/13.1	16.3	0.0	4.2	29	543	KEYN-F
8. KRBB-F (AC)	35/ 5.4	9.1	4.7	6.1	----	6.3	44/688	581/14.5	16.2	0.0	5.1	35	480	KRBB-F
9. KOEZ-F (EZ)	31/ 4.8	4.9	4.0	4.9	----	4.7	35/484	343/ 8.6	12.6	0.0	3.2	22	243	KOEZ-F
10. KXLK-F (AC)	30/ 4.7	2.4	3.0	5.5	----	3.9	39/653	495/12.4	10.5	0.0	2.0	14	259	KXLK-F
11. KNSS (N/T)	27/ 4.2	3.3	4.2	4.1	----	3.9	32/461	405/10.1	10.9	0.0	2.6	18	407	KNSS
12. KYQQ-F (CHR)	23/ 3.6	2.7	1.3	0.5	----	2.0	31/616	454/11.4	8.3	0.0	5.1	35	792	KYQQ-F
13. KBUZ-F (B)	11/ 1.7	2.9	4.8	3.8	----	3.3	11/260	207/ 5.2	6.9	0.0	7.3	50	465	KBUZ-F
14. KFH (AC)	8/ 1.2	0.9	1.7	2.0	----	1.5	8/253	184/ 4.6	5.4	0.0	1.8	11	179	KFH
15.														

12+ FM SHARE (METRO): 82.40% (487 of 591) (SUM 90: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKRD-F	1 KZSN-F	1 KZSN-F>	1 KZSN-F>	1 KZSN-F>	1 KFDI-F	1 KZSN-F	1 KZSN-F	1 KZSN-F	1 KZSN-F	1 KZSN-F
2 KYQQ-F>	2 KICT-F	2 KICT-F	2 KFDI-F	2 KFDI-F>	2 KZSN-F<	2 KFDI-F>	2 KFDI-F>	2 KFDI-F>	KFDI-F	KFH
3 KICT-F	3 KRZZ-F	KFDI-F	3 KRZZ-F	3 KRZZ-F	3 KFDI >	3 KFDI >	3 KICT-F	3 KICT-F	3 KICT-F>	3 KFDI-F
4	4 KFDI-F	4 KRZZ-F	4 KEYN-F	KEYN-F	4 KOEZ-F	4 KICT-F<	4 KFDI <	4 KKRD-F<	4 KYQQ-F	4
5	5 KKRD-F	5 KRBB-F	5 KICT-F	5 KICT-F	5 KNSS	5 KKRD-F	5 KEYN-F	5 KRZZ-F	5 KKRD-F	5
6	6	6 KEYN-F	6 KRBB-F	6 KRBB-F	6	6	6	KRBB-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KZSN-F	1 KZSN-F>	1 KZSN-F>>	1 KZSN-F>>	1 KZSN-F>>
2 KYQQ-F	2 KRBB-F	2 KRBB-F	2 KRBB-F	2 KFDI-F>
KRBB-F	3 KKRD-F	KFDI-F>	3 KKRD-F	3 KRBB-F
KKRD-F	4 KFDI-F	4 KXLK-F	4 KFDI-F	4 KEYN-F
5 KICT-F	5 KYQQ-F	KKRD-F	5 KXLK-F	5 KXLK-F
6 KRZZ-F	KXLK-F	KEYN-F	6	KKRD-F
	KRZZ-F			
	KICT-F			

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KICT-F	1 KICT-F	1 KRZZ-F<	1 KICT-F<	1 KFDI-F
2 KZSN-F>>	2 KZSN-F<	2 KICT-F>	2 KZSN-F	2 KZSN-F
3 KXLK-F	3 KRZZ-F>	3 KZSN-F	3 KFDI-F	3 KRZZ-F
4 KKRD-F	4 KFDI-F>	4 KFDI-F>	4 KRZZ-F>	KICT-F
KFDI-F	5 KKRD-F	5 KEYN-F	5 KEYN-F	5 KEYN-F
6	6	6 KKRD-F	6	6

OTHER RATED STATIONS			METRO CUME SHARE/RTG/AQH/CUME	TSA TSA
KQAM	1410	Wichita	0.9/2.8/	6/ 135
KSGL	900	Wichita	0.8/3.5/	5/ 165
KZSN	1480	Wichita	1.1/3.0/	8/ 136

RADIO STATIONS

KFDI, 1070, 10 KW/1 KW (DA-N), COUNTRY	ABC , $ 40.00 (Torbet)	Great Empire
KFH , 1330, 5 KW (DA-N) , OLDIES	CBS, MBS , $ 15.00 (Banner)	Midcontinent
KNSS, 1240, 1 KW , TALK	MBS, ABC, $ 18.00 (Durpetti)	
KQAM, 1410, 5 KW/1 KW (DA-2), OLDIES	UNISUP,UNIULT, $ 16.00 (Eastman)	
KBUZ-F, 99.1, 42 KW @ 515, BLACK	SBN , $ 17.00 (---)	(EL DORARDO)
KFDI-F, 101.3, 100 KW @ 1140, COUNTRY	ABC, MBS , $ 60.00 (Torbet)	Great Empire
KICT-F, 95.1, 100 KW @ 1027, AOR	ABC , $ 38.00 (McGuild)	Lakoduk
KKRD-F, 107.3, 100 KW @ 860, CHR	, $ 47.00 (HNWH)	
KOEZ-F, 92.3, 100 KW @ 640, EZ	UNIULT , $ 26.00 (---)	(NEWTON)
KEYN-F, 103.7, 100 KW @ 1032, OLDIES	, $ 38.00 (Eastman)	
KRBB-F, 97.9, 100 KW @ 993, AC	, $ 32.00 (Christal)	
KRZZ-F, 96.3, 50 KW @ 500, CLASSIC AOR	, $ 25.00 (Durpetti)	(DERBY)
KYQQ-F, 106.5, 100 KW @ 1280, CHR	, $ 18.00 (K & P)	(ARKANSAS CITY)
KXLK-F, 105.3, 100 KW @ 993, AC	APR , $ 40.00 (Banner)	Midcontinent
KZSN-F, 102.1, 100 KW @ 1032, COUNTRY	, $ 44.00 (Katz)	Southern Skies (HUTCHINSON)

American Radio Summer 1991 Supplement, Copyright 1991

WILKES BARRE-SCRANTON

Arbitron Rank/Pop (12+): 62/631,200

MSA Rank/Pop: 68/740,000
ADI # 54

Average Person Ratings: 17.9
Market TSL: 24.00 hours

Stations: 34/23
Diaries: 1140/554:1/58.6%
Sample Target: 1050
% Below Line: 8.0
% Not Listed: 17.0

1990 Revenue: $15,700,000
HH Inc.: $28,134
Retail $: 5.6 Bil
Pop per Station: 27,443
#1 Biller: WKRZ-F $4,000,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WKRZ-F	(CHR)	170/15.0	15.7	15.6	15.0	17.9	15.3	223/2754	2229/35.3	34.9	34.5	20.2	204	2583	WKRZ-F
2. WEZX-F	(AOR)	88/ 7.8	7.9	7.1	8.7	6.1	7.9	95/1138	991/15.7	15.9	13.1	14.2	143	1384	WEZX-F
3. WMGS-F	(AC)	71/ 6.3	5.3	4.0	5.1	4.8	5.2	75/1061	935/14.8	13.1	13.7	4.6	46	638	WMGS-F
4. WNAK	(BB/FS)	69/ 6.1	4.3	5.6	4.3	5.3	5.1	73/519	503/ 8.0	6.3	9.3	2.8	28	313	WNAK
5. WDLS-F	(C)	67/ 5.9	3.4	4.8	4.3	4.2	4.6	69/730	706/11.2	7.6	8.2	4.3	43	397	WDLS-F
6. WARM	(FS)	65/ 5.7	6.1	7.4	6.0	6.6	6.3	71/903	864/13.7	14.9	15.7	4.5	45	768	WARM
7. WEJL	(BB)	42/ 3.7	4.1	3.9	5.4	4.2	4.3	44/455	434/ 6.9	7.7	7.5	1.8	18	380	WEJL
8. WGBI-F	(AC)	37/ 3.3	2.6	3.2	3.3	3.6	3.1	38/634	567/ 9.0	6.7	9.6	2.7	27	501	WGBI-F
9. WWSH-F	(AC)	34/ 3.0	3.0	2.8	2.5	2.7	2.8	37/685	567/ 9.0	7.9	7.9	3.3	33	326	WWSH-F
10. WHLM-F	(CHR)	31/ 2.7	1.5	1.8	1.5	2.2	1.9	43/717	414/ 6.6	4.4	5.0	2.3	23	337	WHLM-F
11. WTLQ-F	(CHR)	30/ 2.6	2.5	2.4	2.6	2.2	2.5	31/681	656/10.4	9.5	9.8	3.2	32	645	WTLQ-F
12. WSGD-F	(O)	29/ 2.6	2.7	3.3	2.1	2.3	2.7	45/654	433/ 6.9	7.9	7.1	2.0	20	330	WSGD-F
13. WBAX	(BB)	24/ 2.1	2.2	3.1	1.6	2.0	2.3	24/291	291/ 4.6	5.5	4.4	1.4	14	335	WBAX
14. WYOS-F	(O)	23/ 2.0	1.6	1.7	1.4	2.0	1.7	23/326	319/ 5.1	6.4	4.5	1.7	17	243	WYOS-F
15. WFMZ-F	(EZ)	18/ 1.6	1.1	1.3	1.9	1.6	1.5	28/260	161/ 2.6	2.4	3.5	0.7	7	123	WFMZ-F
WILK	(N/T)	18/ 1.6	1.9	2.2	1.7	1.9	1.9	19/431	403/ 6.4	6.4	6.3	1.1	11	453	WILK
17.															
18.															
19.															
20.															

12+ FM SHARE (METRO): 72.98% (686 of 940) (SUM 90: 70.10%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKRZ-F››	1 WKRZ-F	1 WKRZ-F›	1 WKRZ-F›	1 WKRZ-F››	1 WNAK	1 WKRZ-F›	1 WKRZ-F››	1 WKRZ-F›	1 WKRZ-F›	1 WKRZ-F‹
2 WTLQ-F	2 WEZX-F››	2 WEZX-F›	2 WEZX-F	2 WEZX-F‹	2 WKRZ-F	2 WARM	2 WMGS-F	2 WDLS-F	2 WEZX-F	2 WARM ››
3	3 WDLS-F	3 WMGS-F	3 WMGS-F	3 WMGS-F	WARM ›	3 WEZX-F	3 WEZX-F	3 WEZX-F	3 WARM ›	3 WEZX-F
4	4 WTLQ-F	4 WDLS-F›	4 WDLS-F›	4 WDLS-F›	4 WMGS-F	4 WMGS-F›	4 WDLS-F	4 WMGS-F›	4 WDLS-F	4 WDLS-F
5	WMGS-F	5 WTLQ-F	5 WSGD-F	5 WSGD-F	5 WEJL	5 WDLS-F	5 WNAK	5 WNAK	5 WMGS-F	5
6	6	WHLM-F	6	6	WDLS-F	6 WNAK	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WKRZ-F››	1 WKRZ-F››	1 WKRZ-F››	1 WKRZ-F››	1 WKRZ-F››
2 WEZX-F›	2 WMGS-F‹	2 WMGS-F›	2 WMGS-F›	2 WMGS-F›
3 WTLQ-F	3 WEZX-F›	3 WDLS-F	3 WEZX-F	3 WDLS-F
4 WMGS-F	4 WTLQ-F	4 WEZX-F›	4 WDLS-F	4 WGBI-F
WHLM-F	WDLS-F	5 WTLQ-F	5 WGBI-F	5 WWSH-F
6	6	WGBI-F	6	WEZX-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WEZX-F	1 WEZX-F›	1 WEZX-F›	1 WEZX-F	1 WKRZ-F
2 WKRZ-F››	2 WKRZ-F	2 WKRZ-F››	2 WKRZ-F››	2 WEZX-F›
3 WTLQ-F	3	3 WDLS-F›	3 WDLS-F›	3 WDLS-F›
4	4	4 WZZO-F	4 WMGS-F	4 WMGS-F
5	5	WTLQ-F	5 WSGD-F	5 WSGD-F
6	6	6	6	6

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WARD	1550	Pittston	0.6/2.4/ 7/ 152
WAZL	1490	Hazleton	0.6/1.3/ 8/ 117
WEMR	1460	Tunkhannock	0.4/1.3/ 5/ 101
WICK	1400	Scranton	0.4/2.3/ 5/ 144
WJMW	550	Bloomsburg	0.4/1.3/ 7/ 156
WQEQ-F	103.1	Freeland/Hzltn	0.9/2.5/ 14/ 184
WSBG-F	93.5	Stroudsburg	0.5/3.5/ 8/ 251
WWDL-F	104.9	Scranton/WB	0.5/2.7/ 7/ 183
WABC	770	New York	0.6/1.2/ 13/ 143
WAVT-F	101.9	Pottsville	0.4/1.4/ 62/ 714
WFMV-F	106.3	Blairstown	0.5/1.5/ 10/ 125
WILQ-F	105.1	Williamsport	0.5/2.2/ 52/ 497
WKSB-F	102.7	Williamsport	0.5/2.2/ 68/ 770
WLEV-F	96.1	Easton	0.8/2.5/ 14/ 248
WMMR-F	93.3	Philadelphia	0.4/1.3/ 9/ 196
WODE-F	99.9	Easton/Allentwn	0.5/1.9/ 13/ 251
WXTU-F	92.5	Philadelphia	0.9/1.7/ 25/ 239
WZZO-F	95.1	Bethlehem	1.3/3.9/ 39/ 509

WILKES BARRE-SCRANTON

RADIO STATIONS

WARD ,	1550,	10 KW/500 W (DA-2),	Talk	APR ABC,	$13.00	(Savalli)	
WARM ,	590,	5 KW (DA-2) ,	MOR/Full Service	NBC,	$42.00	(Mc-Guild)	Susquehanna
WBAX ,	1240,	1 KW ,	Nostalgia	CNN UNISUP,	$15.00	(Torbet)	
WEJL ,	630,	500 W (DAYS) ,	Nostalgia/MOR	ABC UNISUP,	$19.00	(Christal)	Shamrock-Lynett
WGBI ,	910,	1 KW/500 W ,	Country	CBS,	$13.00	(Torbet)	
WICK ,	1400,	1 KW ,	EZ	ABC,	$13.00	(Roslin)	
WILK ,	980,	5 KW/1 KW (DA-2) ,	Talk	CNN ABC,	$16.00	(Katz)	Keymarket
WNAK ,	730,	1 KW/38 W ,	Nostalgia	NBC,	$25.00	(K & P)	
WDLS-F,	93.7,	.8 KW @ 679 ,	Country	UNIULT UNISUP,	$15.00	(---)	
WYOS-F,	92.1,	.7 KW @ 552 ,	Oldies	CNN UNISUP,	$17.00	(Torbet)	
WEZX-F,	107.1,	.2 KW @ 1267 ,	AOR	ABC,	$37.00	(Christal)	Shamrock-Lynett
WQBI-F,	101.3,	7 KW @ 1110 ,	AC	CBS,	$22.00	(Torbet)	
WHLM-F,	106.5,	36 KW @ 579 ,	AC	UNIULT,	$18.00	(Banner)	(BLOOMSBURG)
WKRZ-F,	98.5,	9 KW @ 1172 ,	CHR	,	$65.00	(---)	Keymarket
WMGS-F,	92.9,	5 KW @ 1383 ,	AC	,	$42.00	(Mc-Guild)	Susquehanna
WSBG-F,	93.5,	.6 KW @ 784 ,	CHR	APR,	$16.00	(Mkt 4)	(STROUDSBERG)
WSGD-F,	94.3,	.5 KW @ 770 ,	Oldies	,	$17.00	(Eastman)	Sage (CARBONDALE)
WWDL-F,	104.9,	.3 KW @ 1093 ,	Soft AC	ABC,	$18.00	(Roslin)	
WTLQ-F,	102.3,	3 KW @ 71 ,	CHR	ABC,	$23.00	(Eastman)	
WWSH-F,	97.9,	20 KW @ 729 ,	EZ	,	$23.00	(K & P)	(HAZLETON)

**** F O R M A T C O D E S ****

- AC - Adult Contemporary
- AOR - Album Oriented Rock
- B - Black (audience predominately black - over 75%)
- BB - Big Band, Nostalgia
- C - Country
- CHR - Contemporary Hit Radio, Top 40, Contemporary
- CL - Classical
- CL AOR - Classic AOR, Classic Rock
- E - Ethnic
- EZ - EZ Listening, Beautiful Music, Some Very soft AC
- G - Gospel
- J/NAC- Jazz and New Adult Contemporary
- M/PS - Middle of Road, (MOR) Full Service
- N - News
- O - Oldies (1955 to current)
- R - Religion, Christian
- SAC - Soft Adult Contemporary
- SP - Hispanic/Spanish
- T - Talk
- U - Urban (majority of audience is non-white)
- ? - Others or Unknown

YORK

Arbitron Rank/Pop (12+): 103/347,000
MSA Rank/Pop: 113/415,000
ADI # 45 (w/Harrisburg & Lancaster)
Average Person Ratings: 17.5
Market TSL: 23.00 hours

Stations: 33/11
Diaries: 858/404:1/66.4%
Sample Target: 770
% Below Line: 42.1
% Not Listed: 10.7

1990 Revenue: $12,800,000
HH Inc.: $32,405
Retail $: 3.4 Bil
Pop per Station: 31,545
#1 Biller: WARM-F $3,500,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WARM-F	(AC)	75/12.3	11.6	11.9	11.2	9.2	11.8	170/1814	790/22.8	23.6	21.8	7.8	49	711	WARM-F
2. WYCR-F	(CHR)	61/10.0	6.3	9.6	8.6	9.2	8.6	78/1386	863/24.9	21.1	24.4	11.0	69	1043	WYCR-F
3. WGTY-F	(C)	49/ 8.1	11.3	10.5	9.3	10.1	9.8	58/677	541/15.6	17.1	16.1	8.4	53	490	WGTY-F
4. WRKZ-F	(C)	48/ 7.9	5.5	8.5	7.1	8.9	7.3	166/1804	487/14.0	13.7	17.0	7.3	46	481	WRKZ-F
5. WSBA	(FS)	40/ 6.6	5.5	6.0	7.4	5.8	6.4	55/708	503/14.5	14.2	15.3	6.5	41	526	WSBA
6. WNCE-F	(EZ)	35/ 5.8	4.3	4.1	4.6	6.4	4.7	126/1437	434/12.5	10.5	14.0	3.8	24	290	WNCE-F
7. WQXA-F	(CHR)	27/ 4.4	6.7	5.7	5.6	4.4	5.6	107/1632	448/12.9	17.8	14.7	9.5	60	723	WQXA-F
8. WIYY-F	(AOR)	22/ 3.6	2.1	1.5	2.3	2.3	2.4	25/275	223/ 6.4	4.2	4.9	2.4	15	219	WIYY-F
WQRX-F	(CL AOR)	22/ 3.6	4.0	3.8	3.3	4.2	3.6	28/655	432/12.4	11.1	13.1	5.7	36	406	WQRX-F
10. WTPA-F	(AOR)	21/ 3.5	6.0	3.6	3.6	3.0	4.2	115/1287	349/10.1	11.6	9.8	4.8	30	392	WTPA-F
11. WHTF-F	(AOR)	17/ 2.8	2.5	2.3	2.1	3.7	2.4	66/1308	364/10.5	9.9	10.4	3.7	23	373	WHTF-F
12. WWKL-F	(O)	13/ 2.1	2.8	2.8	3.3	5.2	2.8	121/1492	211/ 6.1	8.6	8.3	2.2	14	216	WWKL-F
13.															
14.															
15.															

12+ FM SHARE (METRO): 84.53% (459 of 543) (SUM 90: 86.68%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYCR-F››	1 WARM-F	1 WARM-F›	1 WARM-F›	1 WARM-F›	1 WARM-F	1 WARM-F	1 WARM-F›	1 WARM-F	1 WYCR-F	1 WRKZ-F›
2 WQXA-F›	2 WYCR-F›	2 WYCR-F	2 WGTY-F›	2 WGTY-F	2 WRKZ-F‹	2 WSBA	2 WYCR-F	2 WYCR-F	2 WRKZ-F	2 WYCR-F
3 WIYY-F	3 WQRX-F	3 WGTY-F›	3 WYCR-F	3 WRKZ-F	3 WSBA	3 WYCR-F	3 WGTY-F	3 WGTY-F	WARM-F	3 WBAL
4	4 WTPA-F	4 WRKZ-F	4 WRKZ-F›	4 WYCR-F	4 WGTY-F	4 WRKZ-F‹	4 WNCE-F	4 WRKZ-F	4 WGTY-F	WARM-F
5	WIYY-F	5	5 WTPA-F	5	5 WNCE-F	5 WGTY-F	5 WRKZ-F	5 WSBA ‹	5	5
								6 WNCE-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WYCR-F	1 WARM-F	1 WARM-F››	1 WARM-F›	1 WARM-F››
2 WARM-F››	2 WYCR-F›	2 WYCR-F	2 WYCR-F›	2 WGTY-F
3 WQXA-F	3 WQXA-F››	3 WQXA-F	3 WRKZ-F	3 WRKZ-F
4 WIYY-F	4 WHTF-F	4 ~~WGTY-F~~›	WGTY-F	4 WYCR-F
5	WGTY-F	5 WHTF-F	5 WQXA-F	5 WQXA-F
6	6	6	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WQRX-F	1 WQRX-F	1 WARM-F	1 WGTY-F‹	1 WGTY-F
2 WIYY-F	2 WYCR-F	2 WQRX-F	2 WARM-F	2 WARM-F›
3 WTPA-F	3 WTPA-F	WYCR-F	3 WQRX-F	3 WRKZ-F
WYCR-F›	WIYY-F	WGTY-F	4 WTPA-F	4 WTPA-F
5 WRKZ-F	5 WGTY-F	5 WTPA-F	5 WYCR-F	5 WQRX-F
WLIF-F	WARM-F	6 WIYY-F›	6	WYCR-F
WHTF-F				

OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME
WGCB-F	96.1	Red Lion	0.3/2.3/ 3/ 176
WGET	1320	Gettysburg	0.7/3.0/ 4/ 109
WHVR	1280	Hanover	1.2/4.4/ 7/ 154
WOYK	1350	York	0.3/2.6/ 3/ 94
WXKU	1250	York	0.5/1.8/ 3/ 61
WBAL	1090	Baltimore	1.8/3.7/ 13/ 200
WDAC-F	94.5	Lancaster	1.2/3.9/ 51/ 937
WFRE-F	99.9	Frederick	0.7/3.8/ 5/ 148
WHP	580	Harrisburg	1.8/3.6/ 74/1059
WHP -F	97.3	Harrisburg	0.2/2.6/ 32/ 654
WHYL	960	Carlisle/Hrsbrg	1.0/2.3/ 57/ 529
WHYL-F	102.3	Carlisle/Hrsbrg	0.5/1.8/ 40/ 468
WIMX-F	99.3	Harrisburg	0.3/1.2/ 44/ 655
WIOV-F	105.1	Ephrata/Lancast	1.8/5.0/ 79/ 866
WLAN-F	96.9	Lancaster	1.0/3.0/ 42/1021
WLIF-F	101.9	Baltimore	1.3/3.3/ 8/ 113
WNNK-F	104.1	Harrisburg	0.8/5.0/102/1697
WPOC-F	93.1	Baltimore	0.8/3.3/ 7/ 128
WWMD-F	104.7	Hagerstown	1.5/4.2/ 10/ 164
WWMX-F	106.5	Baltimore	0.5/2.1/ 3/ 72
WXYV-F	102.7	Baltimore	0.5/1.2/ 3/ 47

RADIO STATIONS

WGET, 1320, 1 KW/500 W (DA-2), MOR	MBS , $	14.00 (In House)	(GETTYSBURG)
WHVR, 1280, 5 KW/500 W (DA-2), MOR	NBC , $	10.00 (HNWH)	
WSBA, 910, 5 KW/1 KW (DA-2) , MOR/FULL SER.	, $	48.00 (Eastman)	Susquehanna
WARM-F, 103.3, 6 KW @ 1306, SOFT AC	, $	66.00 (Eastman)	Susquehanna
WGTY-F, 107.7, 16 KW @ 829, COUNTRY	MBS , $	30.00 (In House)	(GETTYSBURG)
WHTF-F, 92.7, .7 KW @ 700, CLASSIC AOR	SOURCE , $	26.00 (McGuild)	
WQXA-F, 105.7, 25 KW @ 704, CHR	, $	32.00 (Durpetti)	
WYCR-F, 98.5, 11 KW @ 926, CHR	, $	43.00 (HNWH)	

OTHER RANKED STATIONS -- See Harrisburg, Lancaster and Baltimore

YOUNGSTOWN

Arbitron Rank/Pop (12+): 85/417,900
MSA Rank/Pop: 100/504,000
ADI # 89
Average Person Ratings: 18.6
Market TSL: 24.50 hours

Stations: 25/18
Diaries: 893/468:1/52.7%
Sample Target: 895
% Below Line: 6.0
% Not Listed: 13.4

1990 Revenue: $11,000,000
HH Inc.: $29,417
Retail $: 3.4 Bil
Pop per Station: 23,216
#1 Biller: WHOT-F $2,500,000

12+ METRO		1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90		Birch Share	Birch AQH	Birch Cume	
1. WQXK-F	(C)	90/11.6	11.2	10.6	8.7	9.5	10.5	147/1322	834/20.0	21.0	17.9		13.3	83	574	WQXK-F
2. WHOT-F	(CHR)	84/10.8	11.0	13.1	10.2	14.3	11.3	143/2228	1361/32.6	31.5	32.9		12.5	78	864	WHOT-F
3. WKBN	(N/T)	81/10.4	10.9	9.4	10.9	8.4	10.4	105/1183	826/19.8	18.2	17.9		5.0	31	341	WKBN
4. WKBN-F	(AC)	78/10.0	7.8	7.7	9.0	9.8	8.6	103/1627	1020/24.4	21.0	19.8		5.9	37	339	WKBN-F
5. WBBG-F	(O)	68/ 8.7	10.5	8.8	8.9	10.7	9.2	92/1385	948/22.7	22.8	22.6		8.7	54	514	WBBG-F
6. WNCD-F	(AOR)	60/ 7.7	7.7	7.5	7.9	8.1	7.7	64/832	747/17.9	18.9	16.1		15.1	94	592	WNCD-F
7. WHOT	(BB)	39/ 5.0	5.8	3.7	4.2	4.0	4.8	44/492	411/ 9.8	10.4	9.6		1.9	12	119	WHOT
8. WYFM-F	(AC)	28/ 3.6	5.5	5.6	6.8	5.2	5.4	56/1094	603/14.4	15.4	15.1		5.4	34	347	WYFM-F
9. WRKU-F	(AOR)	24/ 3.1	2.1	1.4	2.0	1.4	2.1	53/782	297/ 7.1	2.8	3.6		2.9	18	202	WRKU-F
10. WPHR-F	(CHR)	21/ 2.7	3.5	4.2	3.8	2.5	3.5	24/462	408/ 9.8	13.5	8.7		5.1	32	309	WPHR-F
11. WSOM	(BB)	17/ 2.2	2.4	2.2	2.0	1.4	2.2	24/365	237/ 5.7	5.6	3.7		0.5	3	38	WSOM
12. WBBW	(T)	15/ 1.9	3.2	2.7	2.9	2.8	2.7	19/436	348/ 8.3	10.8	10.5		2.6	16	162	WBBW
13.																
14.																
15.																

12+ FM SHARE (METRO): 71.51% (482 of 674) (SUM 90: 77.39%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHOT-F>>	1 WNCD-F>	1 WHOT-F	1 WKBN-F	1 WKBN-F	1 WKBN	1 WKBN	1 WKBN-F	1 WQXK-F	1 WHOT-F	1 WKBN
2 WPHR-F>	2 WHOT-F	2 WKBN-F<	2 WBBG-F	2 WQXK-F	2 WQXK-F>	2 WQXK-F	2 WKBN <	2 WHOT-F<	2 WNCD-F	2 WBBG-F<
3 WNCD-F	3 WKBN-F>	3 WNCD-F	3 WHOT-F	3 WHOT-F	3 WKBN-F<	3 WHOT-F<	3 WQXK-F	3 WKBN-F	3 WQXK-F>	3 WHOT-F
4	4 WRKU-F	4 WBBG-F<	4 WQXK-F	WBBG-F	4 WBBG-F	4 WBBG-F<	4 WHOT-F<	4 WNCD-F	4 WKBN	4 WQXK-F
5	WQXK-F	5 WQXK-F	5 WNCD-F	5 WNCD-F	5 WHOT <	5 WKBN-F	5 WBBG-F	WKBN	5 WBBG-F	5
6	6 WBBG-F	6	6	6	6 WHOT-F	6	6	6 WBBG-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WHOT-F>>	1 WHOT-F	1 WKBN-F>	1 WHOT-F	1 WKBN-F
2 WPHR-F>	2 WKBN-F>	2 WNCD-F	2 WKBN-F>	2 WHOT-F
3 WQXK-F	3 WNCD-F>	WHOT-F>	3 WBBG-F<	3 WQXK-F
4 WNCD-F>	4 WBBG-F	4 WBBG-F	4 WQXK-F	4 WBBG-F>
5 WYFM-F	5 WPHR-F	5	5 WNCD-F	5 WNCD-F
WKBN-F	WQXK-F	6	6	6
WBBG-F				

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNCD-F>>	1 WNCD-F>>	1 WNCD-F>>	1 WNCD-F	1 WQXK-F
2 WRKU-F>	2 WRKU-F>	2 WRKU-F	2 WBBG-F<	2 WNCD-F
3 WQXK-F	3 WQXK-F	3 WQXK-F	3 WQXK-F>	WBBG-F
WBBG-F	4 WBBG-F>	WKBN	4 WKBN-F	4 WKBN-F
5 WHOT-F	5 WKBN-F	5 WKBN-F	5 WRKU-F	5 WHOT-F
6 WAXF-F	WKBN	6 WBBG-F	WHOT-F	6 WKBN
	WHOT-F			

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WANR	1570	Warren	0.5/1.9/ 4/ 78
WAXF-F	95.9	Sharpsville	1.0/3.3/ 12/ 262
WGFT	1500	Youngstown	0.8/2.7/ 6/ 114
WHRB	1540	Niles	1.4/3.4/ 11/ 141
WRRO	1440	Warren	0.9/4.0/ 7/ 168
WWIZ-F	103.9	Mercer	0.4/1.0/ 3/ 111
WYWR	1330	Campbell/Yngstn	0.5/1.7/ 4/ 69
WDVE-F	102.5	Pittsburgh	0.5/3.2/ 34/ 586
WMJI-F	105.7	Cleveland	0.5/3.1/ 4/ 128
WNIR-F	100.1	Kent/Akron	0.5/2.3/ 10/ 156
WONE-F	97.5	Akron/Cleveland	0.8/2.8/ 7/ 162
WPIC	790	Sharon/Hrmtge	0.6/2.8/ 17/ 398
WWWE	1100	Cleveland	0.4/3.3/ 7/ 183

RADIO STATIONS

WBBW ,	1240,	1 KW (DA-1) ,	Talk	ABC, $23.00	(Christal)	H & D	
WHOT ,	1390,	5 KW/1 KW (DA-2) ,	Nostalgia	UNISUP UNIULT, $19.00	(Mc-Guild)	Myron Jones	
WKBN ,	570,	5 KW (DA-N) ,	News/Talk	CBS, $35.00	(Katz)		
WBBG-F,	93.3,	50 KW @ 280 ,	Oldies	ABC, $45.00	(Christal)	H & D	
WHOT-F,	101.1,	24 KW @ 711 ,	CHR	, $61.00	(Mc-Guild)	Myron Jones	
WKBN-F,	98.9,	6 KW @ 1370 ,	EZ/Soft AC	UNISUP, $39.00	(Katz)		
WNCD-F,	106.1,	3 KW @ 328 ,	Classic AOR	, $34.00	(Torbet)	(NILES)	
WQXK-F,	105.1,	58 KW @ 430 ,	Country	UNIULT, $42.00	(Banner)	Legend (SALEM)	
WYFM-F,	102.9,	26 KW @ 455 ,	AC	ABC, $36.00	(Durpetti)	Regional (SHARON)	

1991 PUBLICATIONS FROM JIM DUNCAN

AMERICAN RADIO

Now, a quarterly (plus the "Small Market" edition) AMERICAN RADIO remains the radio industry's most complete and timely source book of radio ratings and programming information. There are over 30 tables for each market, plus--in the Spring and Fall editions--over 60 pages of national ratings. AMERICAN RADIO is considered to be the "bible" of the radio industry and is required reading for everyone involved with radio.

ISSUE	RELEASE DATE	NUMBER OF MARKETS	PRICE
Winter Supplement	May	97	$49.00
Spring Edition	August	175	$79.00
Small Market Edition	September	130	$49.00
Summer Supplement	November	80	$49.00
Fall Edition	February	168	$79.00

DUNCAN'S RADIO MARKET GUIDE

Designed to be a companion volume to AMERICAN RADIO, this book examines the economic conditions of 190 markets. Included are: radio revenue histories and projections on a yearly basis between (1985 and 1995); revenue estimates for over 1,500 important stations; revenue estimates for competitive media (TV, newspaper, outdoor); Duncan's opinions about each market; population and retail sales histories and projections; group revenue estimates; radio's most admired groups and stations; local radio account information; revenue per share point estimates; station sales since 1985 and much, much more (over 30 other tables).

PUBLISHED EVERY JANUARY Price: $250.00

THE FACILITIES OF AMERICAN RADIO

Edited by J.T. Anderton, this book is the most accurate and easily understood presentation of FM technical information ever published. The book includes individual coverage maps of every viable FM station in the nation's top 100 markets. There are approximately 1000 maps. Maps include 3.16 M/V and 1 M/V contours. All contours are computer-plotted using FCC propagation curves. Transmitter site conditions are furnished plus accurate power levels, tower heights and HAAT's. This important new reference work breaks new ground in providing accurate technical data for engineers, bankers, brokers, lawyers, consultants and owners.

PUBLISHED BIENNIALLY Price: $235.00

THE RELATIONSHIP BETWEEN RADIO AUDIENCE SHARE AND REVENUE SHARE

This new report examines the relationship between a station's audience share and its revenue share. Over 900 stations are included. The revenue and audience shares for each individual station is covered. Additional information is provided for each format and every market size. This report covers an area we have all speculated about, but never had access to any reliable data. This report fills the gap. You will use it for programming decisions, budgeting and goal-setting. You will also find it makes for fascinating reading.

PUBLISHED EVERY APRIL Price: $75.00

DUNCAN'S RADIO GROUP DIRECTORY

This is a brand new publication which first published in May, 1989 and will now be issued annually. This book is a complete and comprehensive directory of group radio owners in the U.S. All groups with three or more stations in rated markets and revenues in excess of $3,000,000 will be included. Over 160 radio groups will be covered. The directory will include (for each group), ratings performance; station purchase prices (and date of purchase); station revenue estimates; senior management; addresses and phone numbers; group financial data; major shareholders; board of directors; key suppliers; a history of the company and much more.

PUBLISHED IN MAY Price: $110.00

ORDER FORM

Complete form and mail to:

JAMES H. DUNCAN, JR.
DUNCAN'S AMERICAN RADIO, INC.
P.O. BOX 90284
INDIANAPOLIS, IN 46290

NAME_____

TITLE_____

COMPANY_____

ADDRESS_____

CITY_____

STATE_____ ZIP_____

PHONE # _____

_____ Payment Enclosed

_____ Charge my credit card

____ Visa ____ Mastercard

Card # _____ Exp. _____

AMERICAN RADIO	PRICE	# OF COPIES	AMOUNT
Winter Supplement	$ 49.00	_____	_____
Spring Edition	$ 79.00	_____	_____
Small Market Edition	$ 49.00	_____	_____
Summer Supplement	$ 49.00	_____	_____
Fall Edition	$ 79.00	_____	_____
Duncan's Radio Market Guide	$250.00	_____	_____
The Facilities of American Radio (Markets 1-100)	$235.00	_____	_____
The Relationship Between Radio Audience Shares and Revenue Shares	$ 75.00	_____	_____
Duncan's Radio Group Directory	$110.00	_____	_____
	TOTAL:		$ _____

American Radio Summer 1991 Supplement, Copyright 1991

C3165-1

AMERICAN RADIO

FALL 1991

James H. Duncan, Jr.

AMERICAN RADIO

FALL, 1991 REPORT

(Arbitron Rating Period: 19 September 1991 - 11 December 1991)

Compiled and Edited by:

JAMES H. DUNCAN, JR. and
BETH A. BARNHORST
DUNCAN'S AMERICAN RADIO, INC.
P.O. BOX 90284
INDIANAPOLIS, IN 46290

(317) 844-0988
(317) 630-2888

February 1992

VOLUME XVI, Number 4

American Radio Fall 1991, Copyright 1992

INTRODUCTION

This is the 17th year American Radio has been published. Your support of this work is sincerely appreciated. Please feel free to make comments or suggestions at any time. I can be reached at the following address:

JAMES H. DUNCAN, JR.
DUNCAN'S AMERICAN RADIO, INC.
P.O. BOX 90284
INDIANAPOLIS, IN 46290
(317) 844-0988
(317) 630-2888

I strongly urge all of you (particularly new subscribers) to carefully read the definition pages at the beginning of Section B. This will help you to understand all of the information given in the Individual Market Reports. However, if you have any questions, please feel free to call me. I figure that my time and my call back to you are part of the subscription price. Also, I always enjoy talking about American Radio.

ALL ARBITRON AUDIENCE ESTIMATES ARE COPYRIGHTED (1992) BY THE ARBITRON COMPANY AND MAY NOT BE QUOTED OR REPRODUCED WITHOUT THE PRIOR PERMISSION OF ARBITRON.

ALL BIRCH RADIO AUDIENCE ESTIMATES ARE COPYRIGHTED (1992) BY BIRCH RADIO, INC., AND MAY NOT BE QUOTED OR REPRODUCED WITHOUT THE PRIOR PERMISSION OF BIRCH RADIO, INC.

Subscribers may quote American Radio for sales and advertising purposes. However, you must be an Arbitron subscriber if any of their data is involved. Secondly, I must be notified. I always give permission, but I like to make certain that my work is properly quoted. The phrase, "American Radio by James Duncan, Jr." must always be cited.

Copyright 1992 by James Duncan, Jr.

This book may not be reproduced in whole or part by mimeograph or any other means without permission.

PRINTED IN THE UNITED STATES OF AMERICA.

Every effort has been made to make this book as accurate as is humanly possible. However, we are responsible for errors only to the extent that subscribers iwll be notified if such action is justified.

Any corrections made by Arbitron to earlier published reports are included if they are received by 28 February 1992.

Work on this edition was completed on 28 February 1992. Mailing will begin the following week. If your copy is defective in any way, let me know and I will promptly mail another copy to you.

TABLE OF CONTENTS

SECTION A: NATIONAL RANKINGS AND RATINGS ANALYSIS

A1-A3	Metro Share Leaders and Major Share Changes
A3	National FM Share
A4-A5	Station Trading Activity
A6	America's Leading Stations - 12+ Metro Share
A7-A9	America's 500 Most-Listened-To Radio Stations
A10-A11	America's Leading Stations - 12+ TSA Cume
A12	America's Leading Stations - Metro Cume Rating
A13-A14	America's Leading Stations by Format - 1/4 Hour Average
A15-A16	America's Leading Stations by Format - Metro Share
A17	Markets with Highest and Lowest Percentage of FM Listenership
A17	Markets with Highest and Lowest APR's
A17	Markets with Highest and Lowest Percentage of "Below-the-Line" Listening
A17	Markets with Highest Percentage of Listening to Non-Listed Stations
A18	Station Format and Format Listenership
A19	Best and Worst Markets for Various Formats

SECTION B: INDIVIDUAL MARKET REPORTS

B1-B3 Definitions, Clarifications and Explanations

Individual Market Reports for these markets in alphabetical order:

Akron
Albany-Schenectady
Albuquerque
Allentown-Beth
Anchorage
Ann Arbor
Appleton-Oshkosh
Atlanta
Atlantic City
Augusta

Austin
Bakersfield
Baltimore
Baton Rouge

Binghamton
Birmingham
Boise
Boston
Bridgeport (Fairfield County)
Buffalo

Canton
Charleston, SC
Charleston, WV
Charlotte
Chattanooga
Chicago
Cincinnati
Cleveland
Colorado Springs
Columbia, SC
Columbus, OH

Corpus Christi
Dallas-Ft. Worth
Davenport-RI-Moline
Dayton
Daytona Beach
Denver
Des Moines
Detroit
El Paso
Erie

Eugene
Evansville
Fayetteville, NC
Flint
Ft. Pierce
Ft. Wayne
Fresno
Grand Rapids
Greensboro-WS
Greenville-NB, NC
Greenville-Spartanburg

Harrisburg
Hartford
Honolulu
Houston
Huntington, WV
Huntsville
Indianapolis
Jackson
Jacksonville
JC-Kings-Bristol
Johnstown

Kalamazoo
Kansas City
Knoxville
Lakeland
Lancaster
Lansing
Las Vegas
Lexington
Lincoln
Little Rock

Los Angeles
Louisville
Lubbock
Macon
Madison
McAllen-Brownsville
Manchester
Melbourne
Memphis
Miami-Ft. Lauderdale
Milwaukee

Minneapolis-St. Paul
Mobile
Modesto
Monmouth-Ocean
Montgomery
Nashville
Nassau-Suffolk
New Haven
New Orleans
New York
Norfolk

Oklahoma City
Omaha
Orlando
Oxnard-Ventura
Pensacola
Peoria
Philadelphia
Phoenix
Pittsburgh
Portland, ME

Portland, OR
Portsmouth-Dover
Providence
Raleigh
Reno
Richmond
Riverside-SB
Roanoke-Lynchburg
Rochester
Rockford
Sacramento

Saginaw-BC
St. Louis
Salinas-Monterey-SC
Salt Lake City
San Antonio
San Diego
San Francisco
San Jose
Santa Rosa
Sarasota-Bradenton
Savannah

Seattle-Tacoma
Shreveport
Spokane
Springfield, MA
Stockton
Syracuse
Tampa-St. Petersburg
Toledo
Tucson
Tulsa

Utica-Rome
Washington
West Palm Beach
Wichita
Wilkes Barre-Scranton
Wilmington, DE
Worcester
York
Youngstown

CONDENSED MARKETS:
Abilene
Beaumont
Burlington, VT
Cape Cod, MA
Chico, CA
Danbury, CT
Dothan
Fayetteville, AR
Ft. Myers
Gainesville, FL
Hagerstown
Lafayette, IN

Lafayette, LA
Muskegon
Naples
New Bedford
Odessa-Midland
Palm Springs
Reading, PA
Redding, CA
Santa Barbara
Stamford, CT

American Radio Fall 1991, Copyright 1992

METRO SHARE LEADERS AND MAJOR MARKET CHANGES

This table shows the 12+ Metro Share (6AM-MID, Mon-Sun) leaders for each rated market. Also listed are the stations in each market which had the largest gain in share or loss in share.

The period covered for the share changes is Fall 1990 to Fall 1991. I am convinced that year-to-year comparisons are more accurate and valid than "last book" comparisons.

MARKET	12+ LEADER/FORMAT	LARGEST SHARE GAINER	LARGEST SHARE LOSER
Akron	WNIR-F, 7.3, N/T	WKNR, +1.7, SP	WKDD-F, -2.2, CHR
Albany-Schenectedy-Troy	WGNA-AF, 11.5, C	WQBK-F, +3.2, AOR	WROW-F, -3.3, EZ
Albuquerque	KRST-AF, 13.7, C	KLSK-F, +2.8, AOR	KKOB-F, -3.3, AC
Allentown-Bethlehem	WFMZ-F, 13.5, EZ	WAEB-F, +3.4, CHR	WLEV-F, -4.9, AC
Anchorage	KASH-F, 12.1, C	KFQD, +3.7, MOR	KBFX-F, -6.1, AOR
Ann Arbor	WJR , 11.4, MOR	CIMX-F, +4.3, AOR	WRIF-F, -2.4, AOR
Appleton-Oshkosh	WAPL-F, 14.9, AOR	WROE-F, +3.9, EZ	WYNE, -5.5, C
Atlanta	WVEE-F, 12.8, B	WKHX-F, +2.7, C	WAPW-F, -3.5, CHR
Atlantic City	WFPG-F, 11.7, EZ	WBSS-F, +8.5, B	WUSS, -3.1, B
Augusta	WBBQ-AF, 18.2, CHR	WKZK, +5.7, REL	WBBQ-AF, -3.3, CHR
Austin	KASE-F, 15.7, C	KLBJ, +2.6, N/T	KBTS-F, -3.0, CHR
Bakersfield	KUZZ-F, 13.9, C	KRAB-F, +1.5, AOR	KAFY, -2.5, SP
Baltimore	WXYV-F, 8.1, B	WERQ-F, +1.7, CHR	WLIF-F, -1.9, EZ
Baton Rouge	WYNK-AF, 17.7, C	KRVE-F, +2.0, AC	KHOM-F, -3.6, AC
Binghamton	WHWK-F, 20.4, C	WHWK-F, +5.3, C	WAAL-F, -2.8, CHR
Birmingham	WZZK-AF, 15.9, C	WTUQ-F, +2.6, B	WIKX-F, -1.9, C
Boise	KQFC-F, 14.6, C	KQFC-F, +2.6, C	KCIX-F, -5.2, AC
Boston	WBZ , 7.5, N/T	WBZ , +2.2, N/T	WZOU-F, -1.9, CHR
Bridgeport	WEZN-F, 13.3, EZ	WEBE-F, +1.6, AC	WEZN-F, -2.1, EZ
Buffalo-Niagara Falls	WYRK-F, 10.8, C	WYRK-F, +2.4, C	WJYE-F, -3.5, EZ
Canton	WHBC, 15.8, MOR	WQXK-F, +2.8, C	WHBC-F, -3.3, EZ
Charleston, SC	WEZL-F, 10.7, C	WBUB-F, +5.1, C	WEZL-F, -1.8, C
Charleston, WV	WQBE-F, 30.6, C	WCHS, +2.8, MOR	WVAF-F, -4.1, AC
Charlotte	WSOC-F, 12.7, C	WBT , +2.1, MOR	WWMG-F, -2.0, AC
	WPEG-F, 12.7, B		
Chattanooga	WUSY-F, 23.9, C	WUSY-F, +4.2, C	WSKZ-F, -4.4, CHR
Chicago	WGN , 8.5, N/T	WWBZ-F, +2.4, AOR	WLUP-F, -1.5, AOR
Cincinnati	WLW , 9.7, N/T	WUBE-F, +3.9, C	WKRQ-F, -3.6, CHR
Cleveland	WMMS-F, 10.2, AOR	WMMS-F, +3.4, AOR	WLTF-F, -1.7, AC
Colorado Springs	KKCS-F, 14.0, C	KKMG-F, +2.6, CHR	KIKX-F, -3.1, CHR
Columbia, SC	WWDM-F, 16.5, B	WHKZ-F, +2.3, C	WNOK-F, -2.2, CHR
Columbus, OH	WSNY-F, 9.5, AC	WWHT-F, +3.5, CHR	WNCI-F, -3.4, CHR
Corpus Christi	KOUL-F, 14.6, C	KLTG-F, +1.8, AC	KCCT, -2.6, SP
Dallas-Ft. Worth	KSCS-F, 11.2, C	KLRX-F, +3.3, EZ	KVIL-AF, -3.2, AC
Davenport-Ri-Moline	WLLR-AF, 16.3, C	WXLP-F, +2.5, AOR	WLLR-AF, -1.9, C
Dayton	WHKO-F, 10.7, C	WHKO-F, +2.2, C	WTUE-F, -2.9, AOR
Daytona Beach	WROD, 9.0, BB	WMGF-F, +2.4, AC	WWLV-F, -4.5, EZ
Denver	KOA , 9.7, N/T	KRZN, +1.8, BB	KMJI-F, -2.4, AC
Des Moines	KGGO-F, 18.0, AOR	KGGO-F, +6.4, AOR	KEZT-F, -4.5, EZ
Detroit	WJR , 9.3, MOR	WMXD-F, +1.8, B	WJZZ-F, -1.3, J/NA
El Paso	KHEY-F, 15.7, C	KVIV, +2.4, SP	KAMA-AF, -3.4, SP
Erie	WXKC-F, 14.8, AC	WMXE-F, +5.4, AC	WJET-F, -4.0, CHR
Eugene	KUGN-F, 13.6, C	KAVE-F, +2.0, AOR	KZEL-F, -3.1, AOR
Evansville	WIKY-F, 19.2, MOR	WBKR-F, +4.2, C	WSTO-F, -7.0, CHR
Fayetteville, NC	WZFX-F, 20.6, B	WFMO, +2.8, REL	WQSM-F, -3.3, AC
Flint	WCRZ-F, 14.1, AC	WDZZ-F, +2.6, B	WWCK-AF, -1.6, CHR
Fort Pierce, FL	WZZR-F, 11.6, CHR	WZZR-F, +7.4, CHR	WKGR-F, -8.5, AOR
Fort Wayne	WAJI-F, 12.0, AC	WDJB-F, +4.0, CHR	WJFX-F, -4.3, B
Fresno	KMJ , 12.1, N/T	KQPW-F, +2.8, CHR	KBOS-F, -4.2, CHR
Grand Rapids	WOOD-F, 9.9, EZ	WKWM, +3.1, B	WODJ-F, -2.3, AC
	WKLQ-F, 9.9, AOR		
Greensboro-WS	WTQR-F, 16.3, C	WTQR-F, +1.3, C	WKSI-F, -1.2, CHR
Greenville, NC	WRNS-F, 17.4, C	WSFL-F, +3.9, AOR	WIKS-F, -4.3, B
Greenville-Spartanburg	WSSL-AF, 15.7, C	WSSL-AF, +4.6, C	WWMM-F, -6.3, AC
Harrisburg	WNNK-AF, 14.8, CHR	WRKZ-F, +2.6, C	WHYL-F, -2.3, C
Hartford	WTIC, 15.2, MOR	WZMX-F, +3.0, AC	WIOF-F, -2.3, AC
Honolulu	KSSK-F, 11.8, AC	KCCN-F, +4.7, B	KHFX-F, -3.0, AC
Houston	KILT-F, 8.9, C	KBXX-F, +4.1, CHR	KMJQ-F, -3.8, B
Huntington, WV	WTCR-AF, 35.7, C	WTCR-AF, +5.6, C	WKEE-F, -3.2, CHR
Huntsville	WDRM-F, 21.7, C	WRSA-F, +3.7, EZ	WZYP-F, -4.8, CHR
Indianapolis	WFBQ-F, 15.0, AOR	WFBQ-F, +4.8, AOR	WFMS-F, -2.5, C
Jackson	WMSI-F, 19.4, C	WKXI-F, +5.6, B	WJMI-F, -7.6, B
Jacksonville	WQIK-F, 11.9, C	WAIA-F, +2.6, AOR	WZAZ, -2.0, B
John City-Kingsport	WXBQ-F, 24.9, C	WXBQ-F, +7.0, C	WTFM-F, -5.2, AC
Johnstown	WGLU-F, 14.1, CHR	WNTJ, +1.8, N/T	WIYQ-F, -2.5, AC

MARKET	12+ LEADER/FORMAT	LARGEST SHARE GAINER	LARGEST SHARE LOSER
Kalamazoo	WKFR-F, 12.3, CHR	WUBU-F, +5.3, B	WKFR-F, -2.7, CHR
Kansas City	WDAF, 12.7, C	KJLA, +1.6, BB	KXXR-F, -1.5, CHR
Knoxville	WIVK-F, 32.1, C	WWZZ-F, +3.3, AOR	WIVK-F, -3.3, C
Lafayette, LA	KROF-AF, .0, C	KROF-AF, +2.3, C	KROF-AF, -2.4, C
Lakeland	WPCV-F, 21.2, C	WPCV-F, +3.5, C	WFLZ-F, -2.2, CHR
Lancaster	WARM-F, 10.3, EZ	WRKZ-F, +3.4, C	WNCE-F, -2.6, EZ
Lansing	WITL-AF, 15.6, C	WJXQ-F, +3.6, AOR	WVIC-F, -2.9, CHR
Las Vegas	KFMS-AF, 10.4, C	KOMP-F, +3.2, AOR	KXTZ-F, -3.1, EZ
Lexington	WVLK-F, 20.7, C	WVLK-F, +3.4, C	WLAP-F, -6.6, CHR
Lincoln	KZKX-F, 13.3, C	KZKX-F, +4.5, C	KMXA-F, -5.4, EZ
	KFOR, 13.3, MOR		
Little Rock	KSSN-F, 24.7, C	KXIX-F, +3.3, C	KOLL-F, -3.3, AC
Los Angeles	KOST-F, 6.0, AC	KRTH-F, +2.1, AC	KTWV-F, -.8, J/NA
Louisville	WAMZ-F, 22.9, C	WAVG, +2.2, N/T	WRKA-F, -1.7, AC
Lubbock	KLLL-F, 30.9, C	KLLL-F, +8.7, C	KZII-F, -3.8, CHR
Macon	WDEN-AF, 20.5, C	WKXK-AF, +4.2, B	WDDO, -4.0, REL
Madison	WIBA-F, 12.2, AOR	WWQM-AF, +4.0, C	WJJO-F, -1.9, AC
Manchester	WZID-F, 14.9, EZ	WFEA, +3.6, BB	WZID-F, -3.9, EZ
Mcallen-Brownsville	KTEX-F, 20.9, C	KTEX-F, +3.6, C	KBFM-F, -3.1, CHR
Melbourne-Titusville-Cocoa	WMMB, 10.5, MOR	WLRQ-F, +4.1, EZ	WQOL-F, -7.5, AC
Memphis	WGKX-F, 15.7, C	WGKX-F, +5.7, C	KPYR-F, -2.6, AC
Miami-Ft. Lauderdale	WLYF-F, 7.2, EZ	WPOW-F, +1.3, CHR	WEDR-F, -1.3, B
Milwaukee	WTMJ, 11.0, MOR	WKKV-F, +2.9, B	WLUM-F, -2.4, CHR
Minneapolis-St. Paul	WCCO, 18.5, MOR	WCCO, +3.3, MOR	KLXK-F, -1.9, AOR
Mobile	WBLX-F, 16.5, B	WZBA-F, +1.8, C	WABB-F, -2.4, CHR
		WHEP, +1.8, BB	
Modesto	KMIX-F, 10.0, C	KNBR, +3.7, N/T	KMIX-F, -4.6, C
Monmouth-Ocean	WADB-F, 6.8, EZ	WJLK-F, +1.8, AC	WPAT-F, -3.0, EZ
Montgomery	WLWI-F, 19.6, C	WLWI-F, +3.4, C	WZHT-F, -3.4, B
Nashville	WSM -F, 12.6, C	WKDF-F, +3.1, AOR	WRMX-F, -2.7, AC
Nassau-Suffolk	WALK-AF, 6.3, AC	WHLI, +1.4, BB	WALK-AF, -.9, AC
New Haven	WPLR-F, 9.4, AOR	WHCN-F, +1.5, AOR	WAVZ, -2.1, BB
	WKCI-F, 9.4, CHR		
New Orleans	WWL , 11.4, N/T	WWL , +3.3, N/T	WYLD-F, -4.1, B
New York	WLTW-F, 5.8, AC	WSKQ-F, +.8, SP	WPAT-F, -2.1, EZ
Norfolk	WOWI-F, 11.4, B	WFOG-F, +3.2, EZ	WAFX-F, -2.9, AOR
Oklahoma City	KXXY-AF, 18.3, C	KJYO-F, +2.6, CHR	KYIS-F, -3.3, CHR
Omaha	KFAB, 14.6, MOR	WOW -F, +3.6, C	KQKQ-F, -2.9, CHR
Orlando	WWKA-F, 12.6, C	WWKA-F, +3.0, C	WJHM-F, -2.3, B
Oxnard-Ventura	KHAY-F, 7.9, C	KXLM-F, +3.6, ?	KQLZ-F, -2.0, AOR
Pensacola	WOWW-F, 13.5, C	WKGT-F, +3.0, BB	WAVH-F, -3.3, AC
Peoria	WKZW-F, 13.8, CHR	WLS , +2.4, N/T	WIRL, -2.4, N/T
Philadelphia	KYW , 7.6, N/T	WEGX-F, +1.2, CHR	WKSZ-F, -1.6, EZ
Phoenix	KNIX-F, 11.7, C	KMLE-F, +3.0, C	KPSN-F, -3.3, AC
Pittsburgh	WDVE-F, 11.7, AOR	WDVE-F, +2.9, AOR	KDKA, -3.6, MOR
Portland, ME	WBLM-F, 14.1, AOR	WPKM-F, +2.4, CL	WKZS-F, -2.7, AC
Portland, OR	KINK-AF, 8.5, AOR	KXL , +1.8, N/T	KUPL-F, -1.2, C
Portsmouth-Dover-Rochester,NH	WOKQ-F, 11.9, C	WERZ-F, +2.2, CHR	WSSH-F, -3.3, EZ
Providence	WPRO-F, 8.7, CHR	WSNE-F, +1.3, AC	WWLI-F, -2.6, EZ
Raleigh	WQOK-F, 10.2, B	WZZU-F, +1.1, AOR	WRDU-F, -1.8, AOR
Reno	KWNZ-F, 11.1, CHR	KTHX-F, +3.8, AOR	KODS-F, -4.8, AC
Richmond	WRVA, 12.2, MOR	WDCK-F, +1.9, AC	WRXL-F, -6.1, AOR
Riverside-San Bernardino	KFRG-F, 11.5, C	KFRG-F, +3.9, C	KDUO-F, -2.3, EZ
Roanoke-Lynchburg	WXLK-F, 13.3, CHR	WJLM-F, +2.1, C	WXLK-F, -6.0, CHR
		WFIR, +2.1, MOR	
Rochester	WCMF-F, 16.2, AOR	WHAM, +5.2, MOR	WZSH-F, -2.4, EZ
Rockford	WXRX-F, 14.9, AOR	WGN , +2.6, N/T	WZOK-F, -7.0, CHR
Sacramento	KFBK, 12.5, N/T	KFBK, +3.7, N/T	KZAP-F, -2.2, AOR
Saginaw-Bay City-Midland	WSGW, 12.2, N/T	WSGW, +2.5, N/T	WIOG-F, -6.8, CHR
Salinas-Monterey-Santa Cruz	KDON-F, 11.8, CHR	KCTY, +2.7, SP	KDBQ-F, -2.6, AC
Salt Lake City	KKAT-F, 10.8, C	KBER-F, +3.7, AOR	KLZX-F, -2.4, AOR
San Antonio	KCYY-F, 9.9, C	KXTN-F, +6.0, SP	KSJL, -3.8, AOR
San Diego	KSON-AF, 7.5, C	KYXY-F, +1.9, AC	KSDO, -2.0, N/T
San Francisco	KGO , 8.4, N/T	KBRG-F, +.9, SP	KFRC, -1.0, BB
San Jose	KBAY-F, 5.9, EZ	KRTY-F, +2.0, C	KEEN, -2.2, C
Santa Rosa	KZST-F, 10.0, AC	KZST-F, +4.1, AC	KGO , -4.8, N/T
Sarasota-Bradenton	WDUV-F, 19.2, EZ	WCTQ-F, +2.8, C	WFLZ-F, -4.1, CHR
Savannah	WEAS-F, 18.2, B	WCHY-F, +3.9, C	WIXV-F, -6.5, AOR
Seattle-Tacoma	KIRO, 9.2, N/T	KEZX-F, +1.8, EZ	KISW-F, -1.4, AOR
Shreveport	KMJJ-F, 18.8, B	KMJJ-F, +5.4, B	KLKL-F, -6.0, AC
Spokane	KISC-F, 11.7, AC	KEYF-F, +5.1, AC	KZZU-F, -3.9, CHR
Springfield, MA	WPKX-F, 10.0, C	WPKX-F, +2.5, C	WHYN-F, -3.7, AC
St. Louis	KMOX, 17.1, N/T	KSHE-F, +1.6, AOR	KEZK-F, -3.5, EZ

American Radio Fall 1991, Copyright 1992

MARKET	12+ LEADER/FORMAT	LARGEST SHARE GAINER	LARGEST SHARE LOSER
Stockton	KBEE-F, 8.1, EZ	KNBR, +2.3, N/T	KMEL-F, -3.8, CHR
Syracuse	WSYR, 13.5, MOR	WSYR, +3.7, MOR	WKFM-F, -2.9, AOR
Tampa-St. Petersburg	WQYK-F, 11.6, C	WXTB-F, +4.1, AOR	WDUV-F, -2.6, EZ
Toledo	WIOT-F, 14.4, AOR	WTWR-F, +2.0, CHR	WRQN-F, -3.2, CHR
Tucson	KIIM-F, 20.1, C	KIIM-F, +5.9, C	KRQQ-F, -3.0, CHR
Tulsa	KWEN-F, 15.8, C	KTOW-F, +2.9, B	KSTM-F, -2.6, AOR
Utica-Rome	WOUR-F, 15.5, AOR	WOUR-F, +6.6, AOR	WRCK-F, -3.1, CHR
Washington	WPGC-F, 9.2, CHR	WRQX-F, +1.4, CHR	WGAY-F, -1.6, EZ
West Palm Beach	WEAT-AF, 13.2, EZ	WIOD, +2.2, N/T	WZTA-F, -1.6, AOR
Wichita	KFDI-F, 12.9, C	KFDI-F, +3.5, C	KKRD-F, -4.3, CHR
Wilkes Barre-Scranton	WKRZ-F, 16.5, CHR	WKRZ-F, +1.5, CHR WDLS-F, +1.5, C	WEJL, -1.1, BB
Wilmington, DE	WJBR-F, 9.6, AC	WOGL-F, +1.7, AC	WPEN, -2.4, BB
Worcester	WSRS-F, 13.1, EZ	WXLO-F, +1.9, AC	WSRS-F, -2.0, EZ
York	WGTY-F, 12.3, C	WGTY-F, +3.0, C	WDAC-F, -2.0, REL
Youngstown	WQXK-F, 12.0, C	WQXK-F, +3.3, C	WYFM-F, -2.3, AC

NATIONAL FM SHARE*

FAL 91 73.472%

SPG 91	74.071%	FAL 82	60.571%
FAL 90	73.821%	SPG 82	58.870%
SPG 90	73.952%	FAL 81	58.651%
FAL 89	72.562%	SPG 81	57.353%
SPG 89	73.438%	OCT/NOV 80	56.116%
FAL 88	71.904%	APR/MAY 80	54.254%
SPG 88	71.376%	OCT/NOV 79	53.627%
FAL 87	70.605%	APR/MAY 79	50.887%
SPG 87	71.835%	OCT/NOV 78	50.698%
FAL 86	69.655%	APR/MAY 78	47.638%
SPG 86	68.791%	OCT/NOV 77	46.501%
FAL 85	67.109%	APR/MAY 77	44.428%
SPG 85	66.549%	OCT/NOV 76	43.818%
FAL 84	65.032%	APR/MAY 76	40.886%
SPG 84	64.290%		
FAL 83	63.058%		
SPG 83	62.291%		

FM GROWTH RATE

OCT/NOV 76 TO OCT/NOV 77:	6.123%
OCT/NOV 77 TO OCT/NOV 78:	9.026%
OCT/NOV 78 TO OCT/NOV 79:	5.777%
OCT/NOV 79 TO OCT/NOV 80:	4.641%
OCT/NOV 80 TO FAL 81:	4.517%
FAL 81 TO FAL 82:	3.274%
FAL 82 TO FAL 83:	4.106%
FAL 83 TO FAL 84:	3.130%
FAL 84 TO FAL 85:	3.194%
FAL 85 TO FAL 86:	3.794%
FAL 86 TO FAL 87:	1.364%
FAL 87 TO FAL 88:	1.840%
FAL 88 TO FAL 89:	0.915%
FAL 89 TO FAL 90:	1.735%
FAL 90 TO FAL 91:	-0.473%

*Based on MSA, 1/4 HR AVG, 12+, Broadcast Week. All stations reported in Arbitron are included.

STATION TRADING ACTIVITY

(17 Aug 1991 - 19 Feb 1992)

STATION	MARKET	GROUP OWNERS	PRICE	BROKER
KDGE-F	Gainesville	From Allison to Founders (CANCELLED)	$8,300,000	Fischer
KTUC	Tucson	33.3%	1,200,000	
KNBN	Kansas City		72,000	
KFGO AF	Fargo	Sold to Otter Tail Power Co.	NA	
WKDY	Spartanburg, SC		80,000	
WMAD AF	Madison	Turned over to bank	3,200,000 in loans	
KFIG AF	Fresno		2,117,000	
KRKS	Denver	23.5%	260,000	
KFNN	Phoenix		399,000	
KBCM-F	Yankton	Sold to Park	675,000	Jorgenson,Chapin
KPUR AF	Amarillo	Sold out of Holder bankruptcy	NA	
KXSS AF	St. Cloud MN	Sold to Robert Ingstad	800,000	
WFTR-F	Terre Haute	Sold out of receivership	325,000	
KORL	Honolulu		375,000	
KMLO-F	Fallbrook CA	Sold to Douglas	1,100,000 (e)	Jorgenson,Chapin
KAGR-F	Ventura CA	Sold to Douglas	1,060,000 (e)	Jorgenson,Chapin
KOBS-F	Santa Paula	Sold out of receivership	775,000	Media Services
WCBZ-F	Bowling Green KY	From Bahakel to Target	250,000	Media Services
WTZR-F	Moyock (Norfolk)	Sold to Willis	1,230,000	Hickman
WSBB	Daytona Beach		50,000	
KUHL,KOFM	Santa Maria CA		1,146,000	Exline
WWIN AF	Baltimore		4,700,000	
WFAL-F	Cape Cod		425,000	
KGA/KDRK-F	Spokane	From John Price to Citadel	4,500,000 (e)	
KOOK/KBEE-F	Modesto	From John Price to Citadel	3,900,000 (e)	
KHEZ-F	Boise	From John Price to Citadel	1,000,000 (e)	
KQMS/KSHA-F	Redding	From John Price to Citadel	1,800,000 (e)	
			$11,500,000 (e)	Comm. Equity
KRSR-F	Dallas	From Westinghouse to Alliance	13,000,000 (e)	Star
WMMO-F	Orlando	Sold to Granum	8,150,000	Media Services
WYTL	Terre Haute	Sold out of receivership	17,000	
WYCL-F	Reading	From Legend to WDAC	4,300,000	Blackburn
KTCR/KOTY-F	Kennewick WA	Sold by Kip Guth	450,000	Media Services
WZAZ AF	Jacksonville	Sold out of bankruptcy	2,025,000	
KMMA-F	Hanford (Fresno)	Sold by Liggett	800,000	Sherwood
WGNE-F	Titusville FL	From Sage to Southern Starr	3,500,000	Biernacki
KIXI	Seattle	From Noble to Sandusky	3,500,000	Stanfield
WYNE	Appleton-Oshkosh	From Fox Valley to Woodward	965,000	
WKGN	Knoxville		50,000	
WXVQ	Daytona Beach		325,000	
WDVE-F	Pittsburgh	From Great American	21,000,000 (e)	
WFBQ-F	Indianapolis	to Broadcast Alchemy	33,000,000 (e)	
			$54,000,000	
WJIZ/WJYZ-F	Albany GA	Sold by Silver Star	2,144,000	
WCZX-F	Poughkeepsie		1,600,000	
WMGL-F	Ravenel SC (Charleston)		600,000	Earman, Gammon
KMGP-F	Odessa-Midland	Sold by Rusk	325,000	Whitley
WIZE	Springfield OH	Sold by Great Trails	560,000	
KMHT AF	Marshall TX	Sold to George Foreman	232,000	
KYA-F,KSFO	San Francisco	Sold by King	13,300,000	Kalil
KSJX,KSJO-F	San Jose	Sold by Narragansett	5,400,000	MVP
KWIZ-F	Anaheim	From Liberman to Douglas	8,750,000	MVP
KYAK,KGOT-F	Anchorage	Sold out of Olympia's bankruptcy	900,000 (e)	MVP
KING AF	Seattle	Sold by King	10,000,000 (e)	Kalil
WKNF-F	Oak Ridge (Knoxville)		950,000	Sailors
WSOM,WQXK-F	Salem (Youngstown)	From Legend to Lincoln	6,000,000	Blackburn
KGRX-F	Globe (Phoenix)	Sold by Daytona	750,000	MVP
WKBR	Manchester NH		160,000	
WTTB,WGYL-F	Vero Beach	Sold to Steve Seymour	1,865,000 (e)	
WQRC-F	Cape Cod	Sold to Steve Seymour	2,600,000 (e)	
			$4,465,000	MVP
WMLO-F	Havana (Tallahassee)		725,000	
KLSY	Bellevue (Seattle)	Sold by Sandusky	75,000	Broadmark
WBOS-F	Boston	From Ackerly to Granum	9,000,000	Stevens
KMOW,KEYI-F	Austin	Sold by GE Capital	3,000,000	
WROJ	Jacksonville	Sold to Paxson	435,000	
KUCL	Boise (730)	Donated to Boise State University	———	
KZKL AF	Albuquerque		540,000	
WPGR	Philadelphia	Sold by Pyramid	800,000	
WFAN	New York	From Emmis to Infinity	70,000,000	
KDGE-F	Gainesville (Dallas)		2,200,000	
WHYM	Pensacola		84,000	
KNEV-F	Reno	Sold by Price	300,000	
WKCI-F	New Haven	From Noble to Clear Channel	14,000,000	
KGW/KINK-F	Portland	Sold by King	11,500,000	Kalil
KCFI	Waterloo-CF		275,000	
WRGR-F	Augusta GA	Sold to Don Wilks	1,500,000	Snowden
WUST	Washington	Sold out of bankruptcy	1,280,000	Skidelsky
KNFO-F	Waco		1,250,000	
WZZC-F	Benton (WB/Scranton)	Sold by Holt	540,000	

American Radio Fall 1991, Copyright 1992

STATION	MARKET	GROUP OWNERS	PRICE	BROKER
KIIZ-F	Killeen TX		435,000	
KXYQ-F	Salem (Portland)	From Daytona to Van Halen Band	1,300,000	MVP
KSSS/KVUU-F	Colorado Springs	From LaKoduk to Dick	1,275,000	MVP
KBUL-F	Carson City/Reno	Sold to Citadel	1,300,000	MVP
KNRY	Monterey		425,000	
KIDI-F	Albuquerque		1,000,000	
KKCW-F	Portland	From Trumper to Force II	21,000,000	Star
KDMG-F	Pella (Des Moines)		1,430,000	Skidelsky
WNDZ/WVVX-F	Chicago suburbs	From Universal to Douglas	5,700,000	
WSOC	Charlotte	From Cox to Bible Broadcast Network	475,000	
KMGR AF	Orem (Salt Lake)	Sold to Ragan Henry	1,000,000	Kalil
KOPA/KSLX-F	Phoenix	From Cook Inlet to Great American	11,400,000	
KJUL-F	Las Vegas	Sold to American Broadcast System	3,200,000	
KGEO/KGFM-F	Bakersfield	Sold to American General	1,750,000	MVP
KEZL-F	Fowler (Fresno)	From Atsinger to Americom	1,000,000	
KZRQ/KIVA-F	Santa Fe (Albuquerque)	Sold by Daytona	300,000	MVP
WANS/WAMM-F	Anderson (Greenville SC)	From Degree to Greyhound	4,380,000	
WBBX-F	Lafayette (Tallahassee)		700,000	Media Services
WTIX	New Orleans	From Givens to Buck	775,000	Hickman
KMNS/KSEZ-F	Sioux City IA	Sold by Legend	1,400,000	Blackburn

AMERICA'S LEADING STATIONS - 12+ METRO SHARE*

	STATION	MARKET	SHARE	FORMAT	GROUP OWNER	EST 1991 REVENUE	
1.	WTCR-AF	Huntingtn	35.7	C	CRB	$ 2,700,000	
2.	WIVK-F	Knoxville	32.1	C	Dick	7,000,000	(w/AM)
3.	KLLL-F	Lubbock	30.9	C	Pinnacle	2,100,000	
4.	WQBE-F	ChrlstnWV	30.6	C	Nininger	2,000,000	
5.	WXBQ-F	John City	24.9	C	Nininger	1,950,000	
6.	KSSN-F	Little Rk	24.7	C	So. Skies	4,200,000	
7.	WUSY-F	Chtnooga	23.9	C	Colonial	3,300,000	
8.	WAMZ-F	Louisvill	22.9	C	Clear Chnl	5,800,000	
9.	WDRM-F	Huntsvill	21.7	C	----------	3,300,000	
10.	WPCV-F	Lakeland	21.2	C	Hall	3,000,000	
11.	KTEX-F	Mc-Brown	20.9	C	Tate	2,200,000	
12.	WVLK-F	Lexington	20.7	C	Bluegrass	2,800,000	
13.	WZFX-F	Faytville	20.6	B	Joyner	NA	
14.	WDEN-AF	Macon	20.5	C	Magic	2,700,000	
15.	WHWK-F	Binghamtn	20.4	C	Stoner	1,500,000	
16.	WLWI-F	Montgomry	19.6	C	Colonial	2,800,000	
17.	WMSI-F	Jackson	19.4	C	Capstar	3,600,000	
18.	WDUV-F	Sarasota	19.2	EZ	----------	3,300,000	
	WIKY-F	Evansvill	19.2	FS	So.Central	2,000,000	
20.	WZHT-F	Montgomry	19.1	B	New South	1,000,000	
21.	KMJJ-F	Shreveprt	18.8	B	----------	900,000	
22.	WCCO	Minn-St.P	18.5	FS	CBS	19,800,000	
23.	KRMD-AF	Shreveprt	18.4	C	AmCom	2,300,000	
24.	KXXY-AF	Oklahoma	18.3	C	New Market	5,400,000	
25.	WBBQ-AF	Augusta	18.2	CHR	----------	3,000,000	
	WEAS-F	Savannah	18.2	B	Rivers	1,100,000	
27.	KGGO-F	DesMoines	18.0	AOR	Stoner	2,300,000	
	WKML-F	Faytville	18.0	C	Beasley	2,050,000	
29.	WYNK-AF	Btn Rouge	17.7	C	Narragans.	3,600,000	
30.	KMOX	St. Louis	17.1	N/T	CBS	19,000,000	
31.	WKRZ-F	WilksBare	16.5	CHR	Keymarket	4,200,000	
	WBLX-F	Mobile	16.5	B	----------	1,900,000	
	WWDM-F	ColmbiaSC	16.5	B	----------	2,500,000	
34.	WCOS-F	ColmbiaSC	16.4	C	R. Henry	3,100,000	
35.	WTQR-F	GrnsbroWS	16.3	C	New Market	4,600,000	
	WLLR-AF	Davenport	16.3	C	Sconnix	2,300,000	
37.	WCMF-F	Rochester	16.2	AOR	Stoner	5,300,000	
38.	WZZK-AF	Brmngham	15.9	C	NewCity	5,700,000	
39.	KWEN-F	Tulsa	15.8	C	NewCity	3,600,000	
	WHBC	Canton	15.8	FS	----------	2,000,000	
	WAAL-F	Binghamtn	15.8	CHR	Regional	1,550,000	
42.	WGKX-F	Memphis	15.7	C	Barnstable	5,700,000	
	KASE-F	Austin	15.7	C	----------	4,000,000	
	WSSL-AF	Grnvl-Sp	15.7	C	Capstar	3,100,000	
	KHEY-F	El Paso	15.7	C	R. Henry	3,200,000	
46.	WITL-AF	Lansing	15.6	C	----------	3,100,000	
47.	WOUR-F	Utca-Rome	15.5	AOR	Bendat	1,200,000	
48.	WTIC	Hartford	15.2	FS	Chase	7,900,000	
	WHAM	Rochester	15.2	FS	Lincoln	3,100,000	
50.	WYNG-F	Evansvill	15.0	C	Pinnacle	1,900,000	
	WKEE-F	Huntingtn	15.0	CHR	Adventure	1,900,000	
52.	WQUT-F	John City	14.9	CHR	Blmington	$1,900,000	
	WAPL-F	Appleton	14.9	AOR	Woodward	2,400,000	
	WXRX-F	Rockford	14.9	AOR	---------	750,000	
	WZID-F	Manchestr	14.9	EZ	Saga	1,000,000	
56.	WNNK-AF	Harrisbrg	14.8	CHR	Key Market	4,700,000	
	WKSJ-AF	Mobile	14.8	C	Capitol	2,800,000	
	WXKC-F	Erie	14.8	AC	---------	1,400,000	
59.	KFAB	Omaha	14.6	FS	Henry	3,300,000	
	WKXC-F	Augusta	14.6	C	---------	1,200,000	
	KJJY-F	DesMoines	14.6	C	Full-Jeff	2,200,000	
	KOUL-F	CrpusChrs	14.6	C	---------	1,400,000	
	KQFC-F	Boise	14.6	C	Pacific NW	1,200,000	
64.	WHAS	Louisvill	14.5	FS	Clear Chnl	7,000,000	
65.	WIOT-F	Toledo	14.4	AOR	Reams	2,600,000	
66.	WIKS-F	GreenvlNC	14.3	B	---------	NA	
67.	WCRZ-F	Flint	14.1	AC	Faircom	3,100,000	
	WFXA-F	Augusta	14.1	B	Davis	1,000,000	
	WGLU-F	Johnstown	14.1	CHR	---------	NA	
	WBLM-F	Prtlnd,ME	14.1	AOR	Full-Jeff	2,200,000	
71.	KKCS-F	ClradoSpg	14.0	C	---------	1,700,000	
72.	KUZZ-F	Bkrsfield	13.9	C	Buck Owens	2,800,000	
	WRKT-F	Erie	13.9	AOR	---------	840,000	
	WJET-F	Erie	13.9	CHR	Myrn Jones	1,300,000	
75.	WKZW-F	Peoria	13.8	CHR	Midwest TV	1,200,000	
76.	KRST-AF	Albuquerq	13.7	C	Commnwlth	3,200,000	
77.	KUGN-F	Eugene	13.6	C	---------	2,000,000	
78.	WFMZ-F	Allentown	13.5	EZ	Dean	3,500,000	
	WSYR	Syracuse	13.5	FS	NewCity	3,250,000	
	WOWW-F	Pensacola	13.5	C	Sun Group	1,550,000	
81.	KGBT	Mc-Brown	13.4	SP	Tichenor	1,900,000	
82.	WEZN-F	Brdgeport	13.3	EZ	NewCity	4,500,000	
	WXLK-F	Roanoke	13.3	CHR	Coleman	2,900,000	
	WXLP-F	Davenport	13.3	AOR	Goodrich	1,500,000	
	KZKX-F	Lincoln	13.3	C	---------	1,200,000	
	KFOR	Lincoln	13.3	FS	May	2,100,000	
87.	WEAT-AF	West Palm	13.2	EZ	Taylor	3,200,000	
	WTFM-F	John City	13.2	AC	Home News	1,700,000	
	WFRG-AF	Utca-Rome	13.2	C	Arrow	1,000,000	
90.	WEZK-F	Knoxville	13.1	EZ	So.Central	1,600,000	
	WSRS-F	Worcester	13.1	EZ	Knight	2,700,000	
	WDZZ-F	Flint	13.1	B	---------	1,700,000	
	WCHY-F	Savannah	13.1	C	Roth	1,850,000	
94.	KPRR-F	El Paso	13.0	CHR	---------	1,000,000	
	WPOR-AF	Prtlnd,ME	13.0	C	---------	2,400,000	
96.	KFDI-F	Wichita	12.9	C	Gr.Empire	5,300,000	(w/AM)
	WHO	DesMoines	12.9	FS	Palmer	3,200,000	
	WKQQ-F	Lexington	12.9	AOR	Village	3,100,000	
99.	WVEE-F	Atlanta	12.8	B	Summit	10,200,000	
100.	WDAF	Knsas Cty	12.7	C	Gr.Americn	5,100,000	
	WSOC-F	Charlotte	12.7	C	Cox	5,900,000	

*Based on 1/4 HR AVG, Metro Share, Broadcast Week, 12+

American Radio Fall 1991, Copyright 1992

AMERICA'S 500 MOST-LISTENED-TO RADIO STATIONS*

STATION	MARKET	1/4 HOUR AVG.	FORMAT	GROUP OWNER	FAL '90 RANK	ESTIMATED 1991 REVENUE	
1. WLTW-F	New York	1593	AC	Viacom	2	$ 26,000,000	
2. WRKS-F	New York	1424	B	Summit	1	14,500,000	
3. WCBS-F	New York	1353	AC	CBS	3	24,700,000	
4. WQHT-F	New York	1343	CHR	Emmis	9	14,900,000	
5. WGN	Chicago	1243	N/T	Tribune Co.	5	42,500,000	
6. WBLS-F	New York	1184	B	Inner City	12	12,200,000	
7. KOST-F	Los Angeles	1178	AC	Cox	11	33,000,000	
8. WXRK-F	New York	1143	AOR	Infinity	14	19,000,000	
9. WNSR-F	New York	1142	AC	Bonneville	17	20,300,000	
10. WINS	New York	1104	N/T	Westinghouse	7	30,000,000	
11. WNEW-F	New York	1079	AOR	Westinghouse	18	20,200,000	
12. KLOS-F	Los Angeles	1051	AOR	Cap Cities/ABC	10	29,500,000	
13. WABC	New York	1027	N/T	Cap Cities/ABC	15	12,900,000	
14. WOR	New York	984	N/T	Buckley	8	17,200,000	
15. WFAN	New York	980	N/T	Emmis	20	26,600,000	
16. WCBS	New York	949	N/T	CBS	13	21,400,000	
17. KIIS-AF	Los Angeles	938	CHR	Gannett	15	25,000,000	
18. WHTZ-F	New York	894	CHR	Malrite	6	15,000,000	
19. WCCO	Minneapolis-St. Paul	857	FS	CBS	29	19,800,000	
20. W3CI-F	Chicago	838	B	Gannett	19	14,900,000	
21. WYNY-F	New York	837	C	Westwood One	26	10,100,000	
22. KGO	San Francisco	835	N/T	Cap Cities/ABC	21	23,000,000	
23. WPLJ-F	New York	806	CHR	Cap Cities/ABC	35	6,500,000	
24. KRTH-F	Los Angeles	795	AC	Beasley	66	18,400,000	
25. WJR	Detroit	784	FS	Cap Cities/ABC	30	17,000,000	
26. WPAT-F	New York	760	EZ	Park	4	12,100,000	
27. KPWR-F	Los Angeles	756	CHR	Emmis	23	19,400,000	
28. KABC	Los Angeles	742	N/T	Cap Cities/ABC	24	35,000,000	
29. WMMR-F	Philadelphia	728	AOR	Westinghouse	22	14,500,000	
30. KSCS-F	Dallas-Ft. Worth	717	C	Cap Cities/ABC	34	13,500,000	
31. KLVE-F	Los Angeles	709	SP	Heftel	32	18,000,000	(w/KTNQ)
32. KKBT-F	Los Angeles	694	B	Evergreen	37	17,800,000	
33. KMOX	St. Louis	678	N/T	CBS	31	19,000,000	
34. KBIG-F	Los Angeles	658	AC	Bonneville	27	20,000,000	
35. KFI	Los Angeles	655	N/T	Cox	59	7,000,000	
36. WSKQ-F	New York	650	SP	SBS	87	7,200,000	(w/AM)
WBBM-F	Chicago	650	CHR	CBS	25	9,400,000	
38. KWKW	Los Angeles	626	SP	Lotus	47	10,200,000	
39. WPGC-F	Washington	621	CHR	Cook Inlet	59	11,100,000	
40. KYW	Philadelphia	617	N/T	Westinghouse	28	16,500,000	
41. WYSP-F	Philadelphia	615	AOR	Infinity	39	12,700,000	
42. WVEE-F	Atlanta	609	B	Summit	62	10,200,000	
43. WBBM	Chicago	607	N/T	CBS	40	16,500,000	
KROQ-F	Los Angeles	607	AOR	Infinity	43	12,400,000	
45. KNX	Los Angeles	605	N/T	CBS	33	21,000,000	
46. WUSL-F	Philadelphia	594	B	Tak	38	11,000,000	
47. WBZ	Boston	578	N/T	Westinghouse	93	8,600,000	
48. WNEW	New York	563	BB	Westwood One	52	7,700,000	
49. KCBS	San Francisco	553	N/T	CBS	68	14,600,000	
50. WQCD-F	New York	542	J/NA	Tribune Co.	44	9,400,000	
51. KILT-F	Houston	535	C	Westinghouse	72	15,300,000	
52. KLSX-F	Los Angeles	527	AOR	Greater Media	93	15,500,000	
53. WDVE-F	Pittsburgh	524	AOR	Broadcast Alchemy	82	7,100,000	
54. WVAZ-F	Chicago	522	B	Broadcast Partners	45	12,400,000	
KMPC	Los Angeles	522	BB	Golden West	58	15,000,000	
56. KQLZ-F	Los Angeles	512	AOR	Westwood One	36	10,500,000	
57. KXEZ-F	Los Angeles	508	SAC	Viacom	56	13,200,000	
58. WYAY-FF	Atlanta	507	C	NewCity	64	7,100,000	
59. WUSN-F	Chicago	505	C	Cook Inlet	51	8,700,000	
60. WXTU-F	Philadelphia	501	C	Beasley	73	6,100,000	
61. WADO	New York	496	SP	Tichenor	83	4,800,000	
62. WWBZ-F	Chicago	495	AOR	--------	--	5,100,000	
63. KTNQ	Los Angeles	491	SP	Heftel	89	18,000,000	(w/KLVE)
64. WNUA-F	Chicago	470	J/NA	Pyramid	170	7,500,000	
65. WRKO	Boston	468	N/T	Atlantic	55	15,200,000	
66. KZLA-F	Los Angeles	461	C	Malrite	73	15,700,000	(w/KLAC)
67. KMEL-F	San Francisco	460	CHR	Century	63	12,700,000	
68. KPLX-F	Dallas-Ft. Worth	459	C	Susquehanna	76	11,400,000	
69. WOGL-F	Philadelphia	457	AC	CBS	65	10,000,000	
KNIX-F	Phoenix	457	C	Buck Owens	112	10,900,000	
71. WFBQ-F	Indianapolis	455	AOR	Broadcast Alchemy	110	10,000,000	
72. WJLB-F	Detroit	454	B	Booth	61	9,800,000	
73. KFWB	Los Angeles	452	N/T	Westinghouse	53	23,000,000	
74. WEAZ-F	Philadelphia	446	SAC	----------	49	8,800,000	
75. KTWV-F	Los Angeles	444	J/NA	Westinghouse	42	16,000,000	
76. KQRS-AF	Minneapolis-St. Paul	442	AOR	Cap Cities/ABC	98	9,600,000	
77. KDKA	Pittsburgh	441	FS	Westinghouse	41	8,200,000	

STATION	MARKET	1/4 HOUR AVG.	FORMAT	GROUP OWNER	FAL '90 RANK	1991 REVENUE
78. WZOU-F	Boston	436	CHR	Ardman	46	$ 7,900,000
WEGX-F	Philadelphia	436	CHR	Malrite	116	4,200,000
80. WLIT-F	Chicago	435	SAC	Viacom	95	8,400,000
81. KEEY-F	Minneapolis-St. Paul	434	C	Malrite	120	10,000,000
82. WLUP	Chicago	433	N/T	Evergreen	107	7,100,000
83. WWJ	Detroit	431	N/T	CBS	92	9,500,000
84. WTQR-F	Greensboro-WS	424	C	New Market	135	4,600,000
85. WMZQ-F	Washington	421	C	Viacom	100	14,600,000
WBCN-F	Boston	421	AOR	Infinity	106	14,000,000
87. WWDB-F	Philadelphia	420	N/T	Panache	80	5,600,000
KFRC	San Francisco	420	BB	Bedford	57	4,400,000
89. WJJD	Chicago	417	BB	Infinity	68	4,000,000
WBAP	Dallas-Ft. Worth	417	FS	Cap Cities/ABC	102	15,100,000
91. WNCN-F	New York	415	CL	QAF	102	5,000,000
92. WQYK-F	Tampa-St. Petersburg	414	C	Infinity	126	8,000,000
93. WXRT-F	Chicago	413	AOR	Diamond	99	9,000,000
94. WIVK-F	Knoxville	412	C	Dick	49	7,000,000
95. WIOQ-F	Philadelphia	411	CHR	EZ	81	6,000,000
96. WSB	Atlanta	408	FS	Cox	168	12,000,000
97. WKHX-F	Atlanta	405	C	Cap Cities/ABC	212	3,400,000
98. WLYF-F	Miami-Ft. Lauderdale	401	EZ	Jefferson-Pilot	75	5,000,000
99. KIKK-F	Houston	399	C	Westinghouse	67	14,300,000
100. WQXR-AF	New York	392	CL		86	4,900,000

101. WMMS-F	Cleveland	389	151. WQKX-F	Memphis	314		WJOI-F	Detroit	270		KYKY-F	St. Louis	235
WDAF	Knsas Cty	389	152. WTIC	Hartford	312	202.	WWL	New Orlns	268		KMJQ-F	Houston	235
103. WJMK-F	Chicago	387	153. KTAR	Phoenix	311	203.	WCMF-F	Rochester	267	253.	WKIS-F	Miami-Ft.	233
104. KSHE-F	St. Louis	383	154. KKHJ	Los Angel	310		WAQI	Miami-Ft.	267	254.	WMMJ-F	Washingtn	231
105. WWSW-AF	Pittsburg	381	155. WOMC-F	Detroit	309		KYGO-F	Denver	267		WIYY-F	Baltimore	231
106. WSB -F	Atlanta	380	156. WASH-F	Washingtn	308	206.	KITS-F	San Fran	265		WEAT-AF	West Palm	231
107. WXKS-F	Boston	374	157. KPLZ-F	Seattle	307		KEGL-F	Dallas-FW	265		KIOI-F	San Fran	231
108. WWWW-F	Detroit	370	158. WZZK-AF	Brmngham	305	208.	WUSY-F	Chtnooga	264	258.	WYNK-AF	Btn Rouge	230
109. WSSH-F	Boston	369	WRQX-F	Washingtn	305		WUBE-F	Cincinnat	264		WQUE-AF	New Orlns	230
KIRO	Seattle	369	160. KRAK-F	Sacramnto	304		WTMX-F	Chicago	264		KLOS-F	Riverside	230
111. WCKG-F	Chicago	367	161. KOIT-AF	San Fran	303		WFMS-F	Indy	264	261.	WWMX-F	Baltimore	229
KNBR	San Fran	367	162. KQQI-F	Los Angel	302		WAVA-F	Washingtn	264		KSFM-F	San Fran	229
113. WWRM-F	TampaSt.P	366	163. WSKQ	New York	301	213.	WALK-AF	Nassau	263	263.	WKXW-F	New York	228
114. WODS-F	Boston	365	WLW	Cincinnat	301		KSON-AF	SanDiego	263	264.	KKLQ-AF	SanDiego	227
115. WLS	Chicago	363	165. WTMJ	Milwaukee	300	215.	WHDH	Boston	262		KCYY-F	San Anton	227
116. WMGK-F	Philadelp	361	WHYT-F	Detroit	300		WFLN-F	Philadelp	262	266.	WLIF-F	Baltimore	226
117. WIOD	Miami-Ft.	358	167. WIL -F	St. Louis	299		KFKF-F	Knsas Cty	262		WHAM	Rochester	226
118. WAMZ-F	Louisvill	357	168. WPNT-F	Chicago	298	218.	KKQQ-F	Los Angel	261		KASE-F	Austin	226
119. WMAQ	Chicago	354	169. WLLZ-F	Detroit	297	219.	WLTI-F	Detroit	259	269.	WYRK-F	Buffalo	225

American Radio Fall 1991, Copyright 1992

	WHKO-F	Dayton	211
302.	WKHL-F	Faytville	210
	WDRE-F	New York	210
	WALR-F	Atlanta	210
	KYYS-F	Knsas Cty	210
306.	KUPL-F	Prtlnd,OR	209
	KTEX-F	Hc-Brown	209
308.	KKSF-F	San Fran	208
309.	KOSI-F	Denver	207
310.	WPAT	New York	206
	WHUR-F	Washingtn	206
	WDRC-F	Hartford	206
	KSFM-F	Sacramnto	206
314.	WDRM-F	Huntsvill	205
	KIIM-F	Tucson	205
316.	WNOE-F	New Orlns	204
	WKRZ-F	WilksBare	204
	WFME-F	New York	204
319.	WSIX-F	Nashville	203
	KBSG-AF	Seattle	203
321.	WWWE	Cleveland	202
	WHO	DesMoines	202
323.	WKSZ-F	Philadelp	201
	WBLI-F	New York	201
	KYXY-F	SanDiego	201
	KBLX-AF	San Fran	201
327.	KJQY-F	SanDiego	200
328.	WTIC-F	Hartford	199
	WNCI-F	ColumbusO	199
	WLYF-F	West Palm	199
	KXKL-AF	Denver	199
332.	WNCX-F	Cleveland	198
	WBOS-F	Boston	198
	KDFC-AF	San Fran	198
	KBPI-F	Denver	198
336.	WWDM-F	ColmbiaSC	197
	WCRB-F	Boston	197
	KINK-AF	Prtlnd,OR	197
339.	KEX	Prtlnd,OR	196
340.	WHUD-F	New York	195
	WHFS-F	Washingtn	195
	WDIA	Memphis	195
	WBZZ-F	Pittsburg	195
344.	WRMF-F	West Palm	194
345.	WQIK-F	Jacksnvle	193
	WBLI-F	Nassau	193
	KKAT-F	Salt Lake	193
	KFAB	Omaha	193
349.	WNIB-F	Chicago	192
	WKDM	New York	192
	WHTQ-F	Orlando	192
	KDGE-F	Dallas-FW	192
353.	WIOG-F	Saginaw	191
	KRQR-F	San Fran	191
	KGB -F	SanDiego	191
356.	WPHR-F	Cleveland	190
	WFLC-F	Miami-Ft.	190
	KQUE-F	Houston	190
359.	WMXJ-F	Miami-Ft.	189
	WFLA	TampaSt.P	189
	KPRS-F	Knsas Cty	189
	KKYX	San Anton	189
	KJLH-F	Los Angel	189
364.	WYHY-F	Nashville	188
	WITL-AF	Lansing	188
	WCDJ-F	Boston	188
367.	XTRA-F	SanDiego	187
	WXBQ-F	John City	187
	WTAE	Pittsburg	187
	WEEI	Boston	187
371.	WRMF-F	Miami-Ft.	186
	WJHM-F	Orlando	186
	KBCO-AF	Denver	186
374.	WRFX-F	Charlotte	185
375.	WLTT-F	Washingtn	184
	WKRR-F	GrnsbroWS	184
	WGUL-AF	TampaSt.P	184
	KTFM-F	San Anton	184
379.	WSNY-F	ColumbusO	183
	WOCL-F	Orlando	183
	WMSI-F	Jackson	183
	WBLX-F	Mobile	183
	KKRZ-F	Prtlnd,OR	183
	KHYS-F	Houston	183
385.	WMYI-F	Grnvl-Sp	182
	WFOG-F	Norfolk	182
387.	WWRX-F	Providenc	181
	KEZK-F	St. Louis	181
389.	WRCH-F	Hartford	180
390.	WCMS-AF	Norfolk	179
391.	WOKI-F	Knoxville	178
	WAMO-F	Pittsburg	178
393.	WTDR-F	Charlotte	177
	WLW	Dayton	177
	WEZC-F	Charlotte	177
	KMJ	Fresno	177
397.	KXL	Prtlnd,OR	176
398.	WOKQ-F	Boston	175
	WLUM-F	Milwaukee	175
	WFMZ-F	Allentown	175
	KUBE-F	Seattle	175
	KKLT-F	Phoenix	175
	KHOW-AF	Denver	175
404.	WOKY	Milwaukee	174
	WKSS-F	Hartford	174
	WHLI	New York	174
	WQMS-F	Washingtn	174
	WBAB-F	New York	174
	KOST-F	Riverside	174
410.	WZHT-F	Montgomry	173
	WYLD-F	New Orlns	173
	WCXR-F	Washingtn	173
	KBRG-F	San Fran	173
414.	WJQY-F	Miami-Ft.	172
	KKSN-F	Prtlnd,OR	172
416.	WKLH-F	Milwaukee	171
417.	WRKZ-F	Harrisbrg	170
	WKRQ-F	Cincinnat	170
419.	WMJQ-F	Buffalo	169
	KALI	Los Angel	169
421.	WQBE-F	ChrlstnWV	168
	WHCN-F	Hartford	168
	WEZB-F	New Orlns	168
424.	WLZR-F	Milwaukee	167
	KFI	Riverside	167
426.	WTCR-AF	Huntingtn	166
	WRAL-F	Raleigh	166
	WLVQ-F	ColumbusO	166
	WJFK-F	Washingtn	166
	WAPL-F	Appleton	166
431.	WSNE-F	Providenc	165
	KRLA	Los Angel	165
433.	WTVN	ColumbusO	164
	WRVA	Richmond	164
	KDMX-F	Dallas-FW	164
436.	WEGR-F	Memphis	163
	KOME-F	San Fran	163
438.	WQRR-F	Cincinnat	162
	WBT -F	Charlotte	162
	KXTN-F	San Anton	162
441.	WSTR-F	Atlanta	161
	WIOT-F	Toledo	161
	WHOK-F	ColumbusO	161
	WEBN-F	Cincinnat	161
	WAPE-F	Jacksnvle	161
446.	WKCQ-F	Saginaw	160
	WBAB-F	Nassau	160
	KSJO-F	San Fran	160
	KKCW-F	Prtlnd,OR	160
450.	WRKZ-F	York	159
	WLVE-F	Miami-Ft.	159
	WBSB-F	Baltimore	159
	KSDO	SanDiego	159
	KEBC-F	Oklahoma	159
455.	WOOD-F	Gr Rapids	158
	WKIS-F	West Palm	158
	WFLY-F	Albany	158
	WEZK-F	Knoxville	158
	KAJA-F	San Anton	158
460.	WZTA-F	Miami-Ft.	157
	WQOK-F	Raleigh	157
	WDFX-F	Detroit	157
463.	WTMI-F	Miami-Ft.	156
	WBEE-F	Rochester	156
	KTCZ-F	Minn-St.P	156
	KNAC-F	Los Angel	156
	KIXI	Seattle	156
	KDUO-F	Riverside	156
469.	WQDR-F	Raleigh	155
	WKHK-F	Richmond	155
	WDEN-AF	Macon	155
	KUFO-F	Prtlnd,OR	155
	KSOP-AF	Salt Lake	155
	KLIF	Dallas-FW	155
475.	WYUU-F	TampaSt.P	154
	WXLK-F	Roanoke	154
	WWLI-F	Providenc	154
	WVTY-F	Pittsburg	154
	WKTI-F	Milwaukee	154
	KSFO	San Fran	154
481.	WMC -F	Memphis	153
	WKSE-F	Buffalo	153
	WENN-F	Brmngham	153
	KZPS-F	Dallas-FW	153
	KZFX-F	Houston	153
	KFMB-F	SanDiego	153
	KATT-F	Oklahoma	153
488.	WWNK-F	Cincinnat	152
	KSL	Salt Lake	152
	KRST-AF	Albuquerq	152
	KPRC	Houston	152
492.	WNOR-AF	Norfolk	151
	KGGO-F	DesMoines	151
494.	WYNY-F	Nassau	150
	WOW -F	Omaha	150
	WDJX-F	Louisvill	150
	WCGY-F	Boston	150
498.	WWIN-F	Baltimore	149
	WMRZ	Miami-Ft.	149
	WKCI-F	New Haven	149

*Based on 1/4 HR AVG, Broadcast Week, 12+

AMERICA'S LEADING STATIONS - 12+ TSA CUME*

1.	WINS	New York	24514	51.	WGCI-F	Chicago	8376	101.	WMJX-AF	Boston	6001
2.	WCBS	New York	22359	52.	KMOX	St. Louis	8309	102.	WIP	Philadelp	5971
3.	KIIS-AF	Los Angel	21280	53.	WJMK-F	Chicago	8271	103.	WAVA-F	Washingtn	5960
4.	KOST-F	Los Angel	20980	54.	KLVE-F	Los Angel	8223	104.	WSB -F	Atlanta	5929
5.	WHTZ-F	New York	20715	55.	KXEZ-F	Los Angel	8018	105.	KOIT-AF	San Fran	5920
6.	WCBS-F	New York	20562	56.	WWJ	Detroit	7844		WMMS-F	Cleveland	5920
7.	WLTW-F	New York	20519	57.	KMEL-F	San Fran	7764	107.	WLIT-F	Chicago	5919
8.	WNSR-F	New York	19357	58.	WXKS-F	Boston	7757	108.	WTOP	Washingtn	5917
9.	WXRK-F	New York	19302	59.	WQXR-AF	New York	7750	109.	KFRC	San Fran	5853
10.	WPLJ-F	New York	19100	60.	KMPC	Los Angel	7735	110.	KOMO	Seattle	5834
11.	WQHT-F	New York	18900	61.	WCKG-F	Chicago	7729	111.	WVEE-F	Atlanta	5772
12.	WRKS-F	New York	17914	62.	WOGL-F	Philadelp	7702	112.	WZLX-F	Boston	5766
13.	WFAN	New York	17228	63.	WLUP-F	Chicago	7685	113.	KSOL-F	San Fran	5750
14.	WNEW-F	New York	17061	64.	WIOQ-F	Philadelp	7591	114.	KDWB-F	Minn-St.P	5746
15.	WBLS-F	New York	16669	65.	WPGC-F	Washingtn	7568	115.	WDVE-F	Pittsburg	5724
16.	KLOS-F	Los Angel	16634	66.	WKQX-F	Chicago	7342	116.	WMAL	Washingtn	5717
17.	WGN	Chicago	16385	67.	WSB	Atlanta	7306	117.	KLIT-F	Los Angel	5710
18.	KRTH-F	Los Angel	16073	68.	WUSN-F	Chicago	7243	118.	KOA	Denver	5690
19.	KPWR-F	Los Angel	15534	69.	KNBR	San Fran	7209	119.	WPNT-F	Chicago	5651
20.	KNX	Los Angel	15033	70.	KIRO	Seattle	7110	120.	WLLZ-F	Detroit	5647
21.	WOR	New York	14783	71.	WNCN-F	New York	7067	121.	WOMC-F	Detroit	5638
22.	WABC	New York	14482	72.	WBCN-F	Boston	7037	122.	WRQX-F	Washingtn	5598
23.	KYW	Philadelp	13836	73.	WUSL-F	Philadelp	6985	123.	WXRT-F	Chicago	5554
24.	KGO	San Fran	13014	74.	KILT-F	Houston	6957	124.	WMZQ-F	Washingtn	5511
25.	KFWB	Los Angel	13003	75.	WSKQ-F	New York	6928	125.	WWSW-AF	Pittsburg	5509
26.	WBBM	Chicago	12439	76.	WEAZ-F	Philadelp	6800	126.	KNIX-F	Phoenix	5501
27.	KBIG-F	Los Angel	12045	77.	WYXR-F	Philadelp	6773	127.	WJLB-F	Detroit	5470
28.	WBBM-F	Chicago	11884	78.	WBAP	Dallas-FW	6752	128.	KPLZ-F	Seattle	5438
29.	KCBS	San Fran	11517	79.	WHYT-F	Detroit	6628	129.	WWWW-F	Detroit	5437
30.	KLSX-F	Los Angel	11498	80.	KPLX-F	Dallas-FW	6566	130.	WSSH-F	Boston	5431
31.	WCCO	Minn-St.P	11396	81.	KDKA	Pittsburg	6558	131.	WJJD	Chicago	5406
32.	KFI	Los Angel	11076	82.	WNUA-F	Chicago	6526	132.	WCSX-F	Detroit	5320
33.	WJR	Detroit	11039	83.	KCBS-F	Los Angel	6521	133.	KKHJ	Los Angel	5303
34.	WPAT-F	New York	10794	84.	WXTU-F	Philadelp	6499	134.	WAPW-F	Atlanta	5302
35.	WYSP-F	Philadelp	10707	85.	KTNQ	Los Angel	6482	135.	WWDB-F	Philadelp	5273
36.	WYNY-F	New York	10691	86.	WYAY-FF	Atlanta	6452	136.	WPOW-F	Miami-Ft.	5269
37.	KABC	Los Angel	10658	87.	WRKO	Boston	6442	137.	WKHX-F	Atlanta	5253
38.	WMMR-F	Philadelp	10506	88.	KQRS-AF	Minn-St.P	6425		WFOX-F	Atlanta	5253
39.	KROQ-F	Los Angel	10161	89.	KKGO-F	Los Angel	6358	139.	WLS	Chicago	5239
40.	KQLZ-F	Los Angel	9759	90.	KWKW	Los Angel	6354	140.	KEGL-F	Dallas-FW	5188
41.	WBZ	Boston	9620	91.	WMGK-F	Philadelp	6261	141.	KHMX-F	Houston	5184
42.	WNEW	New York	9542	92.	WODS-F	Boston	6227	142.	KRBE-F	Houston	5182
43.	KSCS-F	Dallas-FW	9462	93.	KIKK-F	Houston	6186	143.	KGGI-F	Los Angel	5164
44.	WMAQ	Chicago	9354	94.	WWDC-F	Washingtn	6163	144.	KEEY-F	Minn-St.P	5085
45.	WEGX-F	Philadelp	9310	95.	KZLA-F	Los Angel	6140	145.	WFBQ-F	Indy	5079
46.	WQCD-F	New York	9111	96.	KRLD	Dallas-FW	6127	146.	WLUP	Chicago	5062
47.	WZOU-F	Boston	8976	97.	KTRH	Houston	6113	147.	WPCH-F	Atlanta	5052
48.	KTWV-F	Los Angel	8823	98.	WKQI-F	Detroit	6106	148.	KVIL-AF	Dallas-FW	5045
49.	WWBZ-F	Chicago	8785	99.	WVAZ-F	Chicago	6067	149.	WRIF-F	Detroit	5006
50.	KKBT-F	Los Angel	8777	100.	WBMX-F	Boston	6011	150.	KABL-AF	San Fran	4988

*Based on 12+ TSA Cume, Broadcast Week

American Radio Fall 1991, Copyright 1992

151.	KIOI-F	San Fran	4981
152.	WASH-F	Washingtn	4933
153.	WKYS-F	Washingtn	4921
154.	KTAR	Phoenix	4791
155.	KSHE-F	St. Louis	4779
156.	WLW	Cincinnat	4776
157.	WLTE-F	Minn-St.P	4766
158.	WWRM-F	TampaSt.P	4736
159.	WIOD	Miami-Ft.	4717
160.	WFLZ-F	TampaSt.P	4691
161.	WAAF-F	Boston	4689
162.	KTXQ-F	Dallas-FW	4682
163.	WIVK-F	Knoxville	4659
164.	WADO	New York	4652
165.	KODA-F	Houston	4646
166.	WTMX-F	Chicago	4638
167.	WGAY-F	Washingtn	4629
168.	WHDH	Boston	4609
169.	WBZZ-F	Pittsburg	4589
170.	KSTP-F	Minn-St.P	4508
171.	WPAT	New York	4505
172.	WQYK-F	TampaSt.P	4480
173.	WLTI-F	Detroit	4466
174.	KUBE-F	Seattle	4451
175.	WSOC-F	Charlotte	4445
176.	WKLS-F	Atlanta	4437
177.	WLYF-F	Miami-Ft.	4413
178.	WXTR-F	Washingtn	4405
179.	KITS-F	San Fran	4382
180.	WHYI-F	Miami-Ft.	4368
181.	KLOL-F	Houston	4367
182.	KRAK-F	San Fran	4363
183.	WTIC-F	Hartford	4323
184.	KBXX-F	Houston	4315
185.	WHUR-F	Washingtn	4306
186.	KLDE-F	Houston	4259
187.	WTQR-F	GrnsbroWS	4254
188.	WWKA-F	Orlando	4211
189.	WTMJ	Milwaukee	4208
190.	WLTF-F	Cleveland	4192
191.	KJMZ-F	Dallas-FW	4175
192.	KMPS-AF	Seattle	4166
193.	KSAN-F	San Fran	4160
194.	WNIC-F	Detroit	4125
195.	KRQR-F	San Fran	4102
196.	WHQT-F	Miami-Ft.	4089
197.	WGAR-F	Cleveland	4076
198.	WJOI-F	Detroit	4073
199.	WZZK-AF	Brmnghm	4069
200.	KFRC-F	San Fran	4046
	WALK-F	New York	4046
202.	WKBQ-F	St. Louis	4042
203.	WEEI	Boston	4030
204.	WDFX-F	Detroit	4029
205.	KBSG-AF	Seattle	4022
206.	KDFC-AF	San Fran	4018
207.	WDAF	Knsas Cty	4011
208.	KRAK-F	Sacramnto	4004
209.	WVBF-F	Boston	3995
210.	WDRE-F	New York	3991
211.	KYKY-F	St. Louis	3922
212.	WCXR-F	Washingtn	3920
213.	WBAL	Baltimore	3918
214.	WMJI-F	Cleveland	3912
215.	WZGC-F	Atlanta	3911
216.	WTIC	Hartford	3902
	KLRX-F	Dallas-FW	3902
218.	WQAL-F	Cleveland	3900
219.	WDOK-F	Cleveland	3891
220.	KDMX-F	Dallas-FW	3884
221.	KSD -F	St. Louis	3880
222.	WIYY-F	Baltimore	3865
223.	WFLC-F	Miami-Ft.	3860
224.	WIL -F	St. Louis	3847
225.	KKLQ-AF	SanDiego	3842
226.	WFLN-F	Philadelp	3841
227.	KMJQ-F	Houston	3819
228.	CKLW	Detroit	3818
229.	WDAS-F	Philadelp	3810
230.	WNIB-F	Chicago	3793
231.	WYNF-F	TampaSt.P	3783
232.	WZPL-F	Indy	3776
233.	WAMZ-F	Louisvill	3771
234.	KKSF-F	San Fran	3768
235.	KGB -F	SanDiego	3756
236.	WLS -F	Chicago	3748
237.	KQQL-F	Minn-St.P	3741
238.	KJLH-F	Los Angel	3733
239.	WWL	New Orlns	3728
240.	KGGI-F	Riverside	3725
241.	WKSZ-F	Philadelp	3722
242.	WPLM-AF	Boston	3719
243.	WPEN	Philadelp	3716
244.	WSM -F	Nashville	3681
245.	WGKX-F	Memphis	3652
246.	WWMX-F	Baltimore	3647
247.	WSHE-F	Miami-Ft.	3637
248.	KFBK	Sacramnto	3628
249.	WEDR-F	Miami-Ft.	3620
250.	WKXW-F	New York	3616
251.	KKDA-F	Dallas-FW	3615
252.	WPOC-F	Baltimore	3610
253.	KSFM-F	San Fran	3598
254.	KSON-AF	SanDiego	3568
255.	KLAC	Los Angel	3545
256.	WKRQ-F	Cincinnat	3543
257.	WPRO-F	Providenc	3527
258.	KBLX-AF	San Fran	3521
259.	WBAB-F	New York	3500
260.	KDBQ-F	San Fran	3489
261.	WFMT-F	Chicago	3481
262.	KSFO	San Fran	3477
263.	WKSS-F	Hartford	3476
264.	WNCI-F	CoTumbusO	3473
265.	WJFK-F	Washingtn	3472
266.	WWWE	Cleveland	3461
267.	KKBQ-F	Houston	3445
268.	KSSN-F	Little Rk	3431
269.	WXYT	Detroit	3426
270.	KFOG-F	San Fran	3424
271.	WSHH-F	Pittsburg	3416
272.	KLXK-F	Minn-St.P	3410
273.	KRLA	Los Angel	3409
274.	KOY -F	Phoenix	3404
275.	KYGO-F	Denver	3386
276.	WHJY-F	Boston	3382
277.	WXYV-F	Baltimore	3376
	WDUV-F	TampaSt.P	3376
	WRBQ-F	TampaSt.P	3376
280.	WLTT-F	Washingtn	3375
281.	WLIB	New York	3367
282.	WFMS-F	Indy	3362
283.	WSSL-AF	Grnvl-Sp	3356
284.	WALK-AF	Nassau	3353
285.	WPHR-F	Cleveland	3347
286.	WJZZ-F	Detroit	3335
287.	WCRB-F	Boston	3312
288.	WSKQ	New York	3277
289.	WHKO-F	Dayton	3268
290.	WYHY-F	Nashville	3265
291.	KSFM-F	Sacramnto	3258
292.	WMXJ-F	Miami-Ft.	3256
293.	KXKL-AF	Denver	3245
294.	KXXY-AF	Oklahoma	3240
295.	KFMB-F	SanDiego	3238
296.	KMLE-F	Phoenix	3227
297.	WBOS-F	Boston	3223
298.	WESC-F	Grnvl-Sp	3221
299.	WMTX-AF	TampaSt.P	3211
	KLUV-F	Dallas-FW	3211
301.	KODZ-F	Dallas-FW	3208
302.	WHTQ-F	Orlando	3202
303.	KEZK-F	St. Louis	3194
304.	KBAY-F	San Fran	3189
305.	KEX	Prtlnd,OR	3186
306.	WBT -F	Charlotte	3180
307.	KFKF-F	Knsas Cty	3168
308.	WBLI-F	New York	3167
309.	WLIF-F	Baltimore	3158
310.	KUPD-F	Phoenix	3157
311.	WDSY-F	Pittsburg	3146
312.	WNCX-F	Cleveland	3141
313.	WOCL-F	Orlando	3140
	WHAS	Louisvill	3140
315.	WHFS-F	Washingtn	3134
316.	WDRC-F	Hartford	3133
317.	KALI	Los Angel	3115
318.	WQSR-F	Baltimore	3104
319.	KLOS-F	Riverside	3099
	WKIS-F	Miami-Ft.	3099
321.	KFRG-F	Riverside	3097
322.	WBSB-F	Baltimore	3096
323.	WMXD-F	Detroit	3094
324.	WHJY-F	Providenc	3082
	WLUM-F	Milwaukee	3082
326.	WKTI-F	Milwaukee	3058
327.	KUPL-F	Prtlnd,OR	3056
328.	WZTA-F	Miami-Ft.	3051
329.	WBAB-F	Nassau	3050
330.	KNAC-F	Los Angel	3048
331.	KLOU-F	St. Louis	3044
332.	KFAB	Omaha	3041
333.	KCYY-F	San Anton	3022
334.	KBEQ-F	Knsas Cty	3000

AMERICA'S LEADING STATIONS - METRO CUME RATING* (25.0+)

1.	WIVK-F	Knoxville	54.0
2.	WTCR-AF	Huntington, WV	51.1
3.	WQBE-F	Charleston, WV	42.4
4.	WCCO	Minneapolis-St. Paul	41.7
5.	KLLL-F	Lubbock	41.5
6.	WXBQ-F	John City-Kingsport	41.4
7.	WUSY-F	Chattanooga	41.2
8.	KSSN-F	Little Rock	38.9
9.	KMOX	St. Louis	37.1
10.	WIKY-F	Evansville	36.9
11.	WKRZ-F	Wilkes Barre-Scranto	35.8
12.	WJET-F	Erie	35.3
	WBBQ-AF	Augusta	35.3
14.	WSTO-F	Evansville	35.2
15.	KFAB	Omaha	34.7
16.	WZYP-F	Huntsville	34.1
17.	KTEX-F	Mcallen-Brownsville	33.8
18.	WDRM-F	Huntsville	33.5
19.	WAMZ-F	Louisville	33.4
20.	KFOR	Lincoln	33.0
21.	KXXY-AF	Oklahoma City	32.9
22.	WZOK-F	Rockford	32.8
23.	WAAL-F	Binghamton	32.7
24.	WLWI-F	Montgomery	32.5
25.	WXKC-F	Erie	32.4
26.	WVLK-F	Lexington	32.1
	WIOG-F	Saginaw-Bay City-Mid	32.1
28.	KRQQ-F	Tucson	32.0
29.	WYNK-AF	Baton Rouge	31.9
30.	KHEY-F	El Paso	31.8
31.	WZZK-AF	Birmingham	31.7
32.	WPCV-F	Lakeland	31.6
33.	WMXE-F	Erie	31.5
	WDEN-AF	Macon	31.5
35.	WQUT-F	John City-Kingsport	31.4
36.	WKEE-F	Huntington, WV	31.3
37.	KRNQ-F	Des Moines	31.2
	WDUV-F	Sarasota-Bradenton	31.2
39.	WICC	Bridgeport	31.0
40.	KRMD-AF	Shreveport	30.9
41.	WNNK-AF	Harrisburg	30.7
42.	WCMF-F	Rochester	30.4
	WHAS	Louisville	30.4
44.	WLLR-AF	Davenport-Ri-Moline	30.3
45.	WMSI-F	Jackson	30.2
	WAPL-F	Appleton-Oshkosh	30.2
47.	WQLU-F	Johnstown	30.0
	WROK	Rockford	30.0
49.	WEZN-F	Bridgeport	29.9
	WEZK-F	Knoxville	29.9
	KASE-F	Austin	26.6
	KRYS-F	Corpus Christi	26.6
103.	WNTQ-F	Syracuse	26.5
	WSM -F	Nashville	26.5
	WKYE-F	Johnstown	26.5
	WIXX-F	Appleton-Oshkosh	26.5
107.	WAPE-F	Jacksonville	26.4
	WRKR-F	Kalamazoo	26.4
	WFBQ-F	Indianapolis	26.4
110.	WAEB-F	Allentown-Bethlehem	26.3
	WPOR-AF	Portland, ME	26.3
	KKCS-F	Colorado Srings	26.3
113.	WIOT-F	Toledo	26.2
	WSB	Atlanta	26.2
115.	WKCI-F	New Haven	26.1
	KEZO-AF	Omaha	26.1
	KPRR-F	El Paso	26.1
118.	WZEE-F	Madison	25.9
119.	KSSK-F	Honolulu	25.8
120.	KZZU-F	Spokane	25.7
121.	WMYU-F	Knoxville	25.6
	WSSL-AF	Greenville-Spartanbu	25.6
123.	WPRO-F	Providence	25.5
	WAYV-F	Atlantic City	25.5
	WNOK-F	Columbia, SC	25.5
	KQRS-AF	Minneapolis-St. Paul	25.5
	KKXX-F	Bakersfield	25.5
128.	KDON-F	Salinas-Monterey-San	25.4
	WLAP-F	Lexington	25.4
	WKCQ-F	Saginaw-Bay City-Mid	25.4
	WVAF-F	Charleston, WV	25.4
	WKXC-F	Augusta	25.4
	WTMJ	Milwaukee	25.4
134.	KUZZ-F	Bakersfield	25.3
135.	KSL	Salt Lake City	25.2
	WEAS-F	Savannah	25.2
137.	WWCK-AF	Flint	25.1
	WQRD-F	Grand Rapids	25.1
139.	KQMQ-AF	Honolulu	25.0
	WMMS-F	Cleveland	25.0
51.	KYW	Philadelphia	29.8
	WHWK-F	Binghamton	29.8
	WKSJ-AF	Mobile	29.8
	WHAM	Rochester	29.8
	WGKX-F	Memphis	29.8
56.	WPXR-F	Davenport-Ri-Moline	29.7
	WHO	Des Moines	29.7
58.	KGGO-F	Des Moines	29.5
59.	WBLM-F	Portland, ME	29.4
	KOUL-F	Corpus Christi	29.4
	WVIC-F	Lansing	29.4
62.	WSRS-F	Worcester	29.3
63.	WHOT-F	Youngstown	29.2
64.	WZFX-F	Fayetteville, NC	29.1
65.	WKFR-F	Kalamazoo	29.0
66.	WCOS-F	Columbia, SC	28.8
	KBFM-F	Mcallen-Brownsville	28.8
	WHBC	Canton	28.8
69.	WZID-F	Manchester	28.6
	WZHT-F	Montgomery	28.6
	WXLK-F	Roanoke-Lynchburg	28.6
	KZFM-F	Corpus Christi	28.6
73.	WHHY-F	Montgomery	28.5
74.	WKML-F	Fayetteville, NC	28.2
	WIBA-F	Madison	28.2
	KDKA	Pittsburgh	28.2
77.	WTFM-F	John City-Kingsport	28.1
	WTQR-F	Greensboro-WS	28.1
79.	WTIC	Hartford	28.0
80.	WITL-AF	Lansing	27.9
	WYYY-F	Syracuse	27.9
	WMEE-F	Fort Wayne	27.9
83.	WKQQ-F	Lexington	27.8
84.	WSYR	Syracuse	27.7
	KZKX-F	Lincoln	27.7
	WKZW-F	Peoria	27.7
87.	KJJY-F	Des Moines	27.6
88.	WOUR-F	Utica-Rome	27.5
89.	WHNN-F	Saginaw-Bay City-Mid	27.4
	WRNS-F	Greenville, NC	27.4
91.	WCRZ-F	Flint	27.3
	KOA	Denver	27.3
93.	KWEN-F	Tulsa	27.2
94.	KRST-AF	Albuquerque	27.1
	WJR	Ann Arbor	27.1
96.	WKCI-F	Bridgeport	26.9
97.	WLW	Cincinnati	26.8
98.	WSOC-F	Charlotte	26.7
	KIRO	Seattle-Tacoma	26.7
100.	WWL	New Orleans	26.6

*Based on 12+ Metro Cume Rating, Mon-Sun, 6A-Mid.

American Radio Fall 1991, Copyright 1992

AMERICA'S LEADING STATIONS BY FORMAT*

1/4 HOUR AVERAGE

TOP 40/CHR/CONTEMP

1.	WQHT-F	New York	1275
2.	WHTZ-F	New York	869
3.	KIIS-AF	Los Angel	798
4.	WPLJ-F	New York	747
5.	KPWR-F	Los Angel	698
6.	WBBM-F	Chicago	633
7.	WPGC-F	Washingtn	544
8.	KMEL-F	San Fran	439
9.	WEGX-F	Philadelp	366
10.	WPOW-F	Miami-Ft.	330
11.	WIOQ-F	Philadelp	327
12.	KBXX-F	Houston	325
13.	WXKS-F	Boston	323
14.	WZOU-F	Boston	315
15.	KDWB-F	Minn-St.P	284
16.	WHYT-F	Detroit	282
17.	WRQX-F	Washingtn	258
18.	KITS-F	San Fran	257
19.	KPLZ-F	Seattle	246
20.	KKLQ-AF	SanDiego	227
21.	WAVA-F	Washingtn	225
	KEGL-F	Dallas-FW	225
23.	KRBE-F	Houston	212
24.	WPRO-F	Providenc	209

AOR/CLASSIC

1.	WXRK-F	New York	1045
2.	WNEW-F	New York	1012
3.	KLOS-F	Los Angel	713
4.	WMMR-F	Philadelp	536
5.	KROQ-F	Los Angel	519
6.	WWBZ-F	Chicago	465
7.	WYSP-F	Philadelp	463
8.	KLSX-F	Los Angel	455
9.	WXRT-F	Chicago	404
10.	KQLZ-F	Los Angel	393
11.	WDVE-F	Pittsburg	382
12.	KQRS-AF	Minn-St.P	342
13.	WCKG-F	Chicago	336
14.	WLUP-F	Chicago	329
15.	KSHE-F	St. Louis	318
16.	WMMS-F	Cleveland	315
17.	WBCN-F	Boston	312
18.	KTXQ-F	Dallas-FW	299
19.	KLOL-F	Houston	287
20.	WLLZ-F	Detroit	280
21.	WFBQ-F	Indy	261
22.	WCSX-F	Detroit	248
23.	WKLS-F	Atlanta	237
24.	WXTB-F	TampaSt.P	228
25.	WCMF-F	Rochester	218
26.	WZLX-F	Boston	214
27.	KSD -F	St. Louis	213
28.	WDRE-F	New York	210

AC/OLDIES/SOFT ROCK

1.	WLTW-F	New York	1550
2.	WCBS-F	New York	1304
3.	WNSR-F	New York	1114
4.	KOST-F	Los Angel	980
5.	KRTH-F	Los Angel	642
6.	KBIG-F	Los Angel	528
7.	WJMK-F	Chicago	364
8.	WOGL-F	Philadelp	342
	WSB -F	Atlanta	342
10.	KHMX-F	Houston	331
11.	WMJX-AF	Boston	320
12.	WMGK-F	Philadelp	315
13.	WKQI-F	Detroit	307
14.	KVIL-AF	Dallas-FW	303
15.	WOMC-F	Detroit	294
16.	WWSW-AF	Pittsburg	291
17.	WPNT-F	Chicago	285
18.	WYXR-F	Philadelp	282
19.	WLTF-F	Cleveland	280
20.	WALK-F	New York	272
21.	WBMX-F	Boston	266
22.	WKQX-F	Chicago	265
23.	WALK-AF	Nassau	263
24.	WTMX-F	Chicago	258
25.	WODS-F	Boston	250
26.	KIOI-F	San Fran	224
	KYKY-F	St. Louis	224
28.	WNIC-F	Detroit	221
29.	KCBS-F	Los Angel	220
	WWMX-F	Baltimore	220
31.	KSTP-F	Minn-St.P	212
32.	WMTX-AF	TampaSt.P	209
33.	KLDE-F	Houston	205
34.	KYXY-F	SanDiego	201

MOR/VARIETY

1.	WCCO	Minn-St.P	649
2.	WJR	Detroit	600
3.	KDKA	Pittsburg	369
4.	WSB	Atlanta	360
5.	WBAP	Dallas-FW	305
6.	WMAL	Washingtn	303
7.	WTIC	Hartford	266
8.	WTMJ	Milwaukee	253
9.	KOMO	Seattle	230
10.	WIBC	Indy	216
11.	WHAM	Rochester	204
12.	KEX	Prtlnd,OR	175
13.	WHAS	Louisvill	171
14.	WRVA	Richmond	148
15.	WTVN	ColumbusO	141
16.	KFMB	SanDiego	140
17.	KSL	Salt Lake	136
18.	KSSK	Honolulu	135
19.	WBEN	Buffalo	131
20.	WBT	Charlotte	127
21.	WSYR	Syracuse	122
22.	KFAB	Omaha	117
23.	WDBO	Orlando	112
24.	WGY	Albany	101

COUNTRY

1.	WYNY-F	New York	732
2.	KSCS-F	Dallas-FW	643
3.	KILT-F	Houston	476
4.	WUSN-F	Chicago	468
5.	KPLX-F	Dallas-FW	420
6.	KZLA-F	Los Angel	398
7.	KEEY-F	Minn-St.P	379
8.	WQYK-F	TampaSt.P	369
9.	WXTU-F	Philadelp	363
10.	KNIX-F	Phoenix	357
11.	KIKK-F	Houston	353
12.	WWWW-F	Detroit	341
13.	WMZQ-F	Washingtn	339
14.	WKHX-F	Atlanta	320
15.	WYAY-F	Atlanta	307
16.	WAMZ-F	Louisvill	270
17.	WIVK-F	Knoxville	267
18.	WDAF	Knsas Cty	266
19.	KSON-AF	SanDiego	263
20.	KFRG-F	Riverside	244
21.	WIL -F	St. Louis	243
22.	KMPS-AF	Seattle	242
23.	WPOC-F	Baltimore	240
24.	KSAN-F	San Fran	239
25.	WGKX-F	Memphis	237
26.	KXXY-AF	Oklahoma	236
27.	KRAK-F	Sacramnto	229
28.	KMLE-F	Phoenix	223
	KFKF-F	Knsas Cty	223
30.	WTQR-F	GrnsbroWS	217
	WDSY-F	Pittsburg	217
	KYGO-F	Denver	217
33.	WKIS-F	Miami-Ft.	211
34.	WSOC-F	Charlotte	206
35.	WGAR-F	Cleveland	196
36.	WMIL-F	Milwaukee	191
37.	KTEX-F	Mc-Brown	190
38.	WWKA-F	Orlando	189
39.	KIIM-F	Tucson	188
	WFMS-F	Indy	188
41.	WZZK-AF	Brmngham	187
42.	KCYY-F	San Anton	186
43.	KRPM-F	Seattle	184
44.	WUBE-F	Cincinnat	180

BLACK/URBAN

1.	WRKS-F	New York	1387
2.	WBLS-F	New York	1176
3.	WGCI-F	Chicago	835
4.	KKBT-F	Los Angel	619
5.	WVEE-F	Atlanta	541
6.	WVAZ-F	Chicago	520
7.	WUSL-F	Philadelp	508
8.	WJLB-F	Detroit	427
9.	WLIB	New York	324
10.	WKYS-F	Washingtn	317
11.	WXYV-F	Baltimore	282
12.	WHQT-F	Miami-Ft.	268
13.	KMJM-F	St. Louis	267
14.	WEDR-F	Miami-Ft.	263
15.	KKDA-F	Dallas-FW	253
16.	WMXD-F	Detroit	246
17.	KSOL-F	San Fran	243
18.	WHMJ-F	Washingtn	231
19.	WDAS-F	Philadelp	230
20.	KJMZ-F	Dallas-FW	229
21.	WOWI-F	Norfolk	220
22.	KMJQ-F	Houston	216
	WZAK-F	Cleveland	216
24.	WPEG-F	Charlotte	206
25.	WHUR-F	Washingtn	197
26.	KJLH-F	Los Angel	189
27.	WQUE-AF	New Orlns	176
28.	WHRK-F	Memphis	173
29.	WAMO-F	Pittsburg	165
30.	WALR-F	Atlanta	164
31.	WYLD-F	New Orlns	158
32.	KPRS-F	Knsas Cty	157
33.	WDIA	Memphis	152
34.	WWIN-F	Baltimore	149
35.	WVON	Chicago	148
36.	KHYS-F	Houston	145
37.	KCCN-F	Honolulu	140
38.	WCDX-F	Richmond	130
39.	KJMS-F	Memphis	128
40.	WIZF-F	Cincinnat	126
41.	WGCI	Chicago	124
42.	WOL	Washingtn	117
43.	WTLC-F	Indy	115
44.	WHAT	Philadelp	113
45.	WBLX-F	Mobile	112
46.	WENN-F	Brmngham	111
	WBLK-F	Buffalo	111
48.	WWDM-F	ColmbiaSC	110

BEAUTIFUL/EASY

1.	WPAT-F	New York	729
2.	KXEZ-F	Los Angel	478
3.	WLIT-F	Chicago	419
4.	WLYF-F	Miami-Ft.	381
5.	WEAZ-F	Philadelp	380
6.	WWRM-F	TampaSt.P	330
7.	WGAY-F	Washingtn	306
8.	KODA-F	Houston	305
9.	KOIT-AF	San Fran	296
10.	WPCH-F	Atlanta	290
11.	WLTE-F	Minn-St.P	287
12.	WASH-F	Washingtn	276
13.	WSSH-F	Boston	268
14.	KLRX-F	Dallas-FW	254
15.	WJOI-F	Detroit	251
16.	KLIT-F	Los Angel	250
17.	KABL-AF	San Fran	249
18.	WLTI-F	Detroit	247
19.	WLIF-F	Baltimore	213
20.	WSHH-F	Pittsburg	204
21.	WPAT	New York	203
22.	KJQY-F	SanDiego	200
23.	KBAY-F	San Fran	195
24.	WDOK-F	Cleveland	188
25.	KOSI-F	Denver	184
26.	WEAT-AF	West Palm	171
27.	WFOG-F	Norfolk	168
28.	KKLT-F	Phoenix	166
29.	KEZK-F	St. Louis	159
30.	WJQY-F	Miami-Ft.	158
	WKSZ-F	Philadelp	158

NEWS/TALK

1.	WINS	New York	1091
2.	WGN	Chicago	1049
3.	WOR	New York	890
4.	WABC	New York	869
5.	WCBS	New York	806
6.	WFAN	New York	792
7.	KGO	San Fran	697
8.	KABC	Los Angel	690
9.	KMOX	St. Louis	614
10.	KYW	Philadelp	568
11.	WBBM	Chicago	544
12.	KCBS	San Fran	457
13.	KNX	Los Angel	456
14.	WBZ	Boston	445
15.	KFI	Los Angel	431
16.	KFWB	Los Angel	410

*Based on 12+ Metro Cume Rating, Mon-Sun, 6A-Mid.

17.	WWJ	Detroit	409
18.	WLUP	Chicago	394
19.	WRKO	Boston	380
20.	WWDB-F	Philadelp	351
21.	KIRO	Seattle	326
22.	WMAQ	Chicago	307
23.	WIOD	Miami-Ft.	305
24.	WIP	Philadelp	302
	WLS	Chicago	302
26.	KTAR	Phoenix	293
27.	KTRH	Houston	285
28.	WXYT	Detroit	276
29.	KNBR	San Fran	275
30.	WBAL	Baltimore	264
31.	WTOP	Washingtn	255
	KOA	Denver	255
33.	KFBK	Sacramnto	251
34.	WHDH	Boston	231
35.	KRLD	Dallas-FW	229
36.	WWL	New Orlns	196
37.	WLW	Cincinnat	189
38.	WTAE	Pittsburg	184
39.	KXL	Prtlnd,OR	163
40.	KSDO	SanDiego	159
	WWWE	Cleveland	159
42.	KPRC	Houston	146
43.	WHJJ	Providenc	144
	WFLA	TampaSt.P	144
45.	KLIF	Dallas-FW	134
46.	WGST	Atlanta	133
47.	WINZ	Miami-Ft.	132
48.	KFYI	Phoenix	131
49.	WCBM	Baltimore	125
50.	WPRO	Providenc	123
51.	WWRC	Washingtn	117
52.	KFI	Riverside	116
53.	WISN	Milwaukee	111
54.	KSTP	Minn-St.P	106
55.	KMBZ	Knsas Cty	105
56.	KMJ	Fresno	104
57.	WHIO	Dayton	103
58.	WLS -F	Chicago	102
59.	WGR	Buffalo	100

NOSTALGIA

1.	WNEW	New York	514
2.	KMPC	Los Angel	455
3.	WJJD	Chicago	401
4.	KFRC	San Fran	356
5.	WPEN	Philadelp	323
6.	WPLM-AF	Boston	201
7.	CKLW	Detroit	189
8.	WGUL-AF	TampaSt.P	181
9.	KQUE-F	Houston	179
10.	WOKY	Milwaukee	170
11.	WRMR	Cleveland	168
12.	WHLI	New York	161
13.	WHLI	Nassau	149
14.	WJAS	Pittsburg	140
15.	KIXI	Seattle	136
16.	WHRZ	Miami-Ft.	124
	KPOP	SanDiego	124
18.	WXKS	Boston	109
19.	KAAM	Dallas-FW	99
20.	WGSM	New York	93
	KOY	Phoenix	93
22.	WGSM	Nassau	91
23.	KKSN	Prtlnd,OR	88
	WRTH	St. Louis	88
25.	WITH	Baltimore	85
	WEW	St. Louis	85
27.	WMLX	Cincinnat	83
28.	WTUX	Indy	77

RELIGION/GOSPEL

1.	WWRL	New York	213
2.	WFME-F	New York	197
3.	KLTY-F	Dallas-FW	188
4.	WAOK	Atlanta	123
5.	KHVN	Dallas-FW	118
6.	WYCA-F	Chicago	106
7.	WMCA	New York	92
8.	WWDJ	New York	83
9.	WDAS	Philadelp	81
10.	KCMS-F	Seattle	79
11.	WYCB	Washingtn	76
12.	WNJR	New York	72
13.	KKLA-F	Los Angel	71
14.	WMUZ-F	Detroit	65
15.	WORD-F	Pittsburg	64
16.	WPCE	Norfolk	62
17.	WBOK	New Orlns	60
18.	WWIN	Baltimore	55
19.	KFAX	San Fran	54
	WLOK	Memphis	54
21.	WKZK	Augusta	53
22.	WROL	Boston	51
23.	WYLD	New Orlns	50
24.	KWWJ	Houston	49
25.	WABQ	Cleveland	47
26.	KHCB-F	Houston	43
27.	WYLL-F	Chicago	41
28.	WBGR	Baltimore	40

SPANISH

1.	KLVE-F	Los Angel	658
2.	WSKQ-F	New York	649
3.	KWKW	Los Angel	623
4.	WADO	New York	496
5.	KTNQ	Los Angel	480
6.	KKHJ	Los Angel	302
7.	WSKQ	New York	301
8.	WAQI	Miami-Ft.	264
9.	WOJO-F	Chicago	247
10.	WQBA	Miami-Ft.	217
11.	WIND	Chicago	214
12.	WKDM	New York	192
13.	KBRG-F	San Fran	171
14.	KALI	Los Angel	168
15.	WEEI	Boston	163
16.	KXTN-F	San Anton	140
17.	WXDJ-F	Miami-Ft.	129
	WTAQ	Chicago	129
19.	KGBT	Mc-Brown	122
	KQQK-F	Houston	122
21.	WCMQ-F	Miami-Ft.	108
22.	KSKQ-F	Los Angel	107
23.	WQBA-F	Miami-Ft.	106
24.	WWFE	Miami-Ft.	104
	KSKQ	Los Angel	104
26.	KEYH	Houston	96
27.	KSSA-AF	Dallas-FW	85
28.	KESS	Dallas-FW	84
29.	KXYZ	Houston	82
30.	KIQI	San Fran	74
31.	XTRA	SanDiego	73
32.	KFJZ	Dallas-FW	71
33.	KCOR	San Anton	70
34.	WRTO-F	Miami-Ft.	68
35.	KLAT	Houston	66
36.	KIWW-F	Mc-Brown	65
37.	KOFY	San Fran	60
	WCMQ	Miami-Ft.	60
39.	KBNA-AF	El Paso	55
	KLOK	San Fran	55
41.	XEMO	SanDiego	52

CLASSICAL

1.	WNCN-F	New York	399
2.	WQXR-AF	New York	381
3.	KKGO-F	Los Angel	217
4.	WFLN-F	Philadelp	214
5.	WNIB-F	Chicago	191
6.	KDFC-AF	San Fran	189
7.	WCRB-F	Boston	149
8.	WTMI-F	Miami-Ft.	147
9.	WFMT-F	Chicago	145
10.	KFSD-F	SanDiego	141
11.	KKHI-AF	San Fran	138
12.	WRR -F	Dallas-FW	125
13.	WQRS-F	Detroit	123
14.	KING-F	Seattle	121
15.	KVOD-F	Denver	77
16.	KFUO-F	St. Louis	76
17.	KONC-F	Phoenix	69
18.	WCLV-F	Cleveland	61
19.	KRTS-F	Houston	53
20.	KXTR-F	Knsas Cty	50

JAZZ/NEW AGE

1.	WQCD-F	New York	519
2.	WNUA-F	Chicago	465
3.	KTWV-F	Los Angel	359
4.	KKSF-F	San Fran	205
5.	WJZZ-F	Detroit	204
6.	KBLX-AF	San Fran	199
7.	WLVE-F	Miami-Ft.	149
8.	KIFM-F	SanDiego	142
9.	WCDJ-F	Boston	137
10.	KACE-F	Los Angel	122
	KOAI-F	Dallas-FW	122
12.	WJZE-F	Washingtn	102
13.	KHIH-F	Denver	96
14.	WNWV-F	Cleveland	87
15.	KJAZ-F	San Fran	83
16.	WHPT-F	TampaSt.P	82
17.	KKNW-F	Seattle	75

American Radio Fall 1991, Copyright 1992

AMERICA'S LEADING STATIONS BY FORMAT*

METRO SHARE

TOP 40/CHR/CONTEMP

1.	WBBQ-AF	Augusta	18.2
2.	WKRZ-F	WilksBare	16.5
3.	WAAL-F	Binghamtn	15.8
4.	WKEE-F	Huntingtn	15.0
5.	WQUT-F	John City	14.9
6.	WNNK-AF	Harrisbrg	14.8
7.	WGLU-F	Johnstown	14.1

AOR/CLASSIC

1.	KGGO-F	DesMoines	18.0
2.	WCMF-F	Rochester	16.2
3.	WOUR-F	Utca-Rome	15.5
4.	WFBQ-F	Indy	15.0
5.	WAPL-F	Appleton	14.9
	WXRX-F	Rockford	14.9
7.	WIOT-F	Toledo	14.4
8.	WBLM-F	Prtlnd,ME	14.1
9.	WRKT-F	Erie	13.9
10.	WXLP-F	Davenport	13.3
11.	WKQQ-F	Lexington	12.9
12.	WWCT-F	Peoria	12.4
13.	WIBA-F	Madison	12.2
14.	WRKR-F	Kalamazoo	11.7
	WDVE-F	Pittsburg	11.7
16.	KFMX-F	Lubbock	11.5
17.	WZZO-F	Allentown	11.1
18.	WKGB-F	Binghamtn	10.9
19.	KEZO-AF	Omaha	10.6
20.	WMMS-F	Cleveland	10.2
21.	WKLQ-F	Gr Rapids	9.9
	WKRR-F	GrnsbroWS	9.9
23.	KQRS-AF	Minn-St.P	9.7
	WJXQ-F	Lansing	9.7
25.	WZRR-F	Brmngham	9.6
	WMGX-F	Prtlnd,ME	9.6
	WYNF-F	Sarasota	9.6
28.	WAQX-F	Syracuse	9.5
29.	WPLR-F	New Haven	9.4
30.	WHEB-F	Portsmoth	9.3
31.	WKDF-F	Nashville	9.2
32.	WXFX-F	Montgomry	9.1
	KNCN-F	CrpusChrs	9.1
34.	WAQY-F	SprgfldMA	9.0

AC/OLDIES/SOFT ROCK

1.	WXKC-F	Erie	14.8
2.	WCRZ-F	Flint	14.1
3.	WTFM-F	John City	13.2
4.	KMGE-F	Eugene	12.4
5.	WAJI-F	Ft. Wayne	12.0
	WPEZ-F	Macon	12.0
7.	KSSK-F	Honolulu	11.8
8.	KISC-F	Spokane	11.7
9.	WMXE-F	Erie	11.5
10.	WHNN-F	Saginaw	11.1
11.	WYYY-F	Syracuse	10.7
12.	WRMF-F	West Palm	10.5
13.	KZST-F	SantaRosa	10.0
14.	WAYV-F	Atlantic	9.9
	WKYE-F	Johnstown	9.9
16.	WKDQ-F	Evansvill	9.8
17.	WSLQ-F	Roanoke	9.7
18.	WEBE-F	Brdgeport	9.6
	WJBR-F	WlmngtnDE	9.6
20.	WMYI-F	Grnvl-Sp	9.5
	WSNY-F	ColumbusO	9.5
22.	WODE-F	Allentown	9.3
	WKMQ-F	Rockford	9.3
24.	KUUL-F	Davenport	9.2
	WOLX-F	Madison	9.2
26.	WLTF-F	Cleveland	9.1
27.	WLEV-F	Allentown	9.0
	WMJJ-F	Brmngham	9.0

MOR/VARIETY

1.	WIKY-F	Evansvill	19.2
2.	WCCO	Minn-St.P	18.5
3.	WHBC	Canton	15.8
4.	WTIC	Hartford	15.2
	WHAM	Rochester	15.2
6.	KFAB	Omaha	14.6
7.	WHAS	Louisvill	14.5
8.	WSYR	Syracuse	13.5
9.	KFOR	Lincoln	13.3
10.	WHO	DesMoines	12.9
11.	WIBC	Indy	12.4
12.	WICC	Brdgeport	12.2
	WRVA	Richmond	12.2
14.	WROK	Rockford	11.5
15.	WJR	Ann Arbor	11.4
16.	KDKA	Pittsburg	11.3
17.	KSSK	Honolulu	11.0
	WTMJ	Milwaukee	11.0
19.	WNBF	Binghamtn	10.6
20.	WMMB	Melbourne	10.5
21.	KKOB	Albuquerq	10.4
22.	WJR	Detroit	9.3
23.	KRMG	Tulsa	9.2
24.	KBOI	Boise	8.5
	WSB	Atlanta	8.5
26.	KSL	Salt Lake	8.4
27.	WELI	New Haven	8.3
	WGY	Albany	8.3
29.	WTAG	Worcester	8.0
	WMBD	Peoria	8.0
	WTVN	ColumbusO	8.0
	WBEN	Buffalo	8.0

COUNTRY

1.	WTCR-AF	Huntingtn	35.7
2.	KLLL-F	Lubbock	30.9
3.	WQBE-F	ChrlstnWV	30.6
4.	WXBQ-F	John City	24.9
5.	KSSN-F	Little Rk	24.7
6.	WUSY-F	Chtnooga	23.9
7.	WAMZ-F	Louisvill	22.9
8.	WDRM-F	Huntsvill	21.7
9.	WPCV-F	Lakeland	21.2
10.	KTEX-F	Mc-Brown	20.9
11.	WVLK-F	Lexington	20.7
12.	WDEN-AF	Macon	20.5
13.	WHWK-F	Binghamtn	20.4
14.	WLWI-F	Montgomry	19.6
15.	WMSI-F	Jackson	19.4
16.	KRMD-AF	Shreveprt	18.4
17.	KXXY-AF	Oklahoma	18.3
18.	WKML-F	Faytville	18.0
19.	WYNK-AF	Btn Rouge	17.7
20.	WCOS-F	ColmbiaSC	16.4
21.	WLLR-AF	Davenport	16.3
	WTQR-F	GrnsbroWS	16.3
23.	WZZK-AF	Brmngham	15.9
24.	KWEN-F	Tulsa	15.8
25.	WSSL-AF	Grnvl-Sp	15.7
	KASE-F	Austin	15.7
	KHEY-F	El Paso	15.7
	WGKX-F	Memphis	15.7
29.	WITL-AF	Lansing	15.6
30.	WYNG-F	Evansvill	15.0
31.	WKSJ-AF	Mobile	14.8
32.	KQFC-F	Boise	14.6
	KJJY-F	DesMoines	14.6
	KOUL-F	CrpusChrs	14.6
	WKXC-F	Augusta	14.6
36.	KKCS-F	ClradoSpg	14.0
37.	KUZZ-F	Bkrsfield	13.9
38.	KRST-AF	Albuquerq	13.7
39.	KUGN-F	Eugene	13.6
40.	WOWW-F	Pensacola	13.5
41.	KZKX-F	Lincoln	13.3
42.	WFRG-AF	Utca-Rome	13.2
43.	WCHY-F	Savannah	13.1
44.	WPOR-AF	Prtlnd,ME	13.0
45.	KFDI-F	Wichita	12.9
46.	WSOC-F	Charlotte	12.7
	WESC-F	Grnvl-Sp	12.7
	WDAF	Knsas Cty	12.7
49.	WOW -F	Omaha	12.6
	WSM -F	Nashville	12.6
	WWKA-F	Orlando	12.6
52.	WGTY-F	York	12.3
53.	WXCL-AF	Peoria	12.1
	KASH-F	Anchorage	12.1
	KZSN-F	Wichita	12.1
56.	WQXK-F	Youngstwn	12.0
	KRYS-F	CrpusChrs	12.0
	WQXK-F	Canton	12.0
59.	WOKQ-F	Portsmoth	11.9
	WQIK-F	Jacksnvle	11.9
61.	WYYD-F	Roanoke	11.8
	WKCQ-F	Saginaw	11.8
63.	KNIX-F	Phoenix	11.7
64.	WSIX-F	Nashville	11.6
	WQYK-F	TampaSt.P	11.6
66.	KFRG-F	Riverside	11.5
	WGNA-AF	Albany	11.5
68.	KRAK-F	Sacramnto	11.4
69.	KSCS-F	Dallas-FW	11.2

BLACK/URBAN

1.	WZFX-F	Faytville	20.6
2.	WZHT-F	Montgomry	19.1
3.	KMJJ-F	Shreveprt	18.8
4.	WEAS-F	Savannah	18.2
5.	WWDM-F	ColmbiaSC	16.5
	WBLX-F	Mobile	16.5
7.	WIKS-F	GreenvlNC	14.3
8.	WFXA-F	Augusta	14.1
9.	WDZZ-F	Flint	13.1
10.	WVEE-F	Atlanta	12.8
11.	WPEG-F	Charlotte	12.7
12.	KQXL-F	Btn Rouge	11.8
13.	WHRK-F	Memphis	11.5
14.	WOWI-F	Norfolk	11.4
	KCCN-F	Honolulu	11.4
16.	WBLX-F	Pensacola	11.3
17.	WCDX-F	Richmond	10.7
18.	WSOK	Savannah	10.3
	WQUE-AF	New Orlns	10.3
	WXOK	Btn Rouge	10.3
21.	WQOK-F	Raleigh	10.2
22.	WDIA	Memphis	10.1
23.	WJTT-F	Chtnooga	10.0
24.	WENN-F	Brmngham	9.5
25.	WYLD-F	New Orlns	9.2
26.	WBSS-F	Atlantic	8.5
	KJMS-F	Memphis	8.5
28.	WXYV-F	Baltimore	8.1
29.	WKXI-F	Jackson	8.0

BEAUTIFUL/EASY

1.	WDUV-F	Sarasota	19.2
2.	WZID-F	Manchestr	14.9
3.	WFMZ-F	Allentown	13.5
4.	WEZN-F	Brdgeport	13.3
5.	WEAT-AF	West Palm	13.2
6.	WEZK-F	Knoxville	13.1
	WSRS-F	Worcester	13.1
8.	WFPG-F	Atlantic	11.7
	WSWT-F	Peoria	11.7
10.	WHLG-F	Ft.Pierce	11.2
11.	WPVR-F	Roanoke	10.7
12.	WARM-F	York	10.6
13.	WARM-F	Lancaster	10.3
	WWRM-F	TampaSt.P	10.3
15.	WRSA-F	Huntsvill	10.2
16.	WOOD-F	Gr Rapids	9.9
17.	WEJZ-F	Jacksnvle	9.8
18.	KRVR-F	Davenport	9.2
	WEZY-F	Lakeland	9.2
20.	WYSN-F	Johnstown	9.0
	WQLR-F	Kalamazoo	9.0

NEWS/TALK

1.	KMOX	St. Louis	17.1
2.	KFBK	Sacramnto	12.5
3.	WSGW	Saginaw	12.2
4.	KMJ	Fresno	12.1
5.	WKBN	Youngstwn	11.5
6.	WWL	New Orlns	11.4
7.	WOC	Davenport	10.8
8.	KOA	Denver	9.7
	WLW	Cincinnat	9.7
10.	KTAR	Phoenix	9.6
11.	KIRO	Seattle	9.2
12.	KGO	SantaRosa	8.6
13.	WGN	Chicago	8.5
14.	KGO	San Fran	8.4
15.	KGO	Salinas	8.3
16.	WVOC	ColmbiaSC	8.0
	WHIO	Dayton	8.0
18.	KOH	Reno	7.9
19.	WIBX	Utca-Rome	7.7
20.	KYW	Philadelp	7.6
	KTOK	Oklahoma	7.6
22.	WJNO	West Palm	7.5
	WBZ	Boston	7.5
	WBAL	Baltimore	7.5
25.	KXLY	Spokane	7.4
26.	WERC	Brmngham	7.3
	KXL	Prtlnd,OR	7.3
	WNIR-F	Akron	7.3
29.	KVOR	ClradoSpg	7.2

*Based on 12+ Metro Share, Broadcast week.

30.	KENI	Anchorage	6.9
31.	WGN	Rockford	6.7
	KERN	Bkrsfield	6.7
33.	WFNC	Faytville	6.5
34.	WRKO	Boston	6.4
	KLBJ	Austin	6.4
36.	WWJ	Detroit	6.3
	KIDO	Boise	6.3
38.	WGR	Buffalo	6.1
39.	WHJJ	Providenc	6.0
40.	WLKK	Erie	5.9
	WTMA	ChrlstnSC	5.9
42.	WIOD	Miami-Ft.	5.7
43.	KNBR	Modesto	5.6
	WTAE	Pittsburg	5.6
45.	KCBS	San Fran	5.5
	KFI	Riverside	5.5
47.	WJBO	Btn Rouge	5.4
48.	KTRH	Houston	5.3
49.	KARN	Little Rk	5.2
	WOND	Atlantic	5.2
51.	KNBR	Stockton	5.1
	WILM	WlmngtnDE	5.1
	WPRO	Providenc	5.1
	KGU	Honolulu	5.1
	WWWE	Cleveland	5.1
56.	KCBS	SantaRosa	5.0
	KNSS	Wichita	5.0
	KNST	Tucson	5.0
	KMBZ	Knsas Cty	5.0

NOSTALGIA

1.	WROD	Dytna Bch	9.0
2.	WEYZ	Erie	7.4
	KRNT	DesMoines	7.4
	WOKY	Milwaukee	7.4
5.	WFEA	Manchestr	7.1
6.	WFDF	Flint	6.9
7.	WMAS	SprgfldMA	6.8
	WNAM	Appleton	6.8
9.	WINR	Binghamtn	6.6
10.	KFRC	SantaRosa	6.5
11.	WMID	Atlantic	5.8
12.	WGUL-AF	TampaSt.P	5.6
	KEEL	Shreveprt	5.6
14.	WRDR-F	Atlantic	5.5
15.	WWOK	Evansvill	5.4
	WRMR	Cleveland	5.4
17.	WNAK	WilksBare	5.2
18.	CKLW	Toledo	5.0
	WKGT-F	Pensacola	5.0

RELIGION/GOSPEL

1.	WKZK	Augusta	9.2
2.	KOKA	Shreveprt	7.7
3.	WDAC-F	Lancaster	6.7
4.	WDDO	Macon	5.9
5.	WOAD	Jackson	5.7
6.	WSTS-F	Faytville	4.2
7.	WFMO	Faytville	4.0
8.	WEMM-F	Huntingtn	3.8
9.	WFLT	Flint	3.6
	WLOK	Memphis	3.6
11.	WBOK	New Orlns	3.5
12.	KLTY-F	Dallas-FW	3.3
13.	WPCE	Norfolk	3.2
	WDJC-F	Brmngham	3.2
	WAGG	Brmngham	3.2
16.	WIDU	Faytville	3.0
	WEMM-F	ChrlstnWV	3.0
	WJYP-F	ChrlstnWV	3.0
19.	WTGH	ColmbiaSC	2.9
	WYLD	New Orlns	2.9
	WADK	Atlanta	2.9
22.	WGTM	GreenvlNC	2.6
23.	WAPZ	Montgomry	2.4
	WSCW	ChrlstnWV	2.4
	WWGL-F	GrnsbroWS	2.4
26.	KITA	Little Rk	2.2
	KCFO	Tulsa	2.2
	KJAK-F	Lubbock	2.2
	KCMS-F	Seattle	2.2
30.	WNDC	Btn Rouge	2.1
	WNDA-F	Huntsvill	2.1
	KHVN	Dallas-FW	2.1
33.	KLRG	Little Rk	2.0
	KAIM-F	Honolulu	2.0
	WORD-F	Pittsburg	2.0

SPANISH

1.	KGBT	Mc-Brown	13.4
2.	KSAB-AF	CrpusChrs	10.8
3.	KXTN-F	San Anton	7.5
4.	KIWW-F	Mc-Brown	7.1
5.	KBNA-AF	El Paso	6.6
6.	KAMA-AF	El Paso	5.7
7.	WAQI	Miami-Ft.	5.0
	KWAC	Bkrsfield	5.0
9.	KTRO	Oxnard-Vn	4.9
10.	KCTY	Salinas	4.7
	KGST	Fresno	4.7
12.	KQXX-F	Mc-Brown	4.4
13.	KSTN-F	Stockton	4.3
14.	WQBA	Miami-Ft.	4.1
15.	KLVE-F	Los Angel	4.0

CLASSICAL

1.	KHFM-F	Albuquerq	5.0
2.	WPKM-F	Prtlnd,ME	4.2
	KLEF-F	Anchorage	4.2
4.	KFSD-F	SanDiego	4.0
5.	KING-F	Seattle	3.4
6.	WFLN-F	Philadelp	2.9
	WSLT-F	Atlantic	2.9
	WQRS-F	Ann Arbor	2.9
	KVOD-F	Denver	2.9
10.	KBOQ-F	Salinas	2.8
	WTMI-F	Miami-Ft.	2.8
	WGMS-F	Washingtn	2.8
13.	WCRB-F	Boston	2.5
	KIWI-F	Bkrsfield	2.5
15.	KXTR-F	Knsas Cty	2.4
16.	KDFC-AF	San Fran	2.3
	KONC-F	Phoenix	2.3
18.	WFLN-F	WlmngtnDE	2.2
	WRR -F	Dallas-FW	2.2
20.	WFMR-F	Milwaukee	2.1
	KFUO-F	St. Louis	2.1
22.	WCLV-F	Cleveland	2.0
23.	WQRS-F	Detroit	1.9
24.	WCRB-F	Worcester	1.8
25.	KKHI-AF	San Fran	1.6
26.	KKGO-F	Riverside	1.5
	WNCN-F	New York	1.5
	WNIB-F	Chicago	1.5

JAZZ/NEW AGE

1.	KNIK-F	Anchorage	4.5
2.	WHPT-F	Sarasota	4.3
3.	KIFM-F	SanDiego	4.1
4.	WNUA-F	Chicago	3.8
5.	KHIH-F	Denver	3.7
6.	KKCD-F	Omaha	3.1
	WJZZ-F	Detroit	3.1
	WLOQ-F	Orlando	3.1
9.	KTWV-F	Oxnard-Vn	3.0
10.	KQPT-F	Sacramnto	2.8
	WLVE-F	Miami-Ft.	2.8
	WNWV-F	Cleveland	2.8
13.	KEZL-F	Fresno	2.7
14.	WHPT-F	TampaSt.P	2.6
15.	KKSF-F	San Fran	2.5
16.	KBLX-AF	San Fran	2.4
17.	WCDJ-F	Boston	2.3
18.	KTWV-F	Los Angel	2.2
	KBZN-F	Salt Lake	2.2
20.	KOAI-F	Dallas-FW	2.1
	KKNW-F	Seattle	2.1
22.	WCLZ-F	Prtlnd,ME	2.0

American Radio Fall 1991, Copyright 1992

MARKETS WITH HIGHEST AND LOWEST PERCENTAGE OF FM LISTENING*

	HIGHEST			LOWEST	
1.	Huntington, WV	91.61%	1.	Santa Rosa	60.27%
2.	Lancaster	89.53%	2.	San Francisco	64.85%
3.	Greenville-Spartanburg	89.49%	3.	Chicago	65.55%
4.	Lansing	88.33%	4.	St. Louis	65.61%
5.	Knoxville	88.29%	5.	Tucson	65.91%
6.	Greenville, NC	87.88%	6.	Honolulu	66.37%
7.	San Jose	87.73%	7.	Rockford	66.67%
8.	Las Vegas	87.66%	8.	Kansas City	66.99%
9.	York	87.50%	9.	Minneapolis-St. Paul	67.05%
10.	Pensacola	87.40%	10.	Milwaukee	67.38%

* FM share of total listening, 12+ Metro, 1/4 Hour AVG, Broadcast Week.

MARKETS WITH HIGHEST AND LOWEST APR'S**

	HIGHEST			LOWEST	
1.	Bridgeport	19.4	1.	Modesto	13.9
2.	Miami-Ft. Lauderdale	19.1	2.	Eugene	14.2
3.	New York	19.0	3.	Huntington, WV	14.3
4.	Portsmouth-Dover-Rochester,nh	18.9	4.	Ann Arbor	14.4
5.	Nassau-Suffolk	18.8	5.	John City-Kingsport	14.7
	Providence	18.8		Lexington	14.7
7.	Chicago	18.6	7.	Sarasota-Bradenton	14.9
8.	Boston	18.4		Louisville	14.9
9.	Allentown-Bethlehem	18.3		Peoria	14.9
	Philadelphia	18.3	10.	Erie	15.0

** The APR shows the average percentage of the 12+ population which is using the radio (Mon-Sun, 6A-MID). The figure is comparable to television's PVT (Persons Viewing Television).

MEAN APR FOR ALL RATED MARKETS

FAL 91 16.53

MARKETS WITH HIGHEST PERCENTAGE OF BELOW-THE-LINE LISTENING***

1.	Ann Arbor	64.3%	11.	Manchester	47.3%
2.	Monmouth-Ocean	60.4%	12.	Lancaster	46.4%
3.	Bridgeport	57.7%	13.	New Haven	46.2%
4.	Akron	57.3%	14.	Melbourne-Titusville-Cocoa	45.8%
5.	Worcester	54.3%	15.	Sarasota-Bradenton	44.8%
6.	Stockton	54.2%	16.	Canton	44.6%
7.	Daytona Beach	54.2%	17.	Lakeland	42.7%
8.	Wilmington, DE	53.7%	18.	Oxnard-Ventura	42.2%
9.	Santa Rosa	49.8%	19.	Portsmouth-Dover-Rochester,nh	40.7%
10.	Riverside-San Bernardino	49.0%	20.	York	37.7%

*** Based on 12+ Metro, 1/4 HR AVG, Broadcast Week. Calculated by dividing total listening to stations listed below the line (stations outside the market's metro) by total listening to all stations.

MARKETS WITH HIGHEST PERCENTAGE OF LISTENING TO NON-LISTED STATIONS****

1.	Ann Arbor	23.4%	10.	Lancaster	19.2%
2.	Melbourne-Titusville-Coca	22.7%	12.	Portland, ME	19.2%
3.	Jackson	21.7%	13.	Austin	19.0%
4.	Kalamazoo	21.3%	14.	New Haven	18.2%
5.	Eugene	20.4%	15.	Las Vegas	18.0%
6.	Lansing	20.2%	16.	Modesto	17.9%
7.	Madison	20.1%	17.	Springfield, MA	17.2%
8.	Raleigh	19.7%	18.	Jakcsonville	17.0%
9.	Lakeland	19.6%	19.	Canton	16.8%

**** Based on 12+ Metro, 1/4 HR AVG, Broadcast Week. Calculated by dividing listening to non-listed stations by total listening to all radio stations. A large part of the non-listed listening is probably to public and non-commercial stations. Other listening to distant stations (clears). Other listening will be to local commercial stations which do not qualify for listing in the rating book. The importance of this table (and the table) above) is that this is listening that is not going to local commercial outlets. This affects CPM's and the effectiveness of local radio.

STATION FORMAT AND FORMAT LISTENERSHIP*

	AM	FM	TOTAL	%
AC/OLDIES/SOFT ROCK	155,200 (98)	3,394,000 (360)	3,549,200 (458)	16.09
AOR/CLASSIC	28,900 (27)	3,201,700 (295)	3,230,600 (322)	14.64
COUNTRY	270,300 (130)	2,454,500 (233)	2,724,800 (363)	12.35
NEWS/TALK	2,494,500 (197)	63,200 (8)	2,557,700 (205)	11.59
TOP 40/CHR/CONTEMP	13,600 (14)	2,513,600 (226)	2,527,200 (240)	11.46
BLACK/URBAN	311,700 (88)	1,564,100 (96)	1,875,800 (184)	8.50
BEAUTIFUL/EASY	87,400 (35)	1,655,000 (168)	1,742,400 (203)	7.90
SPANISH	596,500 (86)	301,000 (33)	897,500 (119)	4.07
MOR/VARIETY	821,400 (93)	10,200 (5)	831,600 (98)	3.77
NOSTALGIA	701,200 (119)	80,700 (11)	781,900 (130)	3.54
RELIGION/GOSPEL	283,200 (143)	175,400 (68)	458,600 (211)	2.08
JAZZ/NEW AGE	3,200 (3)	378,700 (38)	381,900 (41)	1.73
CLASSICAL	12,200 (6)	356,100 (32)	368,300 (38)	1.67
UNKNOWN/OTHERS	73,300 (76)	61,100 (59)	134,400 (135)	0.61
	5,852,600 (1115)	16,209,300 (1632)	22,061,900 (2747)	

* Based on 12+ Metro, 1/4 HR AVG, Broadcast Week. Every station reported in the metro is included. Simulcast facilities count as two stations. Figures in paranthesis are the number of stations programming that format. FIGURES NOT IN 100's.

FORMAT PERCENTAGES - AM AND FM BANDS - FORMAT SHARE TRENDS

	AM	FM	COMBINED	FAL 90	FAL 89	FAL 88	FAL 87	FAL 86	FAL 85	FAL 84	FAL 83
AC/OLDIES/SOFT ROCK	2.65%	20.94%	16.09%	19.18%	18.61%	18.39%	17.10%	18.20%	15.80%	15.10%	13.00%
AOR/CLASSIC	0.49%	19.75%	14.64%	13.14%	12.67%	12.91%	12.50%	12.40%	11.20%	10.10%	-
COUNTRY	4.62%	15.14%	12.35%	11.56%	10.25%	10.29%	10.40%	10.00%	10.60%	10.80%	11.50%
NEWS/TALK	42.62%	0.39%	11.59%	10.72%	11.20%	10.78%	9.90%	9.50%	9.60%	9.80%	10.20%
TOP 40/CHR/CONTEMP	0.23%	15.51%	11.46%	13.95%	14.47%	14.83%	14.00%	14.50%	15.40%	16.50%	-
BLACK/URBAN	5.33%	9.65%	8.50%	8.91%	8.80%	8.64%	10.40%	10.50%	9.80%	9.80%	10.60%
BEAUTIFUL/EASY	1.49%	10.21%	7.90%	5.78%	7.16%	7.77%	8.50%	8.80%	10.00%	10.70%	10.70%
SPANISH	10.19%	1.86%	4.07%	3.58%	3.35%	3.04%	3.00%	2.70%	2.90%	2.60%	3.00%
MOR/VARIETY	14.03%	0.06%	3.77%	3.92%	4.34%	4.55%	5.70%	6.00%	6.70%	7.20%	7.60%
NOSTALGIA	11.98%	0.50%	3.54%	3.37%	3.06%	2.98%	3.00%	3.30%	4.00%	4.00%	4.50%
RELIGION/GOSPEL	4.84%	1.08%	2.08%	1.95%	1.88%	1.77%	1.80%	1.50%	1.80%	1.80%	1.70%
JAZZ/NEW AGE	0.05%	2.34%	1.73%	1.71%	1.74%	1.78%	1.30%	-	-	-	-
CLASSICAL	0.21%	2.20%	1.67%	1.60%	1.57%	1.70%	1.50%	1.60%	1.50%	1.50%	1.50%
UNKNOWN/OTHERS	1.25%	0.38%	0.61%	0.61%	0.90%	0.58%	0.80%	0.90%	0.70%	0.40%	0.40%

CHANGES SINCE FALL 1990

	Changes in Format Share Since 1990	Since 1985	Since 1980	Change in 1/4 HR Totals	Change in # of Stations (91 vs. 90)
AC/OLDIES/SOFT ROCK	- 16.1%	+ 1.8%	NA	-17.6%	-96 (-17.4%)
AOR/CLASSIC	+ 11.4%	+ 30.7%	NA	+ 9.4%	+44 (+15.8%)
COUNTRY	+ 6.8%	+ 16.5%	+ 21.1%	+ 4.9%	+ 2 (+ 0.6%)
NEWS/TALK	+ 8.2%	+ 20.8%	+ 9.4%	+ 6.2%	+21 (+11.4%)
TOP 40/CHR/CONTEMP	- 17.9%	- 25.6%	NA	-19.4%	-12 (- 4.8%)
BLACK/URBAN	- 4.6%	- 13.2%	- 12.3%	- 6.3%	+10 (+ 5.8%)
BEAUTIFUL/EASY	+ 36.6%	- 21.0%	- 48.0%	+34.1%	+70 (+52.6%)
SPANISH	+ 13.6%	+ 40.3%	+ 69.5%	+11.5%	+18 (+17.8%)
MOR/VARIETY	- 3.9%	- 43.7%	NA	- 5.6%	-25 (-20.5%)
NOSTALGIA	+ 5.2%	- 11.4%	+293.8%	+ 3.3%	+ 0 (+ 0.0%)
RELIGION/GOSPEL	+ 6.5%	+ 15.5%	+ 73.2%	+ 4.6%	+ 8 (+ 3.9%)
JAZZ/NEW AGE	+ 1.1%	- 3.8%	NA	- 0.7%	- 7 (-14.6%)
CLASSICAL	+ 4.5%	+ 11.3%	+ 19.2%	+ 2.6%	- 1 (- 2.6%)
UNKNOWN/OTHERS	- 0.3%	- 13.0%	+ 21.8%	- 2.0%	+28 (+26.2%)

American Radio Fall 1991, Copyright 1992

BEST MARKETS FOR VARIOUS FORMATS

TOP 40/CHR/CONTEMP

(National Average: 11.46%)

1.	Wilkes Barre-SC	28.4%
2.	Fort Pierce, FL	27.0%
3.	Harrisburg	22.8%
4.	Stockton	22.7%
5.	Kalamazoo	21.2%
6.	Washington	21.0%
7.	Fort Wayne	20.3%
8.	Augusta	20.0%
9.	New Haven	20.0%
10.	Lancaster	19.8%

AOR/CLASSIC

(National Average: 14.64%)

1.	Reno	30.7%
2.	Portland, ME	30.1%
3.	San Jose	30.0%
4.	Worcester	29.9%
5.	Denver	26.8%
6.	Ann Arbor	25.7%
7.	Des Moines	24.2%
8.	Portsmouth-Dove	23.7%
9.	Minneapolis-St.	23.5%
10.	Portland, OR	23.4%

AC/OLDIES/SOFT ROCK

(National Average: 16.09%)

1.	Orlando	34.3%
2.	Erie	33.7%
3.	Johnstown	30.6%
4.	Wilmington, DE	29.6%
5.	Monmouth-Ocean	29.1%
6.	Daytona Beach	27.3%
7.	Allentown-Bethl	26.4%
8.	Madison	25.1%
9.	Springfield, MA	24.4%
10.	Worcester	24.0%

MOR/VARIETY

(National Average: 3.77%)

1.	Lincoln	25.9%
2.	Evansville	22.1%
3.	Minneapolis-St.	21.8%
4.	Syracuse	20.4%
5.	Canton	19.8%
6.	Ann Arbor	19.0%
7.	Hartford	18.4%
8.	Rochester	17.5%
9.	Omaha	16.5%
10.	Louisville	16.4%

COUNTRY

(National Average: 12.35%)

1.	Huntington, WV	48.4%
2.	Knoxville	43.4%
3.	John City-Kings	43.3%
4.	Lubbock	40.9%
5.	Wichita	37.8%
6.	Charleston, WV	37.5%
7.	Nashville	36.5%
8.	Huntsville	35.5%
9.	Lakeland	35.1%
10.	Greenville-Spar	34.8%

BLACK/URBAN

(National Average: 8.50%)

1.	Memphis	34.1%
2.	Savannah	32.8%
3.	Montgomery	29.2%
4.	Baton Rouge	28.0%
5.	Mobile	27.4%
6.	New Orleans	25.6%
7.	Raleigh	24.8%
8.	Columbia, SC	24.7%
9.	Fayetteville, N	23.7%
10.	Macon	23.7%

BEAUTIFUL/EASY

(National Average: 7.90%)

1.	Sarasota-Braden	27.8%
2.	Fort Pierce, FL	26.5%
3.	Lancaster	23.8%
4.	Manchester	23.5%
5.	York	22.3%
6.	West Palm Beach	21.1%
7.	Huntsville	19.8%
8.	Knoxville	18.0%
9.	Worcester	17.6%
10.	Kalamazoo	17.4%

NEWS/TALK

(National Average: 11.59%)

1.	Chicago	24.9%
2.	Santa Rosa	23.2%
3.	Boston	21.1%
4.	Providence	20.4%
5.	San Francisco	19.7%
6.	St. Louis	19.3%
7.	New York	18.7%
8.	Philadelphia	18.5%
9.	Youngstown	17.8%
10.	Sacramento	17.6%

NOSTALGIA

(National Average: 3.54%)

1.	Nassau-Suffolk	17.4%
2.	Wilkes Barre-SC	13.6%
3.	Atlantic City	13.1%
4.	Daytona Beach	11.7%
5.	Tucson	11.0%
6.	Appleton-Oshkos	10.0%
7.	Springfield, MA	9.6%
8.	Tampa-St. Peter	8.9%
9.	Youngstown	8.7%
10.	Erie	8.6%

RELIGION/GOSPEL

(National Average: 2.08%)

1.	Fayetteville, N	13.4%
2.	Jackson	11.4%
3.	Augusta	10.9%
4.	Charleston, WV	9.6%
5.	Macon	9.4%
6.	Shreveport	8.8%
7.	Birmingham	8.3%
8.	Lancaster	8.2%
9.	Greensboro-WS	8.0%
10.	Memphis	7.9%

SPANISH

(National Average: 4.07%)

1.	Mcallen-Brownsv	40.3%
2.	Miami-Ft. Laude	23.7%
3.	Corpus Christi	18.3%
4.	Los Angeles	17.0%
5.	El Paso	16.5%
6.	San Antonio	16.9%
7.	Salinas-Montere	15.7%
8.	Oxnard-Ventura	13.9%
9.	Fresno	11.6%
10.	Bakersfield	11.0%

CLASSICAL

(National Average: 1.67%)

1.	Albuquerque	5.5%
2.	Portland, ME	5.2%
3.	Anchorage	4.8%
4.	San Diego	4.5%
5.	San Francisco	4.5%
6.	San Jose	3.9%
7.	Seattle-Tacoma	3.8%
8.	Ann Arbor	3.7%
9.	Washington	3.6%
10.	Atlantic City	3.4%

JAZZ/NEW AGE

(National Average: 1.73%)

1.	San Francisco	6.7%
2.	Anchorage	5.2%
3.	Sarasota-Braden	5.2%
4.	San Diego	4.6%
5.	Chicago	4.3%
6.	Denver	4.1%
7.	Detroit	4.0%
8.	Orlando	3.6%
9.	Oxnard-Ventura	3.5%
10.	Omaha	3.5%

SECTION B

INDIVIDUAL MARKET REPORTS

NOTE: Following these definition pages the Individual Market Reports can be found in alphabetical order.

DEFINITIONS, CLARIFICATIONS AND EXPLANATIONS

NOTE: Even long-term subscribers should read these pages very carefully. There have been numerous changes and additions to American Radio. It will greatly increase your understanding of the Individual Market Reports if you are familiar with the systems and methodologies used.

The best way to explain and Individual Market Report is to go through it section by section. We will use an imaginary market and will start with the top of the market report on the far left.

Arbitron Rank/Pop (12+): 49/512,000
MSA Rank/Pop: 44/601,000
ADI #50
Average Person Rating: 18.4
Market TSL: 24.5 hours

The Arbitron rank is the 12+ population of the Arbitron metro survey area. The rank number (49 in this case) is the ranking among the 270 Arbitron Standard radio markets.

The MSA (metropolitan Statistical Area) rank is shown along with the total estimated population. Where the market has been split into two or more MSA's all of the MSA's are listed.

The Arbitron ADI ranking can be found directly below the MSA rank.

The APR is the Average Person Rating. The ARP indicated the percentage of the 12+ population which is using radio from 6 am-midnight, Mon-Sun (the Broadcast Week). The ARP is roughly comparable to television's Persons Viewing Television (PVT) figures.

The market TSL shows the "Time Spent Listening" by the average radio listener in the market. In this case, the average listener spends 24.5 hours listening to radio.

Stations: 27/20
Diaries: 701/730:1/53.5%
Sample Target: 647
% Below Line: 3.3
% Not Listed: 8.6

There were 27 stations listed in the rating book for this market. Of those 27 a total of 20 stations were listed above the line (home to Arbitron metro). Thus a total of seven stations were licensed to cities outside of the metro, but they still qualified for inclusion in the rating book. You should be aware that some stations now appear above the line by virtue of its chosen home city of identification rather than by its FCC authorized city of license.

The information on the "Diaries" is a bit complex, but it is all very important:

1st figure: 701 - the number of usable (in-tab) diaries returned from the market's metro

2nd figure: 730 - in the metro there was one diary returned for every 730 people 12+

3rd figure: 53.5% - total returned (in-tab) diaries expressed as a percentage of the total individuals who were sent a diary.

The sample target shows a number of in-tab diaries designated for the metro. This is basically Arbitron's goal for returned diaries. Remember that this number represents total diaries and does not necessarily refer to any individual demo. It is not a percentage of total people contacted. It is a percentage of total people sent diaries.

The % below line figure indicated the percentage of total radio listening earned by below the line stations.

This figure would reflect listening to distant stations, non-commercial and public stations, and local stations which did not have enough audience to qualify for listing in the book.

This figure along with the "% Not Listed" figures indicate how much listening in the market is not available to the local commercial stations. This could have an affect on CPM's and also the effectiveness and salability of local radio.

Est. 1991 Revenue: $14,500,000
HH Income: $25,700
Retail $: 3.5 Bil
Pop Per Station: 25,600
#1 Biller: WAAA $2,000,000

The revenue estimates are based upon calculations made in the 1992 edition of Duncan's Radio Market Guide. The figures are gross and they do not include trades.

HH Income means Consumer Spendable Income per household. This market's estimate is $25,700.

Total retail sales in the market are estimated at 3.5 billion dollars.

The data comes from Sales & Marketing Management and they are dated 1 October, 1991.

American Radio Fall 1991, Copyright 1992

The population per Station shows the number of people (12+) per metro area radio station. The figure is calculated by dividing 12+ metro population by the number of "above-the-line" stations.

The #1 Biller shows the station I believe is the leading biller in the market and its estimated 1991 gross revenue. This data is extracted from the 1992 edition of Duncan's Radio Market Guide.

12+METRO	1/4/SHARE	WIN 91	FAL 90	SUM 90	SPR 90	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 90	SPG 90	BIRCH SHARE	BURCH AQH	BIRCH CUME
1. WAAA-F (AC)	513/10.0	8.1	9.3	8.1	7.5	8.9	527/6596	6262/20.4	19.6	1689	7.8	457	4209

All of the figures in this scction are based upon the Broadcast Week (Mon-Sun, 6 am-midnight). The audience figures are in hundreds. The ratings and shares are always percentages.

Next to the station's calls is a format code. The legend for this code is as follows:

CHR - Contemporary Hit Radio, Top 40, Contemporary
AC - Adult Contemporary
O - Oldies (1955 to current)
B - Black (audience predominatly black -- over 75%)
U - Urban (majority of audience is non-white although a large segment is white)
EZ - Easy Listening, Beautiful Music
AOR - Album Oriented Rock, also includes Classic Rock
CL - Classical
C - Country
T - Talk
N - News
SP - Hispanic/Spanish
BB - Big Band/Nostalgia
MOR/FS - Middle of the Road (MOR), Full Service, Variety
J/NAC - Jazz, New Adult Contemp
R - Religion, Christian, Christian Music
G - Gospel
E - Ethnic
?? - Other, Unknown
SAC - Soft Adult Contemporary
CL AOR - Classic Rock, Classic AOR

Then reading from left to right: WAAA has 51,300 listeners per quarter hour in the metro. This earns the station 10.0% share of audience during the latest rating period. Historical shares follow along with a four-book average for those markets with quarterly measurement.

Next is the TSA 1/4 Hour Average and Weekly cume. Then the Metro Cume and Cume Rating is shown. WAAA's cume rating is 20.4%. This means that 20.4% of this market's population (12+) listens to WAAA for five minutes or more during a given week. Historical cume ratings follow.

Next is the Latest Birch audience data for each station.

12+ METRO SHARE (METRO): 76.96% (3732 of 4849) (Spr. 90: 76.10%)

These figures show how well FM radio is doing in the market--at least as far as listening levels are concerned. To calculate these figures I simply added up the Mon-Sun, 6 am-midnight, quarter hour numbers of all listed stations and divided it into the total numbers for the FM stations. There is, of course, listening to stations which do not qualify for a listing in the Arbitron report for the market. However, by definition this amount is small and it should not significantly affect the percentages.

DEMOGRAPHIC AND DAYPART RANKINGS

Directly below the FM Share figures are 21 demo and daypart rankings. The number of stations listed depends upon the size of the market. I am not allowed to print actual ratings figures per my agreement with Arbitron. All of these rankings are based on 1/4 HR. AVG. The criteria for the rankings is as follows:

TEENS: Ages 12-17, Mon-Sun, 6A-MID, Metro
18-34: Adults 18-34, Mon-Sun, 6A-MID, Metro
18-49: Adults 18-49, Mon-Sun, 6A-MID, Metro
25-49: Adults 25-49, Mon-Sun, 6A-MID, Metro
25-54: Adults 25-54, Mon-Sun, 6A-MID, Metro
35+ : Adults 35+, Mon-Sun, 6A-MID, Metro
12+ AMD: Total persons, 12+, Mon-Fri, Metro, 6A-MID
12+ MID: Total persons, 12+, Mon-Fri, Metro, 10A-3P
12+ PMD: Total persons, 12+, Mon-Fri, Metro, 3P-7P
12+ EVE: Total persons, 12+, Mon-Fri, Metro, 7P-MID
OVERNIGHT: Total persons, 12+, Mon-Sun, 12MID-6A

WOM 18-24: Women 18-24, Mon-Sun, 6A-MID, Metro
WOM 18-34: Women 18-34, Mon-Sun, 6A-MID, Metro
WOM 18-49: Women 18-49, Mon-Sun, 6A-MID, Metro
WOM 25-34: Women 25-34, Mon-Sun, 6A-MID, Metro
WOM 25-54: Women 25-54, Mon-Sun, 6A-MID, Metro

MEN 18-24: Men 18-24, Mon-Sun, 6A-MID, Metro
MEN 18-34: Men 18-34, Mon-Sun, 6A-MID, Metro
MEN 18-49: Men 18-49, Mon-Sun, 6A-MID, Metro
MEN 25-34: Men 25-34, Mon-Sun, 6A-MID, Metro
MEN 25-54: Men 25-54, Mon-Sun, 6A-MID, Metro

NOTE: If a station's call letters are followed by a > symbol it means there is a very large difference between that station and the station following it in the ranking. The >> means that there is a huge difference between the marked station and the next ranked station. The difference is around 10 share points or the marked station has twice as much audience. Conversely, the < symbol means that the two ranked stations are very close in share.

FORMATS	AM	FM	TOTAL	%	SPR 90 %
Country	153 (3)	176 (2)	329 (5)	13.9	14.1

This table is based on the broadcast week, 1/4 Hour Average, 12+ Metro. The table includes every format in the market and every station which shows up in the market's metro. In this market there are 15,300 people listening to 3 different AM stations programming country music. The FM figures are added to the AM to show a total for the market. 13.9% of radio listening in this market is devoted to stations programming country music.

The "Other Rated Stations" section includes all stations not listed on the 12+ METRO 1/4/SHARE column at the top of the individual market report. The city of license, 12+ metro share and 12+ cume rating is listed as well as the station's frequency.

CAPSULE STATION DESCRIPTIONS

WAAA-F, 92.5, 50 KW @ 500, CHR ABC, $ 73.00 (Torbet) XYZ Group Thomas Duncan

I have greatly expanded the number of stations in each market which qualify for a capsule description. Now, nearly every station in the metro is included.

Our sample station, WAAA-F, has a frequency of 92.5. Its power is 50 KW and its Height Above Average Terrain (HAAT) is 500 feet. It is unfortunate but true that some stations attempt to deceive advertisers about their power and HAAT. I think I have found the true facilities' data for these stations. However, a few may have slipped by me. If you see any incorrect figures, please let me know.

For AM stations, night power is listed if it differs from day power. Directionality is indicated as follows:

DA, DAYS	- Directional daytimer
DA-1	- Directional day and night - 1 pattern
DA-2	- Directional day and night - 2 patterns
DA-N	- Directional at night only
DA-D	- Directional during the day only

WAAA-F programs a CHR format.

Next is the station's network affiliation if it has one:

ABC	ABC	BRN	Business Radio Network
APR	Associated Press Radio	NBC	NBC
CBS	CBS	NBC-T	NBC Talk
MBS	Mutual	Source	NBC Source
NBN	National Black	UNISUP	Unistar (Super)
SBN	Sheridan	UNIULT	Unistar (Ultimate)
UPI	United Press International	UNIPWR	Unistar (Power)
SUN	Sun Radio Network	SMN	Satellite Music Network
		CNN	Cable News Network

Spot rates are now calculated in just one way: my estimate of each station's average unit rate. The unit rate estimate is what I project is the average rate for all spots run on the station. This estimate is usually derived by taking the station's gross billings and working backwards with a formula based on spots per hour, the percentage of inventory sold and other factors.

Following the spot rate, the station's national representative can be found in the parenthesis. Next is the group ownership if there is any. Finally, in the Spring edition only, the name of the station's general manager.

On the two-page market reports, four additional listings an be found directly below the capsule descriptions. They are:

CALL LETTER CHANGES: The old calls and new calls for stations which have changed calls since the last issue of American Radio. The date of the change is listed if it is available.

FORMAT CHANGES: This table should probably be called "major format changes." It is nearly impossible to track down every subtle change in format for every station. I hope to list the major changes at major stations since the previous edition of American Radio.

STATION SALES: This section lists the proposed sales in each market. These sales do not necessarily close. If I know the brokers involved, they are also listed. In some cases, I had to estimate the sale price.

MISCELLANEOUS COMMENTS: These are various comments and observations which come to my mind as I process the data for each market.

NOTE: On other market reports which do not have two pages of data, this same information can be found under the heading of "Miscellaneous Comments."

American Radio Fall 1991, Copyright 1992

AKRON

Arbitron Rank/Pop (12+): 67/548,600
MSA Rank/Pop: 79/654,000
Cleveland ADI
Average Person Ratings: 17.0
Market TSL: 22.50 hours

Stations: 29/7
Diaries: 1052/521:1/58.9%
Sample Target: 1030
% Below Line: 57.3
% Not Listed: 13.2

1991 Revenue: $12,600,000
HH Inc.: $30,618
Retail $: 4.4 Bil
Pop per Station: 78,371
#1 Biller: WKDD-F $3,300,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WNIR-F	(T)	68/ 7.3	6.9	7.5	7.4	6.8	7.3	85/1021	782/14.3	13.5	12.1	5.5	53	715	WNIR-F
2. WDOK-F	(SAC)	64/ 6.9	4.6	6.9	6.9	5.5	6.3	91/1154	732/13.3	13.2	13.3	4.8	46	472	WDOK-F
3. WGAR-F	(C)	59/ 6.3	7.6	6.0	4.5	5.3	6.1	99/1310	721/13.1	12.5	12.3	7.4	71	694	WGAR-F
4. WONE-F	(AOR)	55/ 5.9	5.1	5.2	6.3	7.7	5.6	82/1406	800/14.6	15.6	17.2	7.2	69	1006	WONE-F
5. WPHR-F	(CHR)	52/ 5.6	6.1	6.4	4.1	5.1	5.6	68/1098	846/15.4	17.4	14.9	5.5	53	801	WPHR-F
6. WAKR	(N/T)	43/ 4.6	3.8	4.8	7.4	5.2	5.2	49/963	803/14.6	13.9	16.4	4.6	44	726	WAKR
7. WMJI-F	(O)	42/ 4.5	5.1	5.5	4.6	5.3	4.9	80/1378	742/13.5	13.6	14.7	3.7	36	494	WMJI-F
WKDD-F	(CHR)	42/ 4.5	6.1	8.0	4.0	6.7	5.7	82/1679	874/15.9	20.6	18.7	6.7	64	917	WKDD-F
9. WMMS-F	(AOR)	41/ 4.4	4.1	4.2	5.7	4.5	4.6	67/1475	954/17.4	12.9	14.7	6.3	61	708	WMMS-F
10. WRMR	(BB)	39/ 4.2	3.0	3.0	3.6	3.8	3.4	51/502	363/ 6.6	7.3	5.5	3.0	29	231	WRMR
11. WSLR	(C)	35/ 3.8	1.9	1.4	1.9	2.2	2.3	39/492	356/ 6.5	4.5	7.2	1.9	18	233	WSLR
12. WLTF-F	(AC)	30/ 3.2	3.8	4.4	4.1	3.1	3.9	45/847	526/ 9.6	11.7	10.4	1.0	10	290	WLTF-F
13. WZAK-F	(B)	28/ 3.0	4.5	3.2	4.8	3.5	3.9	42/539	381/ 6.9	7.3	6.8	6.1	59	451	WZAK-F
WNCX-F	(CL AOR)	28/ 3.0	4.2	3.0	3.8	3.8	3.5	44/759	476/ 8.7	10.3	10.5	5.3	51	607	WNCX-F
15. WQAL-F	(AC)	26/ 2.8	2.3	2.5	1.7	2.1	2.3	47/849	496/ 9.0	8.5	6.9	1.7	16	319	WQAL-F
16. WQMX-F	(AC)	25/ 2.7	3.0	3.2	4.4	2.6	3.3	54/945	556/10.1	7.5	7.7	2.2	21	284	WQMX-F
17.															

12+ FM SHARE (METRO): 79.51% (644 of 810) (FAL 90: 82.23%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPHR-F>>	1 WONE-F>	1 WONE-F	1 WDOK-F	1 WDOK-F<	1 WNIR-F	1 WAKR	1 WDOK-F	1 WPHR-F	1 WNIR-F	1 WAKR
2	2 WKDD-F	2 WDOK-F	2 WMJI-F	2 WGAR-F	2 WDOK-F	2 WGAR-F<	2 WNIR-F	2 WONE-F<	2 WPHR-F	2 WSLR
3	3 WMMS-F	3 WMMS-F<	3 WGAR-F<	3 WMJI-F	3 WGAR-F	3 WDOK-F<	3 WGAR-F	3 WDOK-F	3 WONE-F>	3 WNIR-F
4	4 WPHR-F	4 WMJI-F	4 WONE-F<	4 WNIR-F	WAKR	4 WNIR-F<	4 WONE-F	WNIR-F	4 WZAK-F	4
5	5 WDOK-F	5 WGAR-F	5 WMMS-F	5 WMMS-F	5 WRMR	5 WMJI-F	5 WRMR	5 WGAR-F	WGAR-F	5
6	6	6	WNIR-F	WONE-F	6	6	6	6 WRMR	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WPHR-F	1 WPHR-F	1 WLTF-F	1 WDOK-F>	1 WDOK-F
2 WKDD-F	2 WKDD-F	WDOK-F	2 WGAR-F	2 WGAR-F>
3 WQAL-F	3 WLTF-F	3 WQMX-F	3 WKDD-F	3 WMJI-F
WONE-F>	WONE-F	WKDD-F	4 WQAL-F	WLTF-F
5 WLTF-F	5 WDOK-F	5 WZAK-F	WLTF-F	WNIR-F
6	6	WPHR-F	WQMX-F	6
		WMMS-F		
		WGAR-F		
		WONE-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WONE-F>>	1 WONE-F>	1 WONE-F>	1 WONE-F>	1 WMMS-F
2 WMMS-F	2 WMMS-F>	2 WMMS-F	2 WMMS-F	WMJI-F
WKDD-F>	3 WNCX-F	3 WNCX-F	3 WMJI-F	3 WONE-F
4 WZAK-F	WKDD-F>	4 WMJI-F	4 WNCX-F	4 WNIR-F
WPHR-F	5 WMJI-F	WDOK-F	WNIR-F	5 WGAR-F
WLTF-F	WNIR-F	WNIR-F	6	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		101 (3)	101 (3)	12.5	13.6
AOR/CLASSIC		140 (5)	140 (5)	17.3	20.8
AC/OLDIES/SOFT ROCK		123 (4)	123 (4)	15.2	21.4
MOR/VARIETY	3 (1)		3 (1)	0.4	6.0
COUNTRY	35 (1)	79 (2)	114 (3)	14.1	12.1
BLACK/URBAN		28 (1)	28 (1)	3.5	4.0
BEAUTIFUL/EASY		75 (2)	75 (2)	9.3	1.6
NEWS/TALK	66 (3)	68 (1)	134 (4)	16.5	11.4
NOSTALGIA	39 (1)		39 (1)	4.8	4.4
RELIGION/GOSPEL	7 (1)	4 (1)	11 (2)	1.4	1.8
SPANISH	16 (1)		16 (1)	2.0	
CLASSICAL		13 (1)	13 (1)	1.6	0.9
JAZZ/NEW AGE		13 (1)	13 (1)	1.6	1.8
UNKNOWN/OTHERS					
	166 (8)	644 (21)	810 (29)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WHLO	640	Akron/Cleveland	0.8/2.0/ 11/ 234
WCLV-F	95.5	Cleveland	1.4/3.6/ 13/ 263
WHBC-F	94.1	Canton/Akron	1.2/5.2/ 57/1102
WHK	1420	Cleveland	0.6/2.3/ 11/ 222
WJMO-F	92.3	Cleveland Hghts	0.8/4.8/ 9/ 354
WKNR	1220	Cleveland	1.7/5.0/ 20/ 389
WNCD-F	106.1	Niles	0.9/1.1/ 9/ 85
WNWV-F	107.3	Elyria/Clevlnd	1.4/4.9/ 18/ 381
WQXK-F	105.1	Salem/Youngstwn	2.1/5.2/ 82/ 908
WRQK-F	106.9	Canton/Akron	0.9/4.6/ 44/ 812
WSOM	600	Salem	0.3/0.9/ 6/ 91
WTOF-F	98.1	Canton/Akron	0.4/1.1/ 8/ 201
WWWE	1100	Cleveland	1.8/7.3/ 40/ 778

RADIO STATIONS

WAKR ,	1590,	5 KW (DA-N) ,	Full Service	MBS, $50.00	(Mc-Guild)
WHLO ,	640,	5 KW/500 W (DA-2),	Religion	ABC, $14.00	(---)
WSLR ,	1350,	5 KW (DA-1) ,	Country	ABC, $22.00	(Katz)
WKDD-F,	96.5,	50 KW @ 441 ,	CHR	, $73.00	(Katz)
WNIR-F,	100.1,	3 KW @ 328 ,	Talk	CBS, $40.00	(K & P)
WONE-F,	97.5,	12 KW @ 890 ,	AOR	ABC, $52.00	(Mc-Guild)
WQMX-F,	94.0,	16 KW @ 878 ,	AC	, $35.00	(Banner)

Ragan Henry	
Mortenson	
Barnstable	
Barnstable	
	(KENT)
Ragan Henry	
	(MEDINA)

Other ranked stations -- see Canton or Cleveland

American Radio Fall 1991, Copyright 1992

ALBANY-SCHENECTEDY-TROY

Arbitron Rank/Pop (12+): 54/743,500

MSA Rank/Pop: 61/861,000
ADI # 51
Average Person Ratings: 16.4
Market TSL: 21.25 hours

Stations: 28/26
Diaries: 1313/566:1/56.1%
Sample Target: 1170
% Below Line: 0.8
% Not Listed: 14.1

1991 Revenue: $19,000,000
HH Inc.: $34,434
Retail $: 7.2 Bil
Pop per Station: 28,596
#1 Biller: WGY $3,000,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WGNA-AF	(C)	140/11.5	11.3	9.5	8.7	9.9	10.3	247/2841	1557/20.9	22.5	16.4	11.8	133	1461	WGNA-AF
2. WFLY-F	(CHR)	116/ 9.5	9.6	10.1	8.6	10.2	9.5	158/2119	1639/22.0	25.8	22.5	12.9	147	2304	WFLY-F
3. WGY	(FS)	101/ 8.3	8.7	8.3	8.9	7.4	8.6	132/2247	1616/21.7	20.4	16.8	7.0	80	1138	WGY
4. WPYX-F	(AOR)	97/ 8.0	6.4	4.9	6.7	9.4	6.5	129/2129	1508/20.3	18.8	22.3	7.0	80	1662	WPYX-F
5. WROW-F	(SAC)	93/ 7.6	7.8	7.0	9.1	10.9	7.9	113/1598	1187/16.0	15.3	17.0	5.7	65	787	WROW-F
6. WKLI-F	(AC)	91/ 7.5	7.1	8.0	7.6	7.5	7.6	101/1331	1238/16.7	17.6	17.9	6.1	69	1035	WKLI-F
7. WQBK-F	(AOR)	79/ 6.5	6.1	6.9	5.9	3.3	6.3	89/1504	1292/17.4	18.2	10.1	8.3	95	1576	WQBK-F
8. WGY -F	(O)	69/ 5.7	5.6	6.2	5.5	5.9	5.8	94/1909	1269/17.1	18.2	17.2	3.9	44	1092	WGY -F
9. WQBK	(N/T)	41/ 3.4	3.3	3.0	3.9	3.6	3.4	42/519	507/ 6.8	7.7	8.0	1.9	22	450	WQBK
10. WABY	(BB)	34/ 2.8	1.9	2.5	2.9	1.8	2.5	38/452	413/ 5.6	4.7	4.5	2.3	26	322	WABY
11. WVKZ-F	(AOR)	26/ 2.1	3.6	2.6	2.5	3.0	2.7	28/868	762/10.2	9.0	8.5	3.3	38	896	WVKZ-F
12. WROW	(SAC)	21/ 1.7	1.8	2.8	1.3	1.4	1.9	27/548	429/ 5.8	6.7	4.5	1.2	14	285	WROW
13. WEQX-F	(AOR)	19/ 1.6	1.4	2.0	1.1	0.5	1.5	52/723	391/ 5.3	4.7	2.9	1.4	16	394	WEQX-F
14. WTRY	(O)	18/ 1.5	1.8	2.1	2.5	3.3	2.0	18/520	490/ 6.6	6.7	8.4	1.8	21	416	WTRY
WPTR	(N/T)	18/ 1.5	2.2	1.9	2.9	1.3	2.1	19/557	482/ 6.5	7.6	4.6	1.2	14	373	WPTR

12+ FM SHARE (METRO): 75.14% (786 of 1046) (FAL 90: 72.03%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLY-F>>	1 WPYX-F>	1 WPYX-F	1 WGNA-AF	1 WGNA-AF	1 WGNA-AF	1 WGNA-AF<	1 WGNA-AF	1 WGNA-AF	1 WFLY-F>	1 WGY >>
2	2 WQBK-F	2 WGNA-AF	2 WKLI-F	2 WKLI-F	2 WGY	2 WGY	2 WKLI-F	2 WPYX-F	2 WGNA-AF	2 WGNA-F>
3	WFLY-F	3 WKLI-F<	3 WPYX-F	3 WGY -F	3 WROW-F>	3 WFLY-F	3 WPYX-F	3 WFLY-F	3 WGY	3 WROW-F>
4	4 WGNA-AF	4 WQBK-F	WGY -F	4 WPYX-F	4 WKLI-F	4 WROW-F	WGY	4 WROW-F	4 WPYX-F	4 WCSS
5	5 WKLI-F	5 WFLY-F	5 WQBK-F>	5 WQBK-F	5 WGY -F	5 WKLI-F	5 WFLY-F<	5 WKLI-F<	5 WQBK-F	5
6	6	6 WGY -F	6 WROW-F<	6 WROW-F	6	6 WQBK-F<	6 WQBK-F	6 WQBK-F	6	6
7	7	7	7 WFLY-F	7	7	7 WPYX-F	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFLY-F>>	1 WFLY-F	1 WGNA-AF	1 WGNA-AF	1 WGNA-AF<	1 WPYX-F>>	1 WPYX-F>>	1 WPYX-F>	1 WPYX-F>	1 WGNA-AF
2 WQBK-F	2 WGNA-AF<	WKLI-F	WKLI-F	2 WKLI-F>	2 WFLY-F>	2 WQBK-F>	2 WQBK-F	2 WQBK-F	WPYX-F
3 WGNA-AF	3 WQBK-F	3 WPYX-F	3 WFLY-F>	3 WGY -F	3 WQBK-F>	3 WFLY-F	3 WGNA-AF>	3 WGNA-AF	3 WQBK-F
WPYX-F	WPYX-F	4 WGY -F	4 WQBK-F	4 WROW-F	4 WEQX-F	4 WGNA-AF>	4 WGY -F	4 WGY -F	4 WGY -F
5 WVKZ-F>	5 WKLI-F>	5 WQBK-F	WPYX-F	5 WFLY-F	5	5 WEQX-F	5 WKLI-F	5 WFLY-F<	5 WKLI-F
6 WKLI-F	6 WGY -F	6 WFLY-F	6 WGY -F	6 WGY	6	6 WKLI-F	6	6 WKLI-F	6 WROW-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		124 (2)	124 (2)	11.9	15.1
AOR/CLASSIC		239 (6)	239 (6)	22.8	22.5
AC/OLDIES/SOFT ROCK	18 (1)	167 (3)	185 (4)	17.7	16.4
MOR/VARIETY	101 (1)		101 (1)	9.7	9.8
COUNTRY	6 (1)	134 (1)	140 (2)	13.4	12.0
BLACK/URBAN					
BEAUTIFUL/EASY	32 (3)	93 (1)	125 (4)	12.0	12.4
NEWS/TALK	59 (2)		59 (2)	5.6	6.4
NOSTALGIA	34 (1)		34 (1)	3.3	3.0
RELIGION/GOSPEL		5 (1)	5 (1)	0.5	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		6 (1)	6 (1)	0.6	
UNKNOWN/OTHERS	10 (2)	18 (2)	28 (4)	2.7	2.4
	260 (11)	786 (17)	1046 (28)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCKL	560	Catskill	0.5/1.3/ 6/ 99
WCSS	1490	Amsterdam	0.4/1.4/ 5/ 111
WHRL-F	103.1	Albany	0.5/2.4/ 8/ 216
WKAJ	900	Saratoga Sprngs	0.4/0.9/ 5/ 70
WKOL-F	97.7	Amsterdam	0.6/3.1/ 14/ 328
WMYY-F	97.3	Schoharie	0.4/1.2/ 9/ 203
WQKZ-F	98.5	Catskill	0.7/1.1/ 10/ 153
WSHQ-F	103.5	Cobiskl	1.1/2.2/ 25/ 362
WTRY-F	98.3	Rotterdam/Albny	0.6/3.0/ 8/ 235
WZRQ-F	102.3	Saratoga Sprngs	0.9/2.4/ 13/ 211
WJIV-F	101.9	Cherry Valley	0.4/1.0/ 11/ 169
WMVI	1160	Mechanicville	0.4/1.3/ 6/ 124

RADIO STATIONS

WABY ,	1400,	1 KW	, Nostalgia	UNISUP UNIULT,	$16.00	(Durpetti)	Bendat
WCKL ,	560,	1 KW (DAYS)	, MOR	APR,	$10.00	(Savalli)	(CATSKILL)
WGY ,	810	50 KW	, MOR/Full Service	CBS,	$78.00	(Eastman)	Empire
WPTR ,	1540,	50 KW (DA-1)	, News/Talk	ABC MBS,	$21.00	(Torbet)	
WQBK ,	1300,	5 KW (DA-2)	, Talk	NBC ABC,	$25.00	(Banner)	
WROW ,	590,	5 KW/1 KW (DA2),	See WROW-FM				
WTRY ,	980,	5 KW (DA-N)	, Oldies	MBS UNIULT,	$35.00	(Mc-Guild)	Merv Griffin
WGNA-F,	107.7,	13 KW @ 980	, Country	UNIULT,	$54.00	(Katz)	Barnstable
WGY -F,	99.5,	15 KW @ 927	, Oldies	ABC,	$38.00	(Eastman)	Empire
WHRL-F,	103.1,	1.5 KW @ 500	, NAC/EZ	MBS,	$16.00	(---)	
WKLI-F,	100.9,	3 KW @ 300	, AC	,	$61.00	(Durpetti)	Bendat
WPYX-F,	106.5,	16 KW @ 902	, AOR	ABC,	$87.00	(Mc-Guild)	Merv Griffin
WQBK-F,	103.9,	3 KW @ 300	, Classic AOR	CBS UNIPWR,	$33.00	(Banner)	
WROW-F,	95.5,	12 KW @ 1023	, EZ	ABC,	$43.00	(Christal)	Radio Terrace
WVKZ-F,	96.7,	3 KW @ 236	, CHR/AOR	SMN SOURCE,	$22.00	(Banner)	
WFLY-F,	92.3,	17 KW @ 850	, CHR	ABC,	$50.00	(Torbet)	

American Radio Fall 1991, Copyright 1992

ALBUQUERQUE

Arbitron Rank/Pop (12+): 79/463,100
MSA Rank/Pop: 103/507,000
ADI # 52
Average Person Ratings: 16.9
Market TSL: 22.25 hours

Stations: 27/23
Diaries: 981/472:1/53.5%
Sample Target: 930
% Below Line: 3.8
% Not Listed: 10.1

1991 Revenue: $15,300,000
HH Inc.: $27,783
Retail $: 4.1 Bil
Pop per Station: 20,134
#1 Biller: KRST-AF $3,200,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KRST-AF (C)	107/13.7	15.1	13.0	18.3	16.7	15.0	152/1883	1253/27.1	25.9	28.6	14.1	124	1128	KRST-AF
2. KKOB (FS)	81/10.4	8.1	9.4	9.3	8.9	9.3	115/1789	1149/24.8	22.0	23.1	10.1	89	911	KKOB
3. KKOB-F (AC)	56/ 7.2	7.0	7.0	10.1	10.5	7.8	83/1284	932/20.1	20.4	23.8	8.6	75	820	KKOB-F
4. KZRR-AF (AOR)	56/ 7.1	6.1	5.1	6.5	6.3	6.2	76/1058	665/14.4	15.4	14.3	5.9	50	652	KZRR-AF
5. KLSK-F (CL AOR)	51/ 6.5	6.0	6.7	5.7	3.7	6.2	82/1379	817/17.6	19.1	12.6	6.0	53	768	KLSK-F
6. KKSS-F (CHR)	43/ 5.5	8.4	7.4	7.0	7.7	7.1	70/1081	700/15.1	19.8	19.0	9.2	81	1018	KKSS-F
7. KKJY-F (EZ)	42/ 5.4	4.1	4.0	4.4	3.9	4.5	51/670	510/11.0	10.7	10.2	3.0	26	436	KKJY-F
8. KZKL-AF (O)	40/ 5.1	5.8	5.5	4.7	7.9	5.3	41/691	654/14.1	13.4	19.9	4.1	36	484	KZKL-AF
9. KHFM-F (CL)	39/ 5.0	3.1	3.9	4.0	2.7	4.0	67/713	466/10.1	8.6	7.6	3.2	28	411	KHFM-F
10. KOLT-F (C)	38/ 4.9	5.2	2.5	3.1	2.3	3.9	74/1117	709/15.3	10.9	8.1	7.1	62	661	KOLT-F
11. KMGA-F (SAC)	35/ 4.5	3.3	3.1	3.9	4.1	3.7	40/539	434/ 9.4	8.7	11.4	1.6	14	339	KMGA-F
12. KAMX-F (AC)	25/ 3.2	1.7	2.3	2.5	2.2	2.4	34/619	462/ 9.7	7.8	8.9	2.9	25	299	KAMX-F
13. KRBL-F (AOR)	21/ 2.7	2.7	4.3	2.5	2.4	3.1	32/572	310/ 6.7	10.6	8.0	3.8	33	487	KRBL-F
14. KXKS (SP)	16/ 2.0	1.3	2.3	0.8	1.6	1.9	16/152	152/ 3.3	3.4	2.9	0.3	3	76	KXKS
15. KIDI-F (SP)	14/ 1.8	1.8	2.7	1.0	1.3	1.8	14/280	238/ 5.1	5.6	2.8	2.1	18	243	KIDI-F
16. KQEO (O)	12/ 1.5	0.7	1.0	----	0.5	0.8	12/240	213/ 4.6	3.2	3.6	0.7	6	145	KQEO
17.														
18.														
19.														
20.														

12+ FM SHARE (METRO): 82.22% (578 of 703) (FAL 90: 0.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKSS-F>>	1 KRST-AF	1 KRST-AF>	1 KRST-AF>	1 KRST-AF>	1 KKOB	1 KKOB	1 KRST-AF>	1 KRST-AF>	1 KRST-AF	1 KKOB
2 KRBL-F>	2 KZRR-AF	2 KZRR-AF	2 KKOB-F	2 KKOB-F	2 KRST-AF>	2 KRST-AF>	2 KKOB	2 KZRR-AF	2 KKSS-F>	2 KZRR-F>
3 KRST-AF	3 KLSK-F	3 KKOB-F	3 KLSK-F	3 KLSK-F	3 KKJY-F>	3 KZRR-AF	3 KKOB-F	KKOB	3 KZRR-AF	3 KRST-F
KAMX-F	4 KKOB-F	4 KLSK-F	4 KZRR-AF<	4 KZRR-AF	4 KHFM-F<	KKOB-F>	4 KZRR-AF	4 KLSK-F<	4 KKOB	KOLT-F
5	5 KOLT-F	5 KZKL-AF<	5 KZKL-AF	KZKL-AF	5 KMGA-F	5 KKJY-F<	5 KKJY-F	5 KKOB-F	5 KLSK-F	KKOB-F
6	6 KKSS-F	6 KOLT-F	6 KOLT-F	6 KKOB	6 KKOB-F	6 KKSS-F	6 KLSK-F	6 KKSS-F	6 KKOB-F	6
7	7	7	7 KMGA-F	7	7	7	7	7 KZKL-AF	7	7
8	8	8	KKOB	8	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KKSS-F	1 KRST-AF	1 KRST-AF	1 KRST-AF	1 KRST-AF>
2 KRST-AF	2 KKOB-F>	2 KKOB-F>	2 KKOB-F>	2 KKOB-F>
3 KKOB-F>	3 KKSS-F	3 KHFM-F	3 KMGA-F	3 KMGA-F>
4 KRBL-F	4 KOLT-F	4 KOLT-F	4 KOLT-F	4 KZKL-AF
KOLT-F	5 KLSK-F	5 KLSK-F	5 KKSS-F	KOLT-F
KAMX-F	6	6 KMGA-F	6 KZKL-AF	6 KHFM-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KZRR-AF>>	1 KZRR-AF	1 KLSK-F	1 KZRR-AF	1 KRST-AF
2 KLSK-F>	2 KLSK-F>	2 KZRR-AF	2 KRST-AF	2 KZRR-AF<
3 KOLT-F	3 KRST-AF>	3 KRST-AF>	KLSK-F>	3 KLSK-F
KKSS-F	4 KOLT-F	4 KKOB-F	4 KZKL-AF	4 KZKL-AF
5 KRBL-F	5	5 KZKL-AF	5 KOLT-F	5 KKOB
6 KRST-AF	6	6 KOLT-F	6 KKOB-F	6 KKOB-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		48 (2)	48 (2)	6.8	
AOR/CLASSIC	1 (1)	130 (4)	131 (5)	18.6	
AC/OLDIES/SOFT ROCK	13 (2)	123 (4)	136 (6)	19.3	
NOR/VARIETY	81 (1)		81 (1)	11.5	
COUNTRY	2 (1)	143 (2)	145 (3)	20.6	
BLACK/URBAN					
BEAUTIFUL/EASY		77 (2)	77 (2)	11.0	
NEWS/TALK	3 (1)	1 (1)	4 (2)	0.6	
NOSTALGIA					
RELIGION/GOSPEL					
SPANISH	25 (3)	14 (1)	39 (4)	5.5	
CLASSICAL		39 (1)	39 (1)	5.5	
JAZZ/NEW AGE		3 (1)	3 (1)	0.4	
UNKNOWN/OTHERS					
	125 (9)	578 (18)	703 (27)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KABQ	1350	Albuquerque	0.6/2.7/ 5/ 124
KALY	1240	Los Ranchos DeA	0.5/1.4/ 4/ 74
KIVA-F	105.1	Santa Fe/Alb	0.6/4.7/ 10/ 311
KBAC-F	98.1	Las Vegas/SntFe	0.4/2.8/ 8/ 221
KBOM-F	106.7	Santa Fe/Albq	0.4/2.7/ 23/ 308
KIOT-F	102.3	Espanola	0.4/1.6/ 21/ 168

American Radio Fall 1991, Copyright 1992

ALBUQUERQUE

AM STATIONS

KABQ, 1350, 5 KW/500 W (DA-2)	HISPANIC		$ 12.00 (Caballero)		
KDEF, 1150, 5 KW/500 W (DA-2)	NOSTALGIA		$ 15.00 (Roslin)		
KKOB, 770, 50 KW (DA-2)	MOR/FULL SER.		$ 62.00 (McGuild)	Fairmont	
KQEO, 920, 1 KW/500 W (DA-N)	OLDIES	NBC, CNN,	$ 16.00 (Banner)	Spacecom	
KRZY, 1450, 1 KW (DA-1)	SEE KRST-F				
KXKS, 1190, 10 KW (DAYS)	HISPANIC	UPI, APR,	$ 15.00 (Caballero)		

FM STATIONS

KAMX, 107.9, 23 KW @ 4131, AC		ABC,	$ 25.00 (HNWH)	Coastal	
KHFM, 96.3, 20 KW @ 4130, CLASSICAL			$ 25.00 (CMBS)		
KIDI, 103.3, 21 KW @ 4186, HISPANIC			$ 13.00 (Katz)		
KIVA, 105.1, 100 KW @ 1936, CHR			$ 22.00 (Banner)		(SANTA FE)
KKJY, 100.3, 23 KW @ 4107, EZ			$ 20.00 (Torbet)		
KKOB, 93.3, 22 KW @ 4150, AC			$ 76.00 (McGuild)	Fairmont	
KKSS, 97.3, 100 KW @ 1875, CHR			$ 23.00 (Durpetti)	Sun Group	(SANTA FE)
KLSK, 104.1, 100 KW @ 1875, CL AOR			$ 28.00 (Banner)		(SANTA FE)
KMGA, 99.5, 23 KW @ 4130, SOFT AC		UNISUP, UNIPWR,	$ 23.00 (Banner)	Spacecom	
KUCU, 107.1, 25 KW @ 705, TALK			$ 21.00 (Roslin)		(ARMIJO)
KOLT, 105.9, 100 KW @ 1936, COUNTRY		MBS,	$ 20.00 (Christal)		(SANTA FE)
KRBL, 98.5, 23 KW @ 4130, AOR			$ 17.00 (Torbet)		(LOS ALAMOS)
KRST, 92.3, 22 KW @ 4160, COUNTRY			$ 65.00 (Katz)	Commonwealth	
KZKL, 101.7, 3 KW @ 92, OLDIES			$ 35.00 (Christal)		(RIO RANCHO)
KZRR, 94.1, 23 KW @ 4130, AOR		SOURCE,	$ 52.00 (Eastman)	Anchor	

Miscellaneous: KZKL AF sold for $540,000... KIDI-F sold for $1,000,000... KZRQ,KIVA-F (Santa Fe) sold by Daytona for $300,000 (MVP)

ALLENTOWN-BETHLEHEM

Arbitron Rank/Pop (12+): 64/586,500
MSA Rank/Pop: 74/687,000
Philadelphia ADI
Average Person Ratings: 18.3
Market TSL: 24.25 hours

Stations: 39/13
Diaries: 1107/530:1/56.8%
Sample Target: 1050
% Below Line: 22.8
% Not Listed: 9.0

1991 Revenue: $16,500,000
HH Inc.: $33,734
Retail $: 5.4 Bil
Pop per Station: 45,115
#1 Biller: WLEV-F $4,000,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WFMZ-F	(EZ)	145/13.5	12.1	14.0	15.3	17.4	13.7	175/1651	1296/22.1	22.3	26.4	9.4	85	946	WFMZ-F
2. WZZO-F	(AOR)	119/11.1	12.8	9.9	9.1	10.9	10.7	141/1808	1462/24.9	23.9	22.4	16.9	152	1690	WZZO-F
3. WAEB-F	(CHR)	109/10.1	7.5	6.9	6.9	6.7	7.9	123/1804	1545/26.3	21.8	21.4	12.1	109	1557	WAEB-F
4. WODE-F	(O)	100/ 9.3	6.4	6.6	5.9	6.4	7.1	117/1711	1374/23.4	19.6	20.7	10.3	93	1184	WODE-F
5. WLEV-F	(AC)	97/ 9.0	10.2	10.8	13.6	13.9	10.9	106/1469	1316/22.4	24.6	27.1	10.4	94	1132	WLEV-F
6. WXKW	(C)	53/ 4.9	4.4	3.3	3.2	3.6	4.0	54/551	527/ 9.0	7.8	8.7	2.4	22	313	WXKW
7. WAEB	(N/T)	50/ 4.6	4.9	5.3	7.2	4.3	5.5	50/879	872/14.9	11.8	13.8	5.5	50	591	WAEB
8. WYSP-F	(CL AOR)	28/ 2.6	3.1	3.0	2.7	3.2	2.8	39/715	508/ 8.7	10.4	8.2	3.1	28	521	WYSP-F
WXTU-F	(C)	28/ 2.6	2.6	3.3	1.5	1.8	2.5	37/545	367/ 6.3	7.1	6.2	1.4	13	266	WXTU-F
10. WEST	(BB)	25/ 2.3	2.9	3.0	4.1	3.4	3.1	34/292	262/ 4.5	3.8	7.2	2.4	22	385	WEST
11. WABC	(T)	17/ 1.6	1.1	0.6	1.1	1.0	1.1	30/318	154/ 2.6	2.2	2.3				WABC
12. WEAZ-F	(SAC)	15/ 1.4	1.1	1.2	0.7	1.0	1.1	19/276	182/ 3.1	4.2	3.9	1.2	11	138	WEAZ-F
13. WKAP	(O)	14/ 1.3	2.0	2.4	2.3	0.9	2.0	14/260	254/ 4.3	7.9	3.6	1.2	11	199	WKAP
14.															

12+ FM SHARE (METRO): 78.14% (765 of 979) (FAL 90: 71.02%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAEB-F>>	1 WZZO-F>>	1 WZZO-F>	1 WLEV-F	1 WLEV-F	1 WFMZ-F>>	1 WFMZ-F>	1 WFMZ-F	1 WZZO-F<	1 WAEB-F	1 WODE-F<
2	2 WAEB-F	2 WODE-F	2 WODE-F<	2 WODE-F	2 WODE-F	2 WAEB-F<	2 WZZO-F	2 WFMZ-F	2 WZZO-F	2 WFMZ-F
3	3 WLEV-F<	WLEV-F	3 WZZO-F>	3 WZZO-F>	3 WLEV-F>	3 WLEV-F	3 WLEV-F	3 WAEB-F	3 WODE-F	3 WZZO-F
4	4 WODE-F	4 WAEB-F	4 WAEB-F	4 WAEB-F	4 WXKW <	4 WZZO-F	4 WODE-F>	4 WLEV-F	4 WFMZ-F	4 WOR
5	5	5	5	5 WFMZ-F	5 WAEB	5 WODE-F	5 WAEB-F	5 WODE-F	5	WAEB-F
6	6	6	6	6	6	6 WAEB	6	6	6	6 WLEV-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAEB-F>>	1 WAEB-F	1 WLEV-F	1 WLEV-F<	1 WLEV-F	1 WZZO-F	1 WZZO-F	1 WODE-F	1 WZZO-F>>	1 WZZO-F>
2 WODE-F>	2 WLEV-F	2 WODE-F	2 WAEB-F	2 WODE-F>	2 WXKW	2	WLEV-F	2 WODE-F	2 WODE-F
3 WLEV-F	3 WZZO-F	3 WAEB-F>>	3 WODE-F>	3 WAEB-F>	WAEB-F>	3	3 WYSP-F	3 WLEV-F	3 WLEV-F>
WFMZ-F	4 WODE-F	4 WYSP-F	4 WZZO-F>	4 WZZO-F	4 WYSP-F	4	4 WZZO-F<	4 WAEB-F	4 WFMZ-F
5	5	5	5 WFMZ-F	WFMZ-F	5	5	5 WXTU-F	5	5 WXTU-F
6	6	6	6	6	6	6	WAEB-F	6	WAEB-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		126 (5)	126 (5)	12.9	15.5
AOR/CLASSIC		196 (4)	196 (4)	20.0	18.1
AC/OLDIES/SOFT ROCK	33 (4)	225 (8)	258 (12)	26.4	24.4
MOR/VARIETY					2.0
COUNTRY	53 (1)	28 (1)	81 (2)	8.3	11.0
BLACK/URBAN		5 (1)	5 (1)	0.5	
BEAUTIFUL/EASY		163 (3)	163 (3)	16.6	14.8
NEWS/TALK	100 (6)	7 (1)	107 (7)	10.9	4.7
NOSTALGIA	25 (1)		25 (1)	2.6	6.8
RELIGION/GOSPEL	3 (1)		3 (1)	0.3	
SPANISH					
CLASSICAL		7 (1)	7 (1)	0.7	0.4
JAZZ/NEW AGE					
UNKNOWN/OTHERS		8 (2)	8 (2)	0.8	2.3
	214 (13)	765 (26)	979 (39)		

OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME TSA
WHOL	1600	Allentown	0.3/1.8/ 3/ 108
WODE	1230	Easton	0.6/2.0/ 6/ 125
WRNJ	1000	Hackettstown	0.7/2.2/ 8/ 128
WYNS	1160	Lehighton/Alntn	0.5/2.4/ 5/ 151
KYW	1060	Philadelphia	1.2/7.5/ 16/ 502
WCBS-F	101.1	New York	0.3/0.8/ 4/ 75
WEGX-F	106.1	Philadelphia	0.4/4.3/ 8/ 344
WFAN	660	New York	0.3/2.4/ 9/ 267
WFLN-F	95.7	Philadelphia	0.7/2.7/ 9/ 185
WIOQ-F	102.1	Philadelphia	0.6/3.4/ 6/ 257
WIP	610	Philadelphia	0.4/1.7/ 5/ 117
WKRZ-F	98.5	WilkesBarre/Scr	0.3/1.6/ 17/ 258
WMGK-F	102.9	Philadelphia	0.5/2.3/ 8/ 193
WMGS-F	92.9	Wilkes-Barr/Scr	0.3/1.3/ 6/ 125
WMMR-F	93.3	Philadelphia	0.7/4.6/ 10/ 451
WNNJ-F	103.7	Newton	0.4/0.8/ 4/ 71
WOGL-F	98.1	Philadelphia	0.7/2.3/ 11/ 212
WOR	710	New York	1.2/3.2/ 26/ 353
WPLJ-F	95.5	New York	0.4/1.3/ 23/ 295
WRFY-F	102.5	Reading	0.3/3.2/ 13/ 386
WSBG-F	93.5	Stroudsburg	0.4/1.6/ 20/ 379
WUSL-F	98.9	Philadelphia	0.5/1.6/ 5/ 120
WWDB-F	96.5	Philadelphia	0.7/2.2/ 15/ 215
WXRK-F	92.3	New York	0.5/1.3/ 12/ 206
WYCL-F	107.5	Boyertown	0.3/1.1/ 7/ 130
WYXR-F	104.5	Philadelphia	0.7/3.0/ 10/ 245

RADIO STATIONS

WAEB, 790, 1 KW (DA-2)	, NEWS/TALK	MBS, CBS	, $ 25.00 (Katz)		CRB
WODE, 1230, 1 KW (DA-2)	, OLDIES	SMN	, $ 13.00 (Christal)		Roth
WEST, 1400, 1 KW	, NOSTALGIA	CBS	, $ 18.00 (McGuild)		Zimmerman
WKAP, 1320, 5 KW/1 KW (DA-2)	, NOSTALIGA/MOR	UNSUP, APR	, $ 14.00 (Durpetti)		Holt
WXKW, 1470, 5 KW (DA-N)	, COUNTRY	ABC	, $ 19.00 (Eastman)		
WAEB-F, 104.1, 50 KW @ 500,	CHR	UNIPWR	, $ 47.00 (Katz)		CRB
WFMZ-F, 100.7, 17 KW @ 869,	EZ/BTFL		, $ 50.00 (Torbet)		
WODE-F, 99.9, 50 KW @ 446,	OLDIES		, $ 40.00 (Christal)		Roth
WLEV-F, 96.1, 50 KW @ 500,	AC		, $ 73.00 (McGuild)		Zimmerman
WZZO-F, 95.1, 30 KW @ 631,	AOR		, $ 59.00 (Durpetti)		Holt

OTHER RANKED STATIONS -- See Philadelphia or New York
Miscellaneous: WHXT to WODE-F and from CHR to Oldies (Sep)... WEEX to WODE (Sep)...

American Radio Fall 1991, Copyright 1992

ANCHORAGE

Arbitron Rank/Pop (12+): 168/178,700

MSA Rank/Pop: 192/222,000
No ADI
Average Person Ratings: 16.2
Market TSL: 21.25 hours

Stations: 16/16
Diaries: 565/316:1/48.7%
Sample Target: 610
% Below Line: 0.0
% Not Listed: 13.8

1991 Revenue: $10,000,000
HH Inc.: $42,140
Retail $: 2.6 Bil
Pop per Station: 11,168
#1 Biller: KBFX-F $1,600,000

12+ METRO		1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KASH-F	(C)	35/12.1	11.0	9.8	7.3	8.8	----	41/443	375/21.0	18.3	18.9	11.6	39	416	KASH-F
2. KQOT-F	(CHR)	24/ 8.3	12.3	9.4	8.9	12.1	----	32/525	408/22.8	29.4	28.1	10.1	34	544	KQOT-F
3. KBFX-F	(CL AOR)	23/ 8.0	12.3	14.1	9.9	8.1	----	31/473	406/22.7	24.4	25.5	14.8	50	490	KBFX-F
4. KWHL-F	(AOR)	21/ 7.3	6.7	6.5	10.2	9.8	----	30/407	314/17.6	17.8	16.3	9.8	33	321	KWHL-F
5. KENI	(N/T)	20/ 6.9	4.0	6.5	3.6	3.6	----	21/308	261/14.6	8.8	11.1	4.5	15	283	KENI
6. KPXR-F	(CHR)	19/ 6.6	9.0	9.8	12.2	13.4	----	23/435	382/21.4	25.4	24.9	10.4	35	509	KPXR-F
7. KFQD	(FS)	17/ 5.9	4.3	2.2	4.0	2.0	----	18/268	236/13.2	11.5	8.3	2.4	8	226	KFQD
8. KYMG-F	(AC)	16/ 5.5	9.0	4.7	5.0	2.6	----	20/308	253/14.2	18.2	12.3	4.7	16	289	KYMG-F
9. KEAG-F	(O)	15/ 5.2	----	3.6	3.3	4.6	----	18/318	231/12.9	0.0	11.1	2.4	8	107	KEAG-F
10. KYAK	(C)	14/ 4.8	3.0	2.5	4.6	4.9	----	21/259	161/ 9.0	6.6	8.3	4.5	15	232	KYAK
11. KNIK-F	(J)	13/ 4.5	3.3	3.3	4.6	2.9	----	14/213	184/10.3	7.6	8.4	2.4	8	169	KNIK-F
12. KLEF-F	(CL)	12/ 4.2	6.3	4.7	6.3	7.2	----	13/254	212/11.9	11.9	11.3	2.7	9	161	KLEF-F
13. KHAR	(EZ)	10/ 3.5	0.7	2.9	2.6	2.6	----	12/169	141/ 7.9	4.6	6.1	2.1	7	110	KHAR
14. KKLV-F	(AC)	6/ 2.1	2.0	1.4	1.7	2.0	----	6/139	120/ 6.7	6.8	5.0	0.6	2	60	KKLV-F
15.															

12+ FM SHARE (METRO): 73.90% (184 of 249) (FAL 90: 76.54%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPXR-F>>	1 KBFX-F	1 KASH-F	1 KASH-F>	1 KASH-F>	1 KASH-F	1 KASH-F	1 KASH-F	1 KASH-F	1 KASH-F	1 KENI
2 KQOT-F>	2 KWHL-F	2 KBFX-F	2 KWHL-F	2 KWHL-F	2 KENI >	2 KENI	2 KBFX-F	2 KQOT-F	2 KPXR-F	KASH-F
3 KASH-F	3 KQOT-F	3 KWHL-F	3 KBFX-F	3 KBFX-F	3 KFQD	3 KFQD	3 KWHL-F	3 KWHL-F	KBFX-F>	3 KLEF-F
4	4 KASH-F	KQOT-F	4 KYMG-F	4 KYMG-F	4 KYAK	4 KQOT-F	KQOT-F	KBFX-F	4 KNIK-F	4
5	5 KPXR-F	5 KYMG-F	KFQD	KFQD	KLEF-F	5 KPXR-F	5 KYMG-F	5 KPXR-F	KQOT-F	5
6	6	6	6	KENI	6	KBFX-F	KENI	6 KYMG-F	KENI	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KPXR-F	1 KPXR-F	1 KPXR-F	1 KASH-F>	1 KASH-F>	1 KQOT-F	1 KBFX-F	1 KWHL-F	1 KBFX-F	1 KWHL-F
KQOT-F	KQOT-F	KQOT-F	2 KQOT-F	2 KQOT-F	2 KBFX-F>	2 KWHL-F>	2 KBFX-F>	2 KWHL-F	KASH-F
KBFX-F>	3 KBFX-F	3 KYMG-F	3 KPXR-F	3 KYMG-F	3 KASH-F>	3 KASH-F	3 KASH-F	KASH-F>	3 KBFX-F
4 KWHL-F	4 KASH-F	KBFX-F	4 KYMG-F	KYAK	4 KWHL-F	4 KQOT-F>	4	4 KQOT-F	4 KENI
KASH-F	5 KYMG-F	KASH-F>	KNIK-F	KNIK-F	KPXR-F	5 KEAG-F	5	KEAG-F	5 KFQD
6	KWHL-F	6 KYAK	KBFX-F	6	KEAG-F	6	6	6	KEAG-F
7	7	KWHL-F	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		43 (2)	43 (2)	17.3	21.8
AOR/CLASSIC		44 (2)	44 (2)	17.7	23.5
AC/OLDIES/SOFT ROCK	2 (1)	37 (3)	39 (4)	15.7	14.0
MOR/VARIETY	17 (1)		17 (1)	6.8	2.5
COUNTRY	14 (1)	35 (1)	49 (2)	19.7	14.0
BLACK/URBAN					
BEAUTIFUL/EASY	10 (1)		10 (1)	4.0	
NEWS/TALK	22 (2)		22 (2)	8.8	7.8
NOSTALGIA					3.3
RELIGION/GOSPEL					4.1
SPANISH					
CLASSICAL		12 (1)	12 (1)	4.8	5.3
JAZZ/NEW AGE		13 (1)	13 (1)	5.2	3.7
UNKNOWN/OTHERS					
	65 (6)	184 (10)	249 (16)		

OTHER RATED STATIONS			METRO CUME SHARE/RTG/AQH/CUME	TSA CUME TSA
KBYR	700	Anchorage	0.7/6.9/ 2/ 134	
KKSD	1080	Anchorage	0.7/8.3/ 6/ 180	

RADIO STATIONS

KBYR	700,	10 KW	Oldies	CBS, $12.00	(Roslin)		
KCFA	1020,	10 KW	Religion	, $10.00	(---)		
KENI	550,	5 KW (DA-1)	News/Talk	ABC NBC, $16.00	(Durpetti)		
KFQD	750,	50 KW	AC	MBS, $23.00	(Mc-Guild)		
KHAR	590,	5 KW (DA-1)	Nostalgia/EZ	, $13.00	(Tacher)		
KKSD	1080,	10 KW (DA-1)	Talk	SHN ABC, $11.00	(MMR)	Comm. Pacific	
KYAK	650,	50 KW (DA-1)	Country	MBS, $18.00	(Christal)	Olympia	
KASH-F	107.5,	100 KW @ -300	Country	ABC E, $25.00	(MMR)	Comm. Pacific	
KBFX-F	100.5,	25 KW @ 179	Classic AOR	, $27.00	(Durpetti)		
KEAG-F	97.3,	100 KW @ 590	Oldies/AC	, $20.00	(---)		
KQOT-F	101.3,	26 KW @ -70	CHR	MBS, $29.00	(Christal)	Olympia	
KKLV-F	104.1,	55 KW @ 61	AC	APR, $15.00	(Tacher)		
KLEF-F	98.1,	25 KW @ -85	Classical	, $21.00	(CMBS)		
KNIK-F	105.3,	51 KW @ 225	Jazz/NAC	CBS, $18.00	(Roslin)		
KPXR-F	102.1,	25 KW @ 165	CHR	, $30.00	(Katz)	Tom Ingstad	
KWHL-F	106.5,	100 KW @ -99	AOR	, $33.00	(Mc-Guild)		
KYMG-F	98.9,	100 KW @ 499	AC	APR, $17.00	(Banner)		

Miscellaneous: KYAK,KQOT-F sold out of Olympia's bankruptcy - $900,000 (e) MVP)...

ANN ARBOR

Arbitron Rank/Pop (12+): 138/242,700
MSA Rank/Pop: 164/270,900
Detroit ADI
Average Person Ratings: 14.4
Market TSL: 18.75 hours

Stations: 27/5
Diaries: 648/374:1/57.0%
Sample Target: 680
% Below Line: 64.3
% Not Listed: 23.4

1991 Revenue: NA
HH Inc.: $38,987
Retail $: 2.4 Bil
Pop per Station: 48,540
#1 Biller: NA

	12+ METRO		1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90		Birch Share	Birch AQH	Birch Cume	
1.	WJR	(FS)	40/11.4	14.2	11.4	13.4	----	----	40/657	657/27.1	27.4	25.6					WJR
2.	WIQB-F	(AOR)	23/ 6.6	8.6	5.3	5.9	----	----	23/447	447/18.4	20.6	16.0					WIQB-F
3.	WWWW-F	(C)	19/ 5.4	5.0	5.6	5.0	----	----	19/348	348/14.3	14.3	14.6					WWWW-F
4.	CIMX-F	(AOR)	15/ 4.3	1.9	----	----	----	----	15/173	173/ 7.1	5.1	0.0					CIMX-F
5.	WJLB-F	(B)	14/ 4.0	3.3	6.1	3.1	----	----	14/205	205/ 8.4	11.0	10.6					WJLB-F
6.	WKQI-F	(AC)	13/ 3.7	1.9	4.4	1.4	----	----	13/304	304/12.5	13.6	12.4					WKQI-F
	WJOI-F	(EZ)	13/ 3.7	0.8	1.5	1.4	----	----	13/171	171/ 7.0	4.5	6.0					WJOI-F
	WHYT-F	(CHR)	13/ 3.7	3.9	5.3	5.9	----	----	13/368	368/15.2	16.6	18.6					WHYT-F
9.	WLLZ-F	(AOR)	11/ 3.1	3.6	1.5	2.8	----	----	11/294	294/12.1	13.1	9.7					WLLZ-F
	WCSX-F	(CL AOR)	11/ 3.1	5.6	3.5	3.9	----	----	11/381	381/15.7	17.8	11.7					WCSX-F
11.	WQRS-F	(CL)	10/ 2.9	2.2	3.2	3.6	----	----	10/200	200/ 8.2	6.3	7.3					WQRS-F
	WNIC-F	(AC)	10/ 2.9	1.7	3.5	2.8	----	----	10/214	214/ 8.8	9.1	11.6					WNIC-F
13.	WRIF-F	(AOR)	9/ 2.6	3.3	5.0	4.5	----	----	9/304	304/12.5	13.8	11.8					WRIF-F
	WAAM	(FS)	9/ 2.6	1.1	2.8	1.7	----	----	9/152	152/ 6.3	5.3	7.7					WAAM
15.																	

12+ FM SHARE (METRO): 74.25% (199 of 268) (FAL 90: 76.89%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHYT-F>>	1 WIQB-F>	1 WIQB-F	1 WJR >	1 WJR >	1 WJR >>	1 WJR >>	1 WJR	1 WJR >	1 WJR	1 WJR >>
2 WWWW-F>	2 CIMX-F	2 WJR >	2 WIQB-F>	2 WIQB-F>	2 WJOI-F	2 WIQB-F	2 WIQB-F>	2 WIQB-F	2 WNIC-F	2 WAAM
3 WOMC-F	3 WJLB-F	3 CIMX-F	3 WWWW-F	3 WWWW-F	3 WWWW-F	3 WKQI-F	3 CIMX-F	3 WWWW-F>	3 WHYT-F	3 WNIC-F
WDFX-F	4 WLLZ-F	4 WJLB-F	WLLZ-F	WLLZ-F	WAAM	4 WWWW-F	4 WWWW-F	4 WJLB-F	4 WWWW-F	4
5	5	5	WJLB-F	WJLB-F	5	5 WAAM	5 WKQI-F	5	WIQB-F	5
6	6	6	6	6	6	6	WJOI-F	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIQB-F	1 WIQB-F>	1 WIQB-F	1 WIQB-F	1 WJR >	1 CIMX-F	1 CIMX-F	1 WLLZ-F	1 WJR	1 WJR >
2 WKQI-F>>	2 WKQI-F	2 WJLB-F>	2 WKQI-F	2 WIQB-F>	2 WIQB-F>	2 WIQB-F	2 CIMX-F	2 CIMX-F	2 WLLZ-F
3 WWWW-F	3 WJLB-F>	3 WWWW-F	3 WJR	3 WWWW-F	3 WRIF-F>	3 WLLZ-F	3 WIQB-F	3 WIQB-F	3 CIMX-F
WNIC-F	4 WWWW-F	WNIC-F	4 WWWW-F	WQRS-F	4 WNIC-F	4 WRIF-F	4 WRIF-F	4 WLLZ-F	4 WCSX-F
WJLB-F	WNIC-F	WKQI-F	WJLB-F	WOMC-F	WJLB-F	5 WCSX-F	WJR	5 WRIF-F	WIQB-F
WDFX-F	6	6		WKQI-F	WHYT-F	6	WCSX-F	WCSX-F	6
WCSX-F	7	7	7	WJLB-F	WCSX-F	7	7	7	7
CIMX-F									

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		21 (2)	21 (2)	7.8	15.5
AOR/CLASSIC		69 (5)	69 (5)	25.7	20.8
AC/OLDIES/SOFT ROCK	3 (1)	39 (5)	42 (6)	15.7	14.4
MOR/VARIETY	51 (3)		51 (3)	19.0	18.9
COUNTRY	4 (1)	19 (1)	23 (2)	8.6	7.2
BLACK/URBAN		20 (2)	20 (2)	7.5	8.0
BEAUTIFUL/EASY		18 (2)	18 (2)	6.7	1.9
NEWS/TALK	9 (2)		9 (2)	3.4	3.0
NOSTALGIA	2 (1)		2 (1)	0.7	1.1
RELIGION/GOSPEL					1.5
SPANISH					
CLASSICAL		10 (1)	10 (1)	3.7	4.2
JAZZ/NEW AGE		3 (1)	3 (1)	1.1	3.4
UNKNOWN/OTHERS					
	69 (8)	199 (19)	268 (27)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAMX-F	107.1	Ann Arbor	1.7/6.1/ 6/ 148
WNRS	1290	Saline/AnnArbor	0.9/1.4/ 3/ 35
WPZA	1050	Ann Arbor	0.6/5.2/ 2/ 125
CKLW	800	Windsor/Detroit	0.6/2.8/ 2/ 69
CKLW-F	93.9	Windsor/Detroit	1.4/4.0/ 5/ 97
WCXI	1130	Detroit	1.1/2.9/ 4/ 70
WDFX-F	99.5	Detroit	2.3/9.6/ 8/ 232
WJZZ-F	105.9	Detroit	0.9/4.4/ 3/ 106
WLTI-F	93.1	Detroit	1.4/9.5/ 5/ 230
WMXD-F	92.3	Detroit	0.9/3.5/ 3/ 85
WOMC-F	104.3	Detroit	2.3/9.4/ 8/ 227
WWJ	950	Detroit	1.7/11.4/ 6/ 277
WXYT	1270	Detroit	0.9/3.0/ 3/ 72

RADIO STATIONS

WAAM ,	1600, 5 KW (DA-2)	, MOR/EZ	MBS NBC, $14.00	(Patt)	
WMCH ,	900, 500 W/250 W	, Religion	, $10.00	(---)	
WAMX-F,	107.1, 3 KW @ 260	, Jazz/AC	, $20.00	(Mich. Spot)	Domino's Pizza
WIQB-F,	102.9, 49 KW @ 500	, AOR	ABC MBS, $51.00	(Christal)	

Other ranked stations -- See Detroit

American Radio Fall 1991, Copyright 1992

APPLETON-OSHKOSH

Arbitron Rank/Pop (12+): 135/260,100
MSA Rank/Pop: 150/316,000
ADI # 67 (w/Green Bay)
Average Person Ratings: 17.0
Market TSL: 22.00 hours

Stations: 21/16
Diaries: 681/382:1/66.3%
Sample Target: 710
% Below Line: 14.7
% Not Listed: 16.5

1991 Revenue: $8,500,000
HH Inc.: $32,913
Retail $: 2.6 Bil
Pop per Station: 16,256
#1 Biller: WAPL-F $2,400,000

12+ METRO		1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WAPL-F	(AOR)	66/14.9	15.5	15.2	15.1	15.6	----	166/1747	785/30.2	28.9	29.3	19.0	81	921	WAPL-F
2. WIXX-F	(CHR)	41/ 9.3	7.4	11.6	11.7	10.9	----	132/1821	688/26.5	24.9	33.6	8.7	37	728	WIXX-F
3. WROE-F	(SAC)	33/ 7.5	6.3	3.6	6.0	5.7	----	42/532	416/16.0	12.7	11.4	6.3	27	334	WROE-F
WHBY	(FS)	33/ 7.5	7.4	7.7	7.6	5.4	----	34/544	483/18.6	15.9	21.0	6.6	28	376	WHBY
5. WNAM	(BB)	30/ 6.8	7.9	4.3	6.0	5.0	----	83/728	384/14.8	14.6	12.3	5.9	25	375	WNAM
6. WUSW-F	(C)	29/ 6.6	4.9	5.0	3.0	3.6	----	29/370	312/12.0	9.5	9.9	3.5	15	228	WUSW-F
WMGV-F	(CHR)	29/ 6.6	6.3	7.3	8.9	9.3	----	48/819	541/20.8	19.2	22.0	8.7	37	569	WMGV-F
8. WOZZ-F	(CL AOR)	15/ 3.4	3.5	2.5	3.2	2.0	----	38/560	285/11.0	10.4	10.0	4.5	19	278	WOZZ-F
WOSH	(N/T)	15/ 3.4	1.9	2.5	2.8	2.7	----	16/272	248/ 9.5	6.3	8.8	4.5	19	266	WOSH
10. WKFX-F	(O)	13/ 2.9	3.7	2.5	3.0	2.7	----	33/530	268/10.3	9.2	9.1	1.6	7	156	WKFX-F
11. WQLH-F	(AC)	11/ 2.5	3.9	2.3	0.4	4.1	----	39/632	170/ 6.5	7.4	6.3	0.9	4	103	WQLH-F
12. WYNE	(C)	8/ 1.8	3.0	7.3	5.2	4.5	----	11/296	221/ 8.5	6.4	11.2	5.2	22	216	WYNE
WQMM	(O)	8/ 1.8	1.2	2.3	1.9	1.6	----	17/304	165/ 6.3	4.5	7.4	1.4	6	105	WQMM
14.															
15.															

12+ FM SHARE (METRO): 67.75% (250 of 369) (FAL 90: 63.23%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIXX-F	1 WAPL-F>>	1 WAPL-F>	1 WAPL-F>	1 WAPL-F>	1 WNAM	1 WAPL-F>	1 WAPL-F>	1 WAPL-F>	1 WAPL-F>	1 WAPL-F>
2 WMGV-F	2 WIXX-F>	2 WIXX-F	2 WROE-F	2 WROE-F	WHBY >	2 WIXX-F	2 WROE-F	2 WIXX-F	2 WIXX-F>	2 WNAM
3 WAPL-F	3 WMGV-F	3 WROE-F	3 WIXX-F	3 WIXX-F	3 WROE-F	WHBY	3 WNAM	3 WROE-F	3 WMGV-F>	3 WROE-F
4	4 WROE-F	4 WMGV-F	4 WUSW-F	WUSW-F	4 WUSW-F	4 WUSW-F	4 WIXX-F	4 WMGV-F	4 WROE-F	WOZZ-F
5	WOZZ-F	5 WUSW-F	5 WKFX-F	5 WHBY	5 WOSH	WNAM	WHBY < 5		WOZZ-F	WOSH
6	6	6	6	6	WAPL-F	6 WMGV-F	6 WUSW-F	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WAPL-F>>	1 WAPL-F>	1 WAPL-F	1 WAPL-F>	1 WROE-F
2 WIXX-F>	2 WIXX-F	2 WIXX-F	2 WIXX-F	WAPL-F
3 WMGV-F	3 WROE-F	WROE-F>	3 WROE-F>	3 WIXX-F
4 WROE-F	4 WMGV-F	4 WUSW-F>	4 WMGV-F	4 WUSW-F>
5	5	5 WQLH-F	5 WUSW-F	5 WMGV-F
6	6	WMGV-F	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>
2 WIXX-F>	2 WOZZ-F	2 WOZZ-F>>	2 WIXX-F	2 WHBY
3 WMGV-F	3 WIXX-F	3 WIXX-F	3 WOZZ-F	3 WUSW-F
4 WOZZ-F	4 WMGV-F>	WUSW-F	4 WUSW-F	4 WIXX-F
5	5 WUSW-F	WMGV-F	WMGV-F	WROE-F
6	6	WHBY	WHBY	WOZZ-F
				WKFX-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		70 (2)	70 (2)	19.0	22.0
AOR/CLASSIC		81 (2)	81 (2)	22.0	20.1
AC/OLDIES/SOFT ROCK	8 (1)	28 (3)	36 (4)	9.8	11.1
MOR/VARIETY	41 (3)		41 (3)	11.1	13.8
COUNTRY	15 (2)	32 (2)	47 (4)	12.7	17.5
BLACK/URBAN					2.6
BEAUTIFUL/EASY		33 (1)	33 (1)	8.9	4.2
NEWS/TALK	18 (2)		18 (2)	4.9	
NOSTALGIA	37 (2)		37 (2)	10.0	7.1
RELIGION/GOSPEL		6 (1)	6 (1)	1.6	1.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	119 (10)	250 (11)	369 (21)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WEMI-F	100.1	Neenah-Menasha	1.4/3.7/ 11/ 240
WFON-F	107.1	Fond Du Lac	0.9/5.1/ 14/ 282
WMBE	1530	Chilton	1.1/1.6/ 5/ 42
WPKR-F	99.5	Waupun	0.7/6.9/ 38/ 472
WRJQ	1570	Appleton	1.6/3.5/ 7/ 140
WQEE	1360	Green Bay	1.6/5.7/ 59/ 684
WGN	720	Chicago	0.7/3.2/ 3/ 187
WNFL	1440	Green Bay	0.7/2.7/ 15/ 409

RADIO STATIONS

WHBY ,	1230,	1 KW ,	MOR/Full Service	CBS, $25.00	(Eastman)	Woodward
WNAM ,	1280,	5 KW/1 KW (DA-1),	Nostalgia	ABC UNISUP, $16.00	(Torbet)	
WOSH ,	1490,	1 KW ,	MOR	CNN NBC, $14.00	(Mc-Guild)	Midwest Family
WQMM ,	1050,	1 KW/500 W (DA-2),	Oldies	UNISUP UNIULT, $10.00	(HRNH)	
WRJQ ,	1570,	1 KW (DAYS) ,	Polka/Ethnic	, $11.00	(---)	
WYNE ,	1150,	5 KW (DA-2) ,	Country	ABC, $19.00	(Chrital)	Fox Valley
WAPL-F,	105.7,	100 KW @ 410 ,	AOR	, $49.00	(Eastman)	Woodward
WKFX-F,	104.9,	1 KW @ 480 ,	Oldies	, $16.00	(Katz)	WinCom
WMGV-F,	103.9,	6 KW @ 355 ,	CHR	SOURCE, $27.00	(Mc-Guild)	Midwest Family
WOZZ-F,	93.5,	50 KW @ 500 ,	C1 AOR	SHN, $14.00	(HRNH)	
WROE-F,	94.3,	3 KW @ 330 ,	EZ/Soft AC	APR, $20.00	(Christal)	Fox Valley
WUSW-F,	98.7,	3 KW @ 293 ,	Country	UNISUP UNIULT, $15.00	(Torbet)	

Other ranked stations -- See Green Bay
Miscellaneous: WYNE from Fox Valley to Woodward for $985,000...

American Radio Fall 1991, Copyright 1992

ATLANTA

Arbitron Rank/Pop (12+): 12/2,456,100
MSA Rank/Pop: 9/2,870,000
ADI # 10
Average Person Ratings: 17.2
Market TSL: 22.50 hours

Stations: 23/22
Diaries: 2046/1200:1/47.6%
Sample Target: 2030
% Below Line: 0.9
% Not Listed: 11.4

1991 Revenue: $103,000,000
HH Inc.: $36,639
Retail $: 24.7 Bil
Pop per Station: 111,640
#1 Biller: WSB $12,000,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90		Birch Share	Birch AQH	Birch Cume	
1. WVEE-F	(B)	541/12.8	12.7	11.4	11.3	11.0	12.1	609/5772	5052/20.6	18.4	16.6		14.8	674	6723	WVEE-F
2. WSB	(FS)	360/ 8.5	7.2	7.0	6.4	6.5	7.3	408/7306	6433/26.2	19.1	19.1		7.2	327	6594	WSB
3. WSB -F	(AC)	342/ 8.1	6.9	9.3	9.5	8.2	8.4	380/5929	5070/20.6	23.9	23.1		6.0	272	4084	WSB -F
4. WKHX-F	(C)	320/ 7.6	4.7	5.1	4.5	4.9	5.5	405/5253	3964/16.1	13.7	11.9		7.1	322	3372	WKHX-F
5. WYAY-FF	(C)	307/ 7.3	5.8	7.6	5.4	6.6	6.5	507/6452	4320/17.6	15.7	13.7		7.2	231	3209	WYAY-FF
6. WPCH-F	(SAC)	290/ 6.9	7.3	7.9	7.5	7.5	7.4	342/5052	4213/17.2	18.0	17.0		5.9	269	3148	WPCH-F
7. WKLS-F	(AOR)	237/ 5.6	6.3	6.4	6.2	7.2	6.1	278/4437	3629/14.8	16.3	15.5		8.3	376	4399	WKLS-F
8. WAPW-F	(CHR)	197/ 4.7	6.5	7.5	7.5	8.2	6.6	276/5302	3961/16.1	21.2	19.4		8.4	383	5148	WAPW-F
9. WZGC-F	(CL AOR)	189/ 4.5	5.3	4.6	4.0	3.8	4.6	214/3911	3387/13.8	14.7	12.9		5.4	246	3613	WZGC-F
10. WFOX-F	(O)	177/ 4.2	6.3	6.7	5.6	5.5	5.7	249/5253	3945/16.1	18.1	16.6		3.9	179	3087	WFOX-F
11. WALR-F	(B/AC)	164/ 3.9	3.2	2.6	3.2	2.3	3.2	210/2868	2490/10.1	7.8	5.6		4.8	216	2683	WALR-F
12. WSTR-F	(AC)	152/ 3.6	4.4	3.4	4.2	5.1	3.9	161/3353	2922/11.9	13.1	14.0		3.7	167	2777	WSTR-F
13. WGST	(N/T)	133/ 3.1	3.4	3.3	3.3	4.3	3.3	147/2512	2292/ 9.3	9.9	9.6		3.7	166	2077	WGST
14. WAOK	(G)	123/ 2.9	2.5	2.7	3.6	3.3	2.9	123/1777	1755/ 7.1	5.3	6.2		2.4	110	1452	WAOK
15. WCNN	(N)	56/ 1.3	1.0	1.1	2.8	1.5	1.5	59/1728	1547/ 6.3	6.0	7.6		0.9	39	1279	WCNN
16. WQXI	(BB)	42/ 1.0	1.6	0.9	0.5	0.6	1.0	42/806	806/ 3.3	2.3	2.0		0.9	42	682	WQXI
17.																
18.																
19.																
20.																

12+ FM SHARE (METRO): 78.83% (2953 of 3746) (FAL 90: 83.08%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WVEE-F>>	1 WVEE-F>	1 WVEE-F>	1 WVEE-F	1 WVEE-F	1 WSB	1 WVEE-F	1 WSB -F	1 WVEE-F>	1 WVEE-F>	1 WVEE-F>>
2 WAPW-F	2 WKLS-F	2 WSB -F	2 WSB -F	2 WSB -F	2 WPCH-F	2 WSB	2 WPCH-F<	2 WSB -F	2 WSB >	2 WSB >>
3	3 WSB -F	3 WYAY-FF<	3 WYAY-FF<	3 WKHX-F	3 WYAY-FF<	3 WKHX-F	3 WVEE-F	3 WYAY-FF	3 WSB -F	3 WPCH-F>>
4	4 WZGC-F	4 WKHX-F<	4 WKHX-F	4 WYAY-FF<	4 WKHX-F	4 WSB -F<	4 WKHX-F	WKHX-F	4 WKLS-F	4 WALR-F
5	5 WKHX-F	5 WKLS-F	5 WZGC-F<	5 WPCH-F	5 WSB -F	5 WYAY-FF>	5 WYAY-FF	5 WPCH-F	5 WAPW-F	5
6	6 WAPW-F	6 WZGC-F	6 WSB	6 WSB	6 WVEE-F	6 WKLS-F	6 WSB	6 WZGC-F<	WALR-F	6
7	7 WYAY-FF	7 WSB <	WPCH-F<	7 WFOX-F<	7 WFOX-F	7 WPCH-F	7 WKLS-F	7 WSB	7 WKHX-F<	7
8	8	8 WPCH-F<	8 WFOX-F	8 WZGC-F	8	8	8	8 WKLS-F	8 WYAY-FF	8
9	9	9 WFOX-F	9	9	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WVEE-F>	1 WVEE-F>	1 WVEE-F>	1 WVEE-F	1 WVEE-F
2 WAPW-F	2 WSB -F>	2 WSB -F>	2 WSB -F>	2 WSB -F>
3 WKLS-F	3 WALR-F	3 WSTR-F	3 WYAY-FF	3 WKHX-F
4 WSB -F	4 WSTR-F<	4 WALR-F	4 WKHX-F<	4 WYAY-FF
5 WYAY-FF	5 WAPW-F	5 WKHX-F>	5 WPCH-F<	WPCH-F
WALR-F	6 WKLS-F	6 WAPW-F	6 WALR-F<	6 WFOX-F<
7	7 WKHX-F	7	7 WSTR-F	7 WSTR-F
8	8	8	8	8

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKLS-F	1 WVEE-F<	1 WZGC-F	1 WVEE-F	1 WVEE-F
2 WVEE-F>>	2 WKLS-F	2 WVEE-F	2 WKLS-F	2 WZGC-F
3 WAPW-F	3 WZGC-F>	3 WKLS-F>	3 WZGC-F	3 WKHX-F
4 WKHX-F>	4 WKHX-F	4 WKHX-F	4 WKHX-F	4 WSB
5 WZGC-F	5 WSB -F	5 WYAY-FF	5 WSB -F<	5 WSB -F<
6	6 WYAY-FF<	WSB -F	6 WSB	6 WYAY-FF
7	7 WAPW-F<	7 WSB	7 WYAY-FF	7 WKLS-F<
8	8 WSB	8	8	8 WPCH-F
				9 WFOX-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		197 (1)	197 (1)	5.3	9.6
AOR/CLASSIC		426 (2)	426 (2)	11.4	11.3
AC/OLDIES/SOFT ROCK		671 (3)	671 (3)	17.9	22.8
MOR/VARIETY	360 (1)		360 (1)	9.6	6.3
COUNTRY	7 (1)	627 (2)	634 (3)	16.9	14.0
BLACK/URBAN		705 (2)	705 (2)	18.8	17.4
BEAUTIFUL/EASY		290 (1)	290 (1)	7.7	8.9
NEWS/TALK	188 (2)		188 (2)	5.0	5.5
NOSTALGIA	42 (1)		42 (1)	1.1	0.5
RELIGION/GOSPEL	177 (4)	37 (1)	214 (5)	5.7	3.8
SPANISH					
CLASSICAL	19 (1)		19 (1)	0.5	
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	793 (10)	2953 (12)	3746 (22)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAFS	920	Atlanta	0.5/1.3/ 20/ 324
WGKA	1190	Atlanta	0.4/1.1/ 19/ 280
WGUN	1010	Atlanta	0.4/1.2/ 18/ 314
WIGO	1340	Atlanta	0.4/1.4/ 18/ 334
WKHX	590	Atlanta	0.2/0.7/ 7/ 173
WVFJ-F	93.3	Manchester	0.9/2.3/ 60/ 751

American Radio Fall 1991, Copyright 1992

ATLANTA

RADIO STATIONS

AM STATIONS

WAOK,	1380,	5 KW ,	Gospel/Black	MBN NBC,	$ 50.00	(Mc-Guild)	Summit
WCNN,	680,	50 KW/10 KW (DA-N),	News	CNN, UNISUP,	$ 41.00	(Schubert)	
WGKA,	1190,	10 KW (DAYS) ,	Classical	,	$ 36.00	(CMBS)	
WGST,	640,	50 KW/1 KW (DA-2) ,	News/Talk	ABC MBS,	$ 84.00	(Eastman)	Jacor
WIGO,	1340,	1 KW ,	Black	SBN,	$ 38.00	(Roslin)	
WKHX,	590,	5 KW (DA-N) -- See WKHX-FM					
WNIV,	970,	5 KW (DAYS, DA) ,	Religion	,	$ 22.00	(---)	
WQXI,	790,	5 KW/1 KW (DA-N) -- See WSTR-FM					
WSB ,	750,	50 KW ,	Full Service	APR,	$195.00	(Christal)	Cox

FM STATIONS

WALR,	104.7,	100 KW @ 981 ,	Black AC	UNISUP,	$ 70.00	(Schubert)	(ATHENS)
WAPW,	99.7,	100 KW @ 1032 ,	CHR	,	$170.00	(Durpetti)	Susquehanna
WFOX,	97.1,	100 KW @ 1570 ,	Oldies	,	$154.00	(MMR)	Shamrock
WKHX,	101.5,	100 KW @ 984 ,	Country	,	$179.00	(Katz)	Cap Cities/ABC
WKLS,	96.1,	100 KW @ 984 ,	AOR	,	$180.00	(Katz)	Great American
WPCH,	94.9,	100 KW @ 984 ,	EZ	CBS,	$169.00	(Eastman)	Jacor
WSB ,	98.5,	100 KW @ 1022 ,	AC	,	$220.00	(Christal)	Cox
WSTR,	94.1,	100 KW @ 1022 ,	AC	,	$163.00	(Banner)	Jeff-Pilot
WVEE,	103.3,	100 KW @ 1022 ,	Black	SOURCE,	$198.00	(Mc-Guild)	Summit
WYAI,	104.1,	60 KW @ 1218 -- Simulcast with WYAY (licensed to LaGrange)					
WYAY,	106.7,	100 KW @ 1400 ,	Country	,	$170.00	(Mc-Guild)	NewCity(GAINESVILLE)
WZGC,	92.9,	100 KW @ 914 ,	Classic AOR	,	$149.00	(HNWH)	Cook Inlet

American Radio Fall 1991, Copyright 1992

ATLANTIC CITY

Arbitron Rank/Pop (12+): 160/192,800
MSA Rank/Pop: 148/319,000
Philadelphia ADI
Average Person Ratings: 17.8
Market TSL: 23.00 hours

Stations: 26/10
Diaries: 605/319:1/47.2%
Sample Target: 610
% Below Line: 24.2
% Not Listed: 13.4

1991 Revenue: $8,700,000
HH Inc.: $32,647
Retail $: 3.2 Bil
Pop per Station: 19,280
#1 Biller: WAYV-F $2,400,000

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WFPG-F (SAC)	40/11.7	13.5	11.4	10.5	10.0	----	52/615	473/24.5	25.8	27.8	4.4	17	339	WFPG-F
2. WAYV-F (AC)	34/ 9.9	10.4	9.0	8.7	10.0	----	37/592	491/25.5	24.8	21.7	9.1	35	449	WAYV-F
3. WBSS-F (B/CHR)	29/ 8.5	3.1	----	0.6	2.1	----	41/552	362/18.8	10.8	0.0	11.9	46	628	WBSS-F
4. WMID (BB)	20/ 5.8	4.6	5.4	5.3	5.3	----	26/335	239/12.4	8.8	12.8	3.6	14	147	WMID
5. WRDR-F (BB)	19/ 5.5	7.0	8.1	6.8	6.5	----	24/229	185/ 9.6	10.8	12.2	3.1	12	260	WRDR-F
WMID-F (AOR)	19/ 5.5	3.1	5.7	2.8	3.2	----	24/313	233/12.1	10.6	14.7	4.4	17	214	WMID-F
7. WOND (N/T)	18/ 5.2	1.8	5.4	5.3	0.3	----	19/289	237/12.3	6.3	11.8	1.8	7	167	WOND
8. WUSS (B)	16/ 4.7	8.3	7.8	6.6	7.9	----	16/188	188/ 9.8	15.9	12.4	3.1	12	282	WUSS
9. WMGM-F (CHR)	15/ 4.4	3.4	4.8	5.3	5.3	----	19/350	243/12.6	10.2	16.1	2.3	9	181	WMGM-F
10. WZXL-F (AOR)	12/ 3.5	3.4	3.9	2.8	6.5	----	28/432	199/10.3	10.8	11.0	6.2	24	444	WZXL-F
WMMR-F (AOR)	12/ 3.5	2.1	2.7	5.0	4.4	----	15/297	222/11.5	10.0	10.4	4.9	19	409	WMMR-F
12.														
13.														
14.														
15.														

12+ FM SHARE (METRO): 78.11% (232 of 297) (FAL 90: 76.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBSS-F>>	1 WBSS-F	1 WAYV-F<	1 WFPG-F	1 WFPG-F>	1 WFPG-F>	1 WAYV-F	1 WFPG-F	1 WFPG-F>	1 WBSS-F>	1 WMID
2 WUSS	2 WAYV-F	2 WFPG-F<	2 WAYV-F	2 WAYV-F	2 WMID	2 WFPG-F>	2 WAYV-F>	2 WAYV-F	2 WFPG-F>	2 WFPG-F
WAYV-F>	3 WMID-F	3 WBSS-F>	3 WBSS-F	3 WBSS-F	3 WRDR-F	3 WOND	3 WRDR-F	3 WBSS-F	3 WAYV-F	3 WOND
4 WFPG-F	4 WZXL-F	4 WMID-F	4 WMGM-F	4 WMGM-F	4 WOND	4 WBSS-F	4 WBSS-F	4 WMID-F	4 WMID-F	WAYV-F
5	5 WFPG-F	5 WMGM-F	5 WMID-F	5 WMID-F	5 WAYV-F	5	5 WMID	5	WMID	5
6	6	6	6	6	6	6	WMGM-F	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WBSS-F	1 WAYV-F>	1 WAYV-F>	1 WAYV-F	1 WFPG-F
WAYV-F>>	2 WBSS-F>	2 WFPG-F>	2 WFPG-F	2 WAYV-F>
3 WUSS	3 WFPG-F>	3 WZXL-F	3 WBSS-F>	3 WMGM-F
WFPG-F	4 WZXL-F	WMID-F	4 WMGM-F	4 WBSS-F
5	WUSS	WMGM-F	5 WUSS	5
6	WMID-F	WBSS-F	6	6
7	7	7	7	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBSS-F>	1 WBSS-F	1 WMID-F	1 WBSS-F	1 WFPG-F
2 WZXL-F	2 WMID-F>	WBSS-F>	2 WMID-F	2 WMID-F
WMID-F>	3 WZXL-F>	3 WZXL-F	3 WFPG-F>	WBSS-F>
4 WYSP-F	4 WMMR-F	WMMR-F>	4 WZXL-F	4 WMMR-F
WUSS	5 WFPG-F	5 WFPG-F	WAYV-F	WMGM-F
WAYV-F	WAYV-F	6	6 WMMR-F	WAYV-F
7	7	7	WMGM-F	7

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		18 (2)	18 (2)	6.1	6.3
AOR/CLASSIC		49 (4)	49 (4)	16.5	17.3
AC/OLDIES/SOFT ROCK		45 (5)	45 (5)	15.2	18.7
MOR/VARIETY					
COUNTRY		9 (1)	9 (1)	3.0	4.2
BLACK/URBAN	16 (1)	35 (2)	51 (3)	17.2	11.3
BEAUTIFUL/EASY	4 (1)	45 (3)	49 (4)	16.5	13.7
NEWS/TALK	25 (3)	2 (1)	27 (4)	9.1	9.2
NOSTALGIA	20 (1)	19 (1)	39 (2)	13.1	15.8
RELIGION/GOSPEL					
SPANISH					
CLASSICAL		10 (1)	10 (1)	3.4	3.5
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	65 (6)	232 (20)	297 (26)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WFPG	1450	Atlantic City	1.2/4.4/ 4/ 91
KYW	1060	Philadelphia	0.9/3.2/ 6/ 132
WEAZ-F	101.1	Philadelphia	0.6/3.7/ 3/ 93
WIOQ-F	102.1	Philadelphia	0.9/6.3/ 5/ 140
WIP	610	Philadelphia	1.2/3.8/ 8/ 148
WKSZ-F	100.3	Media	0.9/3.4/ 3/ 65
WKTU-F	98.3	Ocean City	1.7/6.3/ 12/ 240
WMGK-F	102.9	Philadelphia	0.6/3.6/ 2/ 87
WOGL-F	98.1	Philadelphia	0.6/3.6/ 3/ 81
WSLT-F	106.3	Ocean Cty/Smrs	2.9/7.1/ 14/ 221
WUSL-F	98.9	Philadelphia	1.7/5.1/ 6/ 104
WWDB-F	96.5	Philadelphia	0.6/3.1/ 2/ 82
WXTU-F	92.5	Philadelphia	2.6/8.7/ 12/ 234
WYSP-F	94.1	Philadelphia	1.7/5.8/ 6/ 131
WYXR-F	104.5	Philadelphia	0.3/1.9/ 2/ 52

RADIO STATIONS

WFPG , 1450, 1 KW -- See WFPG-FM
WMID , 1340, 1 KW , Nostalgia NBC TALKNT, $15.00 (Banner)
WOND , 1400, 1 KW , Talk ABC MBS, $14.00 (Mc-Guild)
WUSS , 1490, 1 KW/250 W , Black NBN, $15.00 (Katz)

WAYV-F , 95.1, 50 KW @ 330 , Contemp/AC , $40.00 (Katz) Ragan Henry
WFPG-F , 96.9, 50 KW @ 390 , EZ/Soft AC , $34.00 (Eastman) Hartstone/Dickstein
WMGM-F , 103.7, 50 KW @ 395 , CHR , $23.00 (Mc-Guild)
WMID-F , 99.3, 3 KW @ 290 , CL AOR , $18.00 (Banner)
WRDR-F , 104.9, 3 KW @ 280 , Nostalgia APR, $12.00 (---) (EGG HARBOR)

WSLT-F , 106.3, 3 KW @ 326 , Classical UPI, $20.00 (Groskin) (OCEAN CITY)
WZXL-F , 100.7, 38 KW @ 330 , AOR , $15.00 (Durpetti) (WILDWOOD)
Other ranked stations -- see Philadelphia

American Radio Fall 1991, Copyright 1992

AUGUSTA

Arbitron Rank/Pop (12+): 113/326,200
MSA Rank/Pop: 118/410,000
ADI # 112
Average Person Ratings: 17.7
Market TSL: 23.50 hours

Stations: 19/18
Diaries: 852/383:1/49.9%
Sample Target: 810
% Below Line: 0.7
% Not Listed: 9.0

1991 Revenue: $8,600,000
HH Inc.: $29,543
Retail $: 2.9 Bil
Pop per Station: 18,122
#1 Biller: WBBQ-AF $3,000,000

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WBBQ-AF (CHR)	105/18.2	23.0	21.5	23.1	----	----	147/1620	1150/35.3	43.3	41.0	24.3	132	1555	WBBQ-AF
2. WKXC-F (C)	84/14.6	14.4	15.6	9.1	----	----	103/1082	830/25.4	22.9	23.7	15.4	90	784	WKXC-F
3. WFXA-F (B)	81/14.1	15.6	13.1	14.6	----	----	90/874	759/23.3	24.9	20.0	20.2	118	1201	WFXA-F
4. WKZK (G)	53/ 9.2	5.0	3.5	4.2	----	----	60/334	285/ 8.7	6.7	4.9	2.6	15	144	WKZK
5. WZNY-F (AC)	44/ 7.6	7.8	9.6	10.4	----	----	53/913	659/20.2	24.7	22.1	4.1	24	474	WZNY-F
6. WRXR-F (AOR	43/ 7.5	5.7	6.1	6.5	----	----	47/603	510/15.6	13.3	12.9	8.2	48	586	WRXR-F
7. WCNA-F (EZ	25/ 4.3	5.4	3.0	4.5	----	----	25/328	318/ 9.7	8.2	8.8	2.6	15	232	WCNA-F
8. WGAC (N/	23/ 4.0	2.9	4.6	3.2	----	----	24/278	259/ 7.9	7.5	9.3	3.3	19	275	WGAC
9. WGUS-F (C)	21/ 3.6	4.3	4.7	6.7	----	----	22/363	349/10.7	13.1	10.9	2.9	17	334	WGUS-F
10. WMTZ-F (AC)	15/ 2.6	1.4	2.6	2.7	----	----	16/250	228/ 7.0	6.2	7.7	1.9	11	113	WMTZ-F

12+ FM SHARE (METRO): 81.30% (426 of 524) (FAL 90: 88.93%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFXA-F>>	1 WFXA-F<	1 WBBQ-AF	1 WBBQ-AF	1 WBBQ-AF	1 WBBQ-AF	1 WBBQ-AF>	1 WBBQ-AF>	1 WBBQ-AF	1 WFXA-F	1 WFXA-F<
2 WBBQ-AF>>2	WRXR-F<	2 WFXA-F<	2 WKXC-F	2 WKXC-F	2 WKXC-F>	2 WKXC-F	2 WKXC-F>	2 WKXC-F	2 WBBQ-AF	2 WKXC-F>
3 WKXC-F	3 WBBQ-AF	3 WKXC-F>	3 WFXA-F>	3 WFXA-F>	3 WKZK >	3 WFXA-F>	3 WFXA-F>	3 WFXA-F>	3 WKXC-F	3 WBBQ-F
4	4 WKXC-F	4 WRXR-F	4 WZNY-F	4 WFXA-F	4 WZNY-F	4 WZNY-F	4 WRXR-F<	4 WRXR-F<	4 WRXR-F	4
5	5 WZNY-F	5 WZNY-F	5 WZNY-F	WKZK	5 WCNA-F	5	5 WZNY-F<	5 WKZK	5	5
6	6	6	WKZK	6 WRXR-F	6	6	6 WKZK	6 WZNY-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WFXA-F	1 WFXA-F	1 WKZK	1 WBBQ-AF	1 WBBQ-AF
2 WBBQ-AF>	2 WBBQ-AF<	2 WFXA-F>	2 WFXA-F	2 WKXC-F
3 WKXC-F	3 WKZK	3 WBBQ-AF	3 WKXC-F>	3 WFXA-F
4 WZNY-F	4 WKXC-F	4 WZNY-F	4 WZNY-F	4 WKZK
WRXR-F	5 WZNY-F	WKXC-F	5 WKZK	5 WZNY-F
6	6	6	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRXR-F	1 WRXR-F>	1 WRXR-F>	1 WRXR-F<	1 WBBQ-AF
WFXA-F>	2 WBBQ-AF	2 WBBQ-AF	2 WBBQ-AF	2 WKXC-F
3 WBBQ-AF	3 WFXA-F	3 WKXC-F	3 WKXC-F	3 WRXR-F
WZNY-F	4 WKXC-F>	4 WFXA-F>	WFXA-F>	4 WFXA-F>
WKXC-F>>	5 WZNY-F	5 WGUS-F	5 WZNY-F	5 WZNY-F
6	6 WGUS-F	6	6	6 WKZK

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP	10 (1)	95 (1)	105 (2)	20.0	29.6
AOR/CLASSIC		43 (1)	43 (1)	8.2	6.9
AC/OLDIES/SOFT ROCK		59 (2)	59 (2)	11.3	14.6
MOR/VARIETY					5.1
COUNTRY	2 (1)	115 (4)	117 (5)	22.3	18.6
BLACK/URBAN	3 (1)	84 (2)	87 (3)	16.6	16.6
BEAUTIFUL/EASY		30 (2)	30 (2)	5.7	3.4
NEWS/TALK	23 (1)		23 (1)	4.4	
NOSTALGIA	3 (1)		3 (1)	0.6	
RELIGION/GOSPEL	57 (2)		57 (2)	10.9	5.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	98 (7)	426 (12)	524 (19)		

OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME
WAJY-F	102.7	New Ellenton	0.9/4.0/ 5/ 141
WAKB-F	98.7	Wrens	0.5/1.8/ 20/ 195
WFAM	1050	Augusta	0.7/2.1/ 4/ 70
WFXA	1550	Augusta	0.5/2.0/ 3/ 88
WGUS	1380	North Augusta	0.3/1.3/ 2/ 43
WTHO-F	101.7	Thomson	1.0/1.9/ 9/ 119
WTWA	1240	Thomson	0.5/0.9/ 3/ 39
WCOS-F	97.5	Columbia	0.7/1.9/ 14/ 196

RADIO STATIONS

WGAC, 580, 5 KW/1 KW (DA-N), MOR/BIG BAND — CBS , $ 14.00 (Roslin)
WKZK, 1600, 500 W (DAYS) , GOSPEL — SBN , $ 11.00 (Clayton)

WBBQ-F, 104.3, 100 KW @ 1003, CHR — ABC , $ 75.00 (Eastman)
WCNA-F, 98.3, 1.4 KW @ 484, EZ — APR , $ 14.00 (---) (CLEARWATER, SC)
WFXA-F, 103.1, 3 KW @ 300, BLACK — CBS, ABC , $ 25.00 (Katz) Davis
WGUS-F, 102.3, 3 KW @ 328, COUNTRY — UNIULT , $ 22.00 (Republic) HVS
WKXC-F, 99.5, 23 KW @ 728, COUNTRY — MBS , $ 20.00 (McGuild) (AIKEN, SC)

WMTZ-F, 94.3, 3 KW @ 300, OLDIES/AC — CNN , $ 13.00 (K & P) (MARTINEZ)
WAKB-F, 98.7, 1 KW @ 515, BLACK — , $ 9.00 (K & P) (WRENS)
WRXR-F, 96.3, 25 KW @ 900, AOR — ABC , $ 21.00 (HNWH) (AIKEN, SC)
WZNY-F, 105.7, 100 KW @ 1167, AC — APR, UNIPWR, $ 48.00 (Christal) Sunny

Miscellaneous: WRDW-F changes to WAKB-F (Sep)... WOPW-F to WGUS-F and format from CHR to Country (Nov)...
WRXR-F sold to Don Wilks for $1,500,000 (Snowden)...

American Radio Fall 1991, Copyright 1992

AUSTIN

Arbitron Rank/Pop (12+): 59/668,800

MSA Rank/Pop: 66/762,000
ADI # 68

Average Person Ratings: 16.0

Market TSL: 21.25 hours

Stations: 22/19
Diaries: 1167/573:1/53.2%
Sample Target: 1050
% Below Line: 1.7
% Not Listed: 19.0

1991 Revenue: $22,500,000
HH Inc.: $31,525
Retail $: 6.3 Bil
Pop per Station: 35,200
#1 Biller: KASE-F $4,000,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KASE-F (C)	168/15.7	15.8	13.4	12.2	15.8	14.3	226/2467	1779/26.6	21.2	26.7	16.2	183	2072	KASE-F
2. KKMJ-F (SAC)	82/ 7.7	7.9	7.3	8.5	8.3	7.8	87/1531	1392/19.9	18.5	18.2	5.0	56	1077	KKMJ-F
3. KHFI-F (CHR)	80/ 7.5	6.3	7.3	7.6	7.9	7.2	87/1549	1361/20.3	18.9	19.7	8.6	97	1583	KHFI-F
4. KLBJ-F (AOR)	74/ 6.9	8.3	8.1	7.0	9.0	7.6	82/1414	1246/18.6	20.0	20.3	10.0	113	1493	KLBJ-F
5. KLBJ (N/T)	69/ 6.4	5.3	6.0	6.5	3.8	6.1	76/1343	1139/17.0	15.5	14.1	6.2	70	693	KLBJ
6. KPEZ-F (CL AOR)	58/ 5.4	6.0	7.0	5.1	5.5	5.9	60/1041	993/14.8	16.9	14.2	5.6	63	1241	KPEZ-F
7. KVET-F (C)	55/ 5.1	4.7	4.4	3.7	3.8	4.5	63/1015	904/13.5	10.9	11.9	5.9	66	784	KVET-F
8. KQSR-F (AOR)	50/ 4.7	3.7	4.7	4.8	3.3	4.5	50/643	637/ 9.5	10.6	7.9	3.7	42	568	KQSR-F
9. KBTS-F (CHR)	43/ 4.0	4.5	5.4	7.1	7.0	5.3	71/1658	1058/15.8	18.9	23.1	5.5	62	1221	KBTS-F
10. KEYI-F (AC)	42/ 3.9	4.5	3.3	4.5	4.0	4.1	42/930	846/12.6	12.2	12.1	2.7	30	577	KEYI-F
11. KLTD-F (O)	26/ 2.4	2.6	4.1	2.0	1.6	2.8	42/762	505/ 7.6	9.3	7.3	2.3	26	375	KLTD-F
12. KMOW (BB)	21/ 2.0	2.4	1.7	2.5	0.8	2.2	21/284	284/ 4.2	3.8	1.9	1.8	20	304	KMOW
13. KTXZ (SP)	19/ 1.8	1.0	1.4	1.6	1.6	1.5	19/223	223/ 3.3	1.9	3.3	0.4	5	143	KTXZ
KATQ-F (C)	19/ 1.8	1.8	1.7	1.1	0.9	1.6	34/503	441/ 6.6	4.4	5.7	1.6	18	346	KATQ-F
15.														

12+ FM SHARE (METRO): 81.66% (708 of 867) (FAL 90: 83.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHFI-F>>	1 KASE-F	1 KASE-F>	1 KASE-F>	1 KASE-F>	1 KASE-F>	1 KASE-F>	1 KASE-F>	1 KASE-F>	1 KHFI-F	1 KASE-F
2 KBTS-F	2 KLBJ-F>	2 KLBJ-F	2 KKMJ-F	2 KKMJ-F>	2 KLBJ	2 KHFI-F	2 KKMJ-F	2 KKMJ-F	2 KASE-F>	2 KLBJ-F
KASE-F	3 KPEZ-F<	3 KKMJ-F	3 KLBJ-F	3 KKMJ-F	3 KKMJ-F<	3 KKMJ-F<	4 KLBJ	3 KHFI-F	3 KLBJ-F	3 KLBJ
4	4 KHFI-F	4 KPEZ-F	4 KQSR-F<	4 KPEZ-F	4 KVET-F	4 KVET-F<	4 KLBJ	4 KLBJ-F	4 KBTS-F<	KHFI-F
5	5 KQSR-F<	5 KHFI-F	5 KPEZ-F	KQSR-F	5	5 KLBJ-F	5 KPEZ-F	KLBJ	5 KPEZ-F	5
6	6 KKMJ-F<	6 KQSR-F	6 KLBJ	6 KLBJ	6	6 KLBJ	6	6 KPEZ-F	KKMJ-F	6
7	7 KEYI-F	7	7	7	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KHFI-F>	1 KASE-F>	1 KASE-F>>	1 KASE-F>	1 KASE-F>
2 KLBJ-F	2 KHFI-F	2 KKMJ-F	2 KKMJ-F	2 KKMJ-F>>
KASE-F	3 KKMJ-F	3 KQSR-F	3 KHFI-F>	3 KQSR-F
4 KPEZ-F	4 KLBJ-F	KEYI-F>	4 KQSR-F	4 KHFI-F
5 KBTS-F	5 KQSR-F	5 KHFI-F	5 KLBJ-F<	KEYI-F
6 KATQ-F	KEYI-F	6 KLBJ-F	6 KEYI-F	6
7	7	7	7 KPEZ-F	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KASE-F	1 KLBJ-F	1 KLBJ-F	1 KASE-F	1 KASE-F>
2 KLBJ-F>	2 KASE-F>	2 KPEZ-F	2 KLBJ-F	2 KLBJ-F
3 KPEZ-F	3 KPEZ-F>	KASE-F>	3 KPEZ-F	3 KPEZ-F
KHFI-F	4 KQSR-F	4 KQSR-F>	4 KLBJ	4 KLBJ
5 KBTS-F	5 KLBJ	5 KEYI-F	5 KQSR-F	5 KQSR-F
6 KLBJ	KHFI-F	6 KLBJ	6 KKMJ-F	6 KKMJ-F
7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		123 (2)	123 (2)	14.2	19.0
AOR/CLASSIC		186 (4)	186 (4)	21.5	16.8
AC/OLDIES/SOFT ROCK		68 (2)	68 (2)	7.8	19.6
MOR/VARIETY					
COUNTRY	26 (2)	242 (3)	268 (5)	30.9	27.6
BLACK/URBAN					
BEAUTIFUL/EASY		82 (1)	82 (1)	9.5	1.7
NEWS/TALK	75 (2)		75 (2)	8.7	8.1
NOSTALGIA	21 (1)		21 (1)	2.4	1.5
RELIGION/GOSPEL	6 (1)		6 (1)	0.7	
SPANISH	26 (2)	7 (1)	33 (3)	3.8	2.7
CLASSICAL					
JAZZ/NEW AGE					2.4
UNKNOWN/OTHERS	5 (1)		5 (1)	0.6	0.5
	159 (9)	708 (13)	867 (22)		

OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME TSA
KELG	1440	Elgin	0.7/1.3/ 7/ 84
KIXL	970	Del Valle/Austn	0.6/1.8/ 8/ 145
KNNC-F	107.7	Georgetown	0.4/1.5/ 4/ 100
KTAE	1260	Taylor	0.8/1.5/ 9/ 99
KVET	1300	Austin	1.6/4.7/ 17/ 322
KTSA	550	San Antonio	0.5/1.6/ 9/ 159
KXTN-F	107.5	San Antonio	0.7/1.7/ 11/ 162
WOAI	1200	San Antonio	0.6/3.9/ 15/ 567

RADIO STATIONS

KLBJ , 590,	5 KW/1 KW (DA-N),	News/Talk	CBS MBS, $36.00	(Eastman)	
KTXZ , 1560,	2.5 KW (DA-2) ,	Hispanic	UNIULT, $13.00	(---)	
KVET , 1300,	5 KW/1 KW (DA-2),	Country	ABC, $25.00	(Katz)	
KATQ-F, 94.7,	100 KW @ 1257 ,	Country	, $21.00	(Durpett)	(LULING)
KBTS-F, 93.3,	100 KW @ 1949 ,	CHR	, $58.00	(Christal)	Booth/Genesis (KILLEEN)
KEYI-F, 103.5,	100 KW @ 1257 ,	AC	, $50.00	(Banner)	(SAN MARCOS)
KQSR-F, 107.1,	46 KW @ 516 ,	AOR	, $25.00	(Mc-Guild)	Beasley (BASTROP)
KVET-F, 98.1,	100 KW @ 702 ,	Country	, $45.00	(NA)	Spur Austin
KKMJ-F, 95.5,	100 KW @ 1001 ,	Soft AC	, $75.00	(HMR)	Amaturo
KLBJ-F, 93.7,	97 KW @ 1050 ,	AOR	, $68.00	(Eastman)	
KLTD-F, 99.1,	19 KW @ 1814 ,	Oldies	UNIULT, $24.00	(Torbet)	Shamrock-Lynett (LAMPASAS)
KPEZ-F, 102.3,	3 KW @ 300 ,	Classic AOR	, $35.00	(Christal)	Clear Channel
KHFI-F, 98.7,	100 KW @ 951 ,	CHR	, $29.00	(Banner)	Rusk (GEORGETOWN)
KASE-F, 100.7,	100 KW @ 1190 ,	Country	, $100.00	(Katz)	

Miscellaneous: KMOW,KEYI-F sold by GE Capital for $3,000,000...

American Radio Fall 1991, Copyright 1992

BAKERSFIELD

Arbitron Rank/Pop (12+): 92/382,800
MSA Rank/Pop: 91/544,000
ADI # 132
Average Person Ratings: 15.6
Market TSL: 20.75 hours

Stations: 30/22
Diaries: 938/408:1/47.0%
Sample Target: 830
% Below Line: 5.2
% Not Listed: 13.6

1991 Revenue: $13,900,000
HH Inc.: $34,834
Retail $: 3.6 Bil
Pop per Station: 17,400
#1 Biller: KUZZ-AF $2,800,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KUZZ-F	(C)	83/13.9	16.3	12.4	16.3	14.4	14.7	96/1276	968/25.3	25.3	22.8	17.4	103	1008	KUZZ-F
2. KKXX-F	(CHR)	72/12.1	8.7	11.5	13.9	13.8	11.6	72/1017	975/25.5	24.0	24.8	15.7	93	1084	KKXX-F
3. KERN	(M/T)	40/ 6.7	8.5	6.8	7.3	5.7	7.3	40/455	455/11.9	15.7	11.4	6.3	37	375	KERN
4. KQFM-F	(EZ)	32/ 5.4	5.7	6.1	6.0	6.4	5.8	33/480	437/11.4	11.8	12.6	3.9	23	306	KQFM-F
5. KWAC	(SP)	30/ 5.0	6.7	5.1	6.3	5.6	5.8	32/375	347/ 9.1	7.9	9.3	4.6	27	418	KWAC
6. KRAB-F	(AOR)	27/ 4.5	3.4	2.0	1.6	3.0	2.8	27/419	398/10.4	5.8	8.1	3.0	18	311	KRAB-F
KCWR	(C)	27/ 4.5	2.7	3.1	3.5	4.6	3.5	27/251	220/ 5.7	7.5	9.1	1.7	10	298	KCWR
8. KLLY-F	(AC)	24/ 4.0	3.5	3.6	5.2	3.0	4.1	24/386	386/10.1	10.7	9.2	4.6	27	372	KLLY-F
9. KERN-F	(O)	21/ 3.5	3.9	4.9	3.3	5.2	3.9	23/463	431/11.3	12.7	10.5	5.2	31	529	KERN-F
10. KKBB-F	(AOR)	20/ 3.4	4.8	5.6	4.3	3.4	4.5	20/436	424/11.1	11.2	9.9	6.1	36	378	KKBB-F
KAFY	(SP)	20/ 3.4	3.2	4.6	4.7	5.9	4.0	20/269	252/ 6.6	7.4	8.9	5.2	31	455	KAFY
12. KIWI-F	(CL)	15/ 2.5	2.5	2.2	1.3	2.1	2.1	16/287	255/ 6.7	5.7	5.7	0.5	3	77	KIWI-F
13. KQEO	(O)	13/ 2.2	1.4	1.4	1.6	2.8	1.6	15/226	217/ 5.7	6.1	8.1	2.0	12	223	KQEO
14.															
15.															

12+ FM SHARE (METRO): 68.41% (353 of 516) (FAL 90: 69.24%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKXX-F>>	1 KKXX-F>	1 KUZZ-F	1 KUZZ-F>	1 KUZZ-F>>	1 KUZZ-F>	1 KUZZ-F	1 KUZZ-F>	1 KUZZ-F<	1 KKXX-F>	1 KWAC
2 KUZZ-F>	2 KUZZ-F>	2 KKXX-F>>	2 KKXX-F>	2 KKXX-F	2 KERN	2 KKXX-F	2 KERN	2 KKXX-F>>	2 KUZZ-F>>	KUZZ-F>
3 KRAB-F	3 KRAB-F	3 KWAC	3 KLLY-F	KERN >	3 KQFM-F	3 KERN	3 KKXX-F	3 KQFM-F	3 KRAB-F	3 KHIS-F
4	4 KWAC	4 KLLY-F<	KERN	4 KWAC	4 KCWR	4 KWAC >	4 KQFM-F	4 KRAB-F	4	4 KNZR
5	KAFY	5 KRAB-F	5 KWAC <	KLLY-F	5	5 KERN-F<	5 KCWR	5 KLLY-F	5	5 KKXX-F
6	6 KKBB-F	6	6 KERN-F	6 KERN-F	6	6 KQFM-F	6 KLLY-F	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKXX-F>	1 KUZZ-F	1 KUZZ-F>	1 KUZZ-F	1 KUZZ-F>	1 KKXX-F>>	1 KKXX-F>	1 KUZZ-F	1 KKXX-F<	1 KUZZ-F>
2 KUZZ-F	KKXX-F>	2 KKXX-F	2 KKXX-F>	2 KKXX-F	2 KRAB-F	2 KUZZ-F	2 KRAB-F	2 KUZZ-F>	2 KERN
KRAB-F>	3 KWAC	KAFY	3 KLLY-F	3 KWAC	KQEO	KRAB-F>	KKXX-F	3 KRAB-F	3 KKXX-F>
4 KWAC	KLLY-F	4 KWAC	4 KWAC	KLLY-F	KAFY >	4 KWAC	KERN	KERN	4 KRAB-F
KLLY-F	KAFY	KLLY-F	KQFM-F	KQFM-F	5 KBOS-F	KKBB-F	5 KKBB-F	5 KWAC	5 KWAC
KKBB-F	6	6 KERN-F	6 KERN-F	KERN-F	KWAC	KERN	6 KWAC	6	KLLY-F
7	7	7	7	KERN	KUZZ-F	KAFY	7	7	KKBB-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		89 (3)	89 (3)	17.2	16.9
AOR/CLASSIC		49 (3)	49 (3)	9.5	7.9
AC/OLDIES/SOFT ROCK	13 (1)	49 (3)	62 (4)	12.0	16.0
MOR/VARIETY					0.6
COUNTRY	29 (2)	95 (3)	124 (5)	24.0	23.9
BLACK/URBAN					
BEAUTIFUL/EASY		32 (1)	32 (1)	6.2	7.2
NEWS/TALK	61 (5)		61 (5)	11.8	8.1
NOSTALGIA					
RELIGION/GOSPEL	8 (1)	8 (1)	16 (2)	3.1	2.4
SPANISH	52 (3)	5 (1)	57 (4)	11.0	12.9
CLASSICAL		15 (1)	15 (1)	2.9	2.4
JAZZ/NEW AGE					0.9
UNKNOWN/OTHERS		11 (2)	11 (2)	2.1	0.7
	163 (12)	353 (18)	516 (30)		

OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME TSA
KCHJ	1010	Delano	0.3/2.7/ 4/ 169
KCHT-F	99.3	Bakersfield	1.3/5.7/ 8/ 217
KERI	1180	Wasco	1.3/3.7/ 13/ 199
KHIS-F	96.5	Bakersfield	1.3/4.7/ 11/ 220
KKRV-F	102.3	Kernville	1.5/1.8/ 9/ 78
KMYX-F	103.9	Taft	1.3/2.7/ 8/ 113
KNZR	1560	Bakersfield	1.5/7.4/ 13/ 334
KSUV-F	102.9	Bakersfield	0.8/2.9/ 5/ 133
KTIE-F	107.1	Bakersfield	0.7/2.9/ 4/ 134
KBOS-F	94.9	Tulare	1.5/3.5/ 40/ 701
KFI	640	Los Angeles	0.7/2.8/ 12/ 210
KFRE	940	Fresno	0.3/1.5/ 17/ 265
KLOS-F	95.5	Los Angeles	0.3/2.6/ 17/ 286
KMJ	580	Fresno	1.0/2.1/ 34/ 445
KNX	1070	Los Angeles	0.3/2.2/ 3/ 126
KOST-F	103.5	Los Angeles	0.7/1.4/ 6/ 108
KSEQ-F	97.1	Visalia	0.3/1.0/ 19/ 335

RADIO STATIONS

KAFY, 970, 1 KW/5 KW (DA-1)	, HISPANIC		UPI	, $ 20.00	(Caballero)	
KERN, 1410, 1 KW	, NEWS/TALK	ABC	TALKNT	, $ 20.00	(Christal)	American General
KQEO, 1230, 1 KW	, OLDIES	CBS	UNISUP	, $ 16.00	(McGuild)	
KCWR, 550, 5 KW (DA-2)	-- SEE KUZZ-F					
KWAC, 1490, 1 KW	, HISPANIC			, $ 28.00	(Lotus)	
KERN-F, 94.1, 5 KW @ 1310	, OLDIES			, $ 24.00	(Christal)	American General
KQFM-F, 101.5, 5 KW @ 1280	, EZ/BTFL		UNISUP	, $ 29.00	(McGuild)	
KIWI-F, 92.1, 3 KW @ 164	, CLASSICAL			, $ 21.00	(CMBS)	
KKBB-F, 97.7, 3 KW @ 328	, CLASSIC AOR			, $ 30.00	(Eastman)	(SHAFTER)
KKXX-F, 105.3, 35 KW @ 584	, CHR			, $ 34.00	(Banner)	(DELANO)
KLLY-F, 95.3, 2 KW @ 394	, AC		APR	, $ 20.00	(HNWH)	Buckley
KRAB-F, 106.3, 2 KW @ 374	, AOR		UNISUP	, $ 15.00	(Durpetti)	(GREENACRES)
KUZZ-F, 107.9, 6 KW @ 1368	, COUNTRY			, $ 59.00	(Katz)	Buck Owens
KHIS-F, 96.5, 50 KW @ 500	, RELIGION			, $ N/A	(---)	
KTIE-F, 107.1, 3 KW @ 160	, ??			, $ N/A	(K & P)	

Miscellaneous: KQEO/KQFM-F sold for $1,750,000 (MVP)...

American Radio Fall 1991, Copyright 1992

BALTIMORE

Arbitron Rank/Pop (12+): 19/2,014,800
MSA Rank/Pop: 18/2,400,000
ADI # 22
Average Person Ratings: 17.4
Market TSL: 22.75 hours

Stations: 33/21
Diaries: 2073/971:1/49.4%
Sample Target: 1920
% Below Line: 13.7
% Not Listed: 13.0

1991 Revenue: $59,800,000
HH Inc.: $36,013
Retail $: 17.7 Bil
Pop per Station: 95,942
#1 Biller: WBAL $9,300,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WXYV-F	(B)	282/ 8.1	8.2	8.6	9.6	8.1	8.6	291/3376	3232/16.0	16.8	15.9	10.2	339	3946	WXYV-F
2. WBAL	(N/T)	264/ 7.5	8.3	9.0	8.6	6.8	8.4	286/3918	3670/18.2	18.7	17.8	7.9	264	3485	WBAL
3. WPOC-F	(C)	240/ 6.9	7.1	7.0	5.8	7.4	6.7	295/3610	2957/14.7	15.4	13.7	8.4	279	3286	WPOC-F
4. WWMX-F	(AC)	220/ 6.3	5.1	6.0	5.1	6.6	5.8	229/3647	3421/17.0	14.9	17.7	3.9	129	2604	WWMX-F
5. WLIF-F	(SAC)	213/ 6.1	6.6	6.6	7.6	8.0	6.7	226/3158	2978/14.8	15.8	16.2	4.4	148	1466	WLIF-F
6. WQSR-F	(O)	195/ 5.6	5.9	5.7	4.5	5.7	5.4	214/3104	2786/13.8	13.9	14.2	4.2	141	1646	WQSR-F
7. WIYY-F	(AOR)	191/ 5.5	6.8	7.8	7.3	6.6	6.9	231/3865	3330/16.5	16.7	15.3	6.1	202	3758	WIYY-F
8. WWIN-F	(B)	149/ 4.3	3.0	4.1	3.3	3.3	3.7	149/1876	1876/ 9.3	9.5	7.6	2.7	91	1132	WWIN-F
9. WBSB-F	(CHR)	148/ 4.2	5.6	4.0	5.0	5.0	4.7	159/3096	2723/13.5	14.0	15.6	3.7	122	2810	WBSB-F
10. WCBM	(T)	125/ 3.6	3.2	2.9	3.6	3.2	3.3	127/1430	1379/ 6.8	5.8	5.6	3.7	123	1171	WCBM
11. WERQ-F	(U/CHR)	116/ 3.3	0.9	1.2	1.2	1.6	1.6	122/2134	2008/10.0	5.1	5.9	3.1	102	1978	WERQ-F
12. WHFS-F	(AOR)	98/ 2.8	2.7	3.2	2.3	2.7	2.8	104/1546	1416/ 7.0	8.2	7.0	4.7	157	2172	WHFS-F
13. WWDC-F	(AOR)	90/ 2.6	1.8	1.4	2.1	1.3	2.0	100/1999	1731/ 8.6	7.1	6.6	1.5	51	1459	WWDC-F
14. WITH	(BB)	85/ 2.4	2.4	2.1	2.7	2.3	2.4	87/1230	1211/ 6.0	3.7	5.4	1.4	48	477	WITH
15. WQRX-F	(AOR)	68/ 1.9	1.6	2.5	2.0	2.6	2.0	103/2293	1671/ 8.3	8.8	8.9	2.1	71	1322	WQRX-F
16. WPGC-F	(CHR)	65/ 1.9	2.8	1.5	2.1	2.8	2.1	80/1834	1579/ 7.8	7.0	7.1				WPGC-F
17.															
18.															
19.															
20.															

12+ FM SHARE (METRO): 78.89% (2342 of 3046) (FAL 90: 75.90%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WXYV-F	1 WXYV-F	1 WXYV-F	1 WQSR-F<	1 WQSR-F<	1 WBAL >	1 WBAL	1 WLIF-F	1 WXYV-F	1 WXYV-F>	1 WXYV-F
2 WERQ-F	2 WIYY-F	2 WWMX-F	2 WWMX-F<	2 WXYV-F<	2 WPOC-F	2 WXYV-F	2 WBAL <	2 WIYY-F<	2 WBAL	2 WBAL
3 WIYY-F>	3 WWMX-F	3 WQSR-F<	3 WXYV-F	3 WWMX-F	WLIF-F	3 WPOC-F	3 WWMX-F	3 WWMX-F<	3 WWIN-F	3 WCBM
4 WBSB-F	4 WHFS-F	4 WIYY-F	4 WPOC-F	4 WPOC-F	4 WQSR-F	4 WWMX-F>	4 WPOC-F	4 WPOC-F<	4 WCBM <	4 WPOC-F>>
5 WPGC-F	5 WBSB-F	5 WPOC-F	5 WWIN-F<	5 WWIN-F<	5 WWMX-F<	5 WLIF-F<	5 WXYV-F	5 WLIF-F	5 WIYY-F	5 WWMX-F
6	6 WPOC-F	6 WWIN-F<	6 WIYY-F	6 WIYY-F<	6 WCBM	6 WQSR-F	6 WQSR-F	6 WQSR-F	6 WERQ-F<	6 WIYY-F<
7	7 WWDC-F	7 WBSB-F	7	7 WLIF-F<	7	WIYY-F	7	WBAL	7 WQSR-F	7 WQSR-F<
8	8	8	8	8 WBAL	8	8	8	8	WPOC-F	8 WWIN-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WXYV-F	1 WXYV-F	1 WXYV-F	1 WWMX-F	1 WWMX-F
2 WWMX-F	2 WWMX-F>	2 WWMX-F>	2 WXYV-F>	2 WXYV-F
WBSB-F	3 WIYY-F	3 WIYY-F	3 WQSR-F	3 WPOC-F
4 WIYY-F	4 WBSB-F	4 WWIN-F<	4 WWIN-F	4 WQSR-F
5 WERQ-F	5 WWIN-F>	5 WPOC-F	WLIF-F<	5 WLIF-F
6 WWIN-F	6 WPOC-F	6 WQSR-F	6 WBSB-F<	6 WWIN-F
7 WLIF-F	7	7 WBSB-F	7 WPOC-F	7 WBSB-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WXYV-F<	1 WIYY-F	1 WIYY-F<	1 WXYV-F<	1 WQSR-F
2 WIYY-F	2 WXYV-F	2 WHFS-F	2 WIYY-F	2 WXYV-F<
3 WWDC-F>	3 WHFS-F	3 WXYV-F>	3 WQSR-F	3 WIYY-F<
4 WHFS-F>	4 WWDC-F>	4 WWDC-F<	4 WWDC-F<	4 WBAL
5 WHVY-F	5 WBSB-F<	5 WPOC-F	5 WHFS-F	5 WPOC-F
WERQ-F	6 WPOC-F	6 WBSB-F	6 WPOC-F	6 WWIN-F<
WBSB-F	7	7	7 WBAL	7 WHFS-F
			8 WWIN-F	

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		378 (6)	378 (6)	12.4	12.2
AOR/CLASSIC	11 (1)	497 (5)	508 (6)	16.7	16.1
AC/OLDIES/SOFT ROCK		442 (4)	442 (4)	14.5	15.2
MOR/VARIETY	12 (1)		12 (1)	0.4	
COUNTRY	40 (1)	259 (2)	299 (3)	9.8	8.7
BLACK/URBAN	24 (1)	480 (3)	504 (4)	16.5	17.1
BEAUTIFUL/EASY		250 (2)	250 (2)	8.2	8.4
NEWS/TALK	422 (3)		422 (3)	13.9	14.8
NOSTALGIA	85 (1)		85 (1)	2.8	2.0
RELIGION/GOSPEL	95 (2)	36 (1)	131 (3)	4.3	4.2
SPANISH					
CLASSICAL					0.5
JAZZ/NEW AGE					
UNKNOWN/OTHERS	15 (1)		15 (1)	0.5	0.9
	704 (11)	2342 (22)	3046 (33)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBGR	860	Baltimore	1.1/2.1/ 40/ 423
WCAO	600	Baltimore	1.1/4.0/ 44/ 901
WEBB	1360	Baltimore	0.7/2.4/ 24/ 481
WHVY-F	103.1	Grasonvl/Bltmor	1.4/3.1/ 54/ 706
WJFK	1300	Baltimore	0.3/1.8/ 11/ 358
WRBS-F	95.1	Baltimore	1.0/2.8/ 37/ 603
WTTR	1470	Westminster	0.4/0.8/ 15/ 169
WWIN	1400	Baltimore	1.6/4.8/ 55/ 967
WASH-F	97.1	Washington	0.8/2.7/ 23/ 662
WAVA-F	105.1	Arlington/Wash	0.4/3.0/ 22/ 903
WGAY-F	99.5	Washington	1.1/2.4/ 38/ 458
WHUR-F	96.3	Washington	1.4/5.3/ 50/1138
WLTT-F	94.7	Bethesda/Washg	0.3/1.5/ 14/ 366
WMAL	630	Washington	0.3/1.4/ 14/ 367
WMZQ-F	98.7	Washington	0.5/1.8/ 21/ 476
WRQX-F	107.3	Washington	1.0/3.5/ 43/ 807
WTOP	1500	Washington	0.9/4.6/ 39/1111

American Radio Fall 1991, Copyright 1992

BALTIMORE

RADIO STATIONS

AM STATIONS

WBAL, 1090, 50 KW (DA-N) , NEWS/TALK	CBS, $ 135.00 (HNWH)	Hearst
WBGR, 860 ,2.5 KW/100 W (DA-1), GOSPEL/RELIGION	NBN, $ 45.00 (Roslin)	Mortenson
WCAO, 600, 5 KW (DA-1) , GOSPEL	NBC, $ 52.00 (Mc-Guild)	Summit
WCBM, 680, 10 KW/5 KW (DA-2) , TALK	ABC, $ 48.00 (Katz)	
WEBB, 1360, 5 KW/1.7 KW (DA-1), BLACK	SBN, $ 33.00 (Roslin)	
WITH, 1230, 1 KW , NOSTALGIA	MBS, $ 38.00 (---)	
WWIN, 1400, 1 KW , GOSPEL	, $ 32.00 (Durpetti)	
WERQ, 1010, 1 KW (DAYS) , CHR	APR, $ 30.00 (MMR)	United

FM STATIONS

WBSB, 104.3, 50 KW @ 420, AC	ABC, $ 135.00 (Banner)	Scripps-Howard
WGRX, 100.7, 16 KW @ 861, CLASSIC AOR	ABC, $ 55.00 (Durpetti)	Shamrock-Lynett (WESTMINSTER)
WIYY, 97.9, 13 KW @ 946, AOR	ABC, $ 117.00 (HNWH)	Hearst
WLIF, 101.9, 13 KW @ 960, EZ/SOFT AC	, $ 168.00 (Christal)	Infinity
WPOC, 93.1, 16 KW @ 860, COUNTRY	, $ 110.00 (Banner)	Nationwide
WQSR, 105.7, 50 KW @ 492, OLDIES	, $ 102.00 (MMR)	Sconnix
WRBS, 95.1, 50 KW @ 500, RELIGION	, $ 20.00 (---)	
WWIN, 95.9, 3 KW @ 300, URBAN/CHR	, $ 60.00 (Durpetti)	
WWMX, 106.5, 7 KW @ 1217, AC	, $ 170.00 (Katz)	Capitol-Goodman
WXYV, 102.7, 50 KW @ 437, BLACK	, $ 138.00 (McGuild)	Summit
WERQ, 92.3, 10 KW @ 560, CHR	APR, $ 60.00 (MMR)	United

OTHER RANKED STATIONS -- SEE WASHINGTON

Miscellaneous: WWIN AF sold for $4,700,000... WCAO from Country to Gospel (Nov)... WYST-F to WERQ and from AC to CHR (Nov)... WBSB-F from CHR to AC (after Fall book)... WLIF AM changes to WJFK (Oct)...

American Radio Fall 1991, Copyright 1992

BATON ROUGE

Arbitron Rank/Pop (12+): 84/423,800
MSA Rank/Pop: 95/543,000
ADI # 95
Average Person Ratings: 15.4
Market TSL: 20.50 hours

Stations: 20/14
Diaries: 897/472:1/45.8%
Sample Target: 930
% Below Line: 9.6
% Not Listed: 14.5

1991 Revenue: $12,800,000
MH Inc.: $28,134
Retail $: 4.3 Bil
Pop per Station: 30,271
#1 Biller: WYNK-AF $3,600,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1.	WYNK-AF	(C)	115/17.7	16.1	15.7	13.4	17.5	15.7	230/2933	1351/31.9	29.4	27.0	18.5	119	1627	WYNK-AF
2.	KQXL-F	(B)	77/11.8	11.6	14.1	12.1	14.1	12.4	107/1318	893/21.1	19.5	21.5	15.3	102	924	KQXL-F
3.	WXOK	(B)	67/10.3	10.7	7.4	9.7	8.4	9.5	92/900	723/17.1	15.7	16.3	8.4	56	705	WXOK
4.	WFMF-F	(CHR)	50/ 7.7	9.3	10.4	12.1	8.1	9.9	60/1467	1007/23.8	24.0	25.3	9.4	63	1057	WFMF-F
5.	WKJN-F	(C)	38/ 5.8	4.6	5.1	4.1	5.0	4.9	54/1122	667/15.7	13.5	13.2	6.3	42	648	WKJN-F
6.	WJBO	(N/T)	35/ 5.4	6.5	5.2	5.1	5.5	5.6	37/716	618/14.6	12.3	15.4	5.2	35	568	WJBO
7.	KRVE-F	(AC)	33/ 5.1	2.2	1.7	1.4	3.1	2.6	38/527	466/11.0	3.8	5.5	3.9	26	378	KRVE-F
8.	WGGZ-F	(O)	30/ 4.6	5.0	7.0	5.3	4.8	5.5	72/1293	505/11.9	14.6	19.4	3.9	26	491	WGGZ-F
9.	WCKW-F	(CL AOR)	25/ 3.8	5.0	3.4	3.7	3.4	4.0	72/1099	441/10.4	11.3	10.0	5.1	34	577	WCKW-F
10.	WTGE-F	(AOR)	19/ 2.9	5.2	5.8	3.9	4.0	4.4	49/1080	553/13.0	16.8	12.8	4.8	32	488	WTGE-F
11.	WNDC	(G)	14/ 2.1	2.1	2.3	4.0	2.3	2.6	14/160	160/ 3.8	4.4	5.3	1.8	12	144	WNDC
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 76.88% (429 of 558) (FAL 90: 77.78%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	WFMF-F	KQXL-F	WYNK-AF	WYNK-AF>	WYNK-AF>	WYNK-AF>>	WYNK-AF>>	WYNK-AF>	WYNK-AF	KQXL-F<	WYNK-F>>
2	KQXL-F>	WYNK-AF>	KQXL-F>	KQXL-F>	KQXL-F	WXOK	KQXL-F	KQXL-F<	KQXL-F>	WXOK >	WXOK >
3	WYNK-AF	WXOK	WXOK >	WXOK >	WXOK >	WJBO	WXOK	WXOK	WFMF-F	WYNK-AF	KQXL-F
4		WFMF-F	WFMF-F	WGGZ-F	WGGZ-F	WFMF-F	WFMF-F	WJBO	KRVE-F	WFMF-F	
5		WCKW-F	KRVE-F	KRVE-F	WFMF-F<	KQXL-F		WFMF-F	WKJN-F		
6		KRVE-F		WGGZ-F	KRVE-F	WKJN-F		KRVE-F			

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	WXOK	KQXL-F	KQXL-F	WYNK-AF	WYNK-AF>	KQXL-F>>	KQXL-F>	KQXL-F	WYNK-AF<	WYNK-AF>
2	WKJN-F	WXOK	WYNK-AF	WXOK	WXOK	WYNK-AF	WYNK-AF	WYNK-AF	KQXL-F>	KQXL-F>
3	WYNK-AF	WYNK-AF>	WXOK	KQXL-F>	KQXL-F>	WCKW-F	WCKW-F>	WCKW-F>	WCKW-F	WCKW-F
	KQXL-F	KRVE-F	WFMF-F	KRVE-F	WGGZ-F	WTGE-F	WFMF-F>	WFMF-F	WFMF-F	WJBO
5	KRVE-F	WFMF-F	KRVE-F	WFMF-F	WFMF-F	WFMF-F	WTGE-F		WJBO	WFMF-F
6	WFMF-F	WKJN-F		WKJN-F	KRVE-F					

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		50 (1)	50 (1)	9.0	19.1
AOR/CLASSIC		44 (2)	44 (2)	7.9	3.5
AC/OLDIES/SOFT ROCK		86 (5)	86 (5)	15.4	14.6
MOR/VARIETY					
COUNTRY	1 (1)	152 (2)	153 (3)	27.4	21.4
BLACK/URBAN	67 (1)	89 (2)	156 (3)	28.0	23.1
BEAUTIFUL/EASY		5 (1)	5 (1)	0.9	6.1
NEWS/TALK	42 (2)		42 (2)	7.5	5.6
NOSTALGIA					
RELIGION/GOSPEL	19 (2)	3 (1)	22 (3)	3.9	5.0
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					1.7
	129 (6)	429 (14)	558 (20)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WLUX	1550	Baton Rouge	0.8/2.5/ 5/ 106
WQCK-F	92.7	Clinton	0.5/2.1/ 3/ 122
WXLT-F	94.1	McComb	1.4/4.1/ 18/ 290
KDEA-F	99.1	New Iberia	0.8/3.9/ 45/ 801
KHOM-F	104.1	Houma	1.4/7.0/ 46/ 832
KTDY-F	99.9	Lafayette	0.8/3.0/ 31/ 729
WQUE-F	93.3	New Orleans	1.8/4.9/ 43/ 629
WWL	870	New Orleans	1.1/5.0/ 50/ 822

RADIO STATIONS

WJBO ,	1150,	5 KW (DA-1) ,	Talk	CBS TALKNT, $20.00	(HNWH)	Jenne
WLUX ,	1550,	5 KW (DAYS) ,	Religion	, $10.00	(---)	Swaggert
WNDC ,	910,	1 KW (DA-1) ,	Gospel	, $12.00	(Eastman)	
WTKL ,	1260,	1 KW (DAYS) ,	EZ	NBC, $13.00	(In House)	
WXOK ,	1460,	5 KW/1 KW (DA-3) ,	Black	NBC, $20.00	(Banner)	
KRVE-F,	96.3,	3 KW @ 328 ,	AC	, $15.00	(---)	(BRUSLY)
KQXL-F,	106.5,	50 KW @ 484 ,	Black	SBN ABC, $25.00	(Banner)	(NEW ROADS)
WFMF-F,	102.5,	100 KW @ 1250 ,	CHR	UNIPWR, $46.00	(HWNH)	Jenne
WGGZ-F,	98.1,	100 KW @ 1500 ,	Oldies	CBS, ABC , $39.00	(Katz)	
WKJN-F,	103.3,	100 KW @ 1003 ,	Country	MBS, $44.00	(Christal)	(HAMMOND)
WTGE-F,	100.7,	100 KW @ 690 ,	AOR	ABC, $32.00	(Eastman)	
WXLT-F,	94.1,	100 KW @ 983 ,	Soft AC	, $14.00	(Christal)	(McCOMB, MS)
WYNK-F,	101.5,	100 KW @ 1500 ,	Country	ABC, $64.00	(Katz)	Narragansett

American Radio Fall 1991, Copyright 1992

BINGHAMTON

Arbitron Rank/Pop (12+): 147/219,900
MSA Rank/Pop: 169/264,000
ADI # 133
Average Person Ratings: 15.8
Market TSL: 20.75 hours

Stations: 12/10
Diaries: 782/281:1/60.4%
Sample Target: 770
% Below Line: 1.7
% Not Listed: 14.4

1991 Revenue: $6,700,000
HH Inc.: $33,274
Retail $: 2.1 Bil
Pop per Station: 21,990
#1 Biller: WAAL-F $1,550,000

12+ METRO		1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WHWK-F	(C)	71/20.4	14.0	15.1	14.7	----	----	140/1220	655/29.8	25.9	24.2	14.5	49	639	WHWK-F
2. WAAL-F	(CHR)	55/15.8	16.5	18.6	22.6	----	----	110/1313	718/32.7	37.2	40.4	20.9	71	876	WAAL-F
3. WKGB-F	(CL AOR)	38/10.9	9.3	8.0	6.3	----	----	57/537	370/16.8	18.9	14.6	13.3	45	453	WKGB-F
4. WNBF	(FS)	37/10.6	14.8	10.3	14.9	----	----	46/570	477/21.7	24.8	18.6	12.7	43	610	WNBF
5. WMXW-F	(AC)	29/ 8.3	7.1	5.1	5.7	----	----	30/459	435/19.8	18.4	14.3	6.2	21	310	WMXW-F
6. WMRV-F	(AC)	23/ 6.6	7.1	9.4	9.2	----	----	29/615	465/21.1	22.0	24.9	7.4	25	482	WMRV-F
WINR	(BB)	23/ 6.6	5.2	5.7	4.1	----	----	28/363	306/13.9	12.0	9.0	3.5	12	231	WINR
8. WQXT-F	(O)	9/ 2.6	4.7	4.0	3.5	----	----	12/313	250/11.4	13.3	13.2	3.5	12	261	WQXT-F
9. WMRV	(O)	5/ 1.4	1.9	2.9	1.4	----	----	6/159	143/ 6.5	7.3	7.6	0.9	3	85	WMRV
10.															

12+ FM SHARE (METRO): 77.52% (231 of 298) (FAL 90: 76.92%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAAL-F>>	1 WKGB-F<	1 WHWK-F<	1 WHWK-F>	1 WHWK-F>	1 WHWK-F>	1 WHWK-F>	1 WHWK-F>	1 WHWK-F>	1 WAAL-F>	1 WHWK-F
2	2 WAAL-F	2 WAAL-F	2 WKGB-F	2 WKGB-F	2 WNBF >	2 WAAL-F	2 WAAL-F	2 WAAL-F>	2 WHWK-F	2 WKGB-F>
3	3 WHWK-F>	3 WKGB-F>	WAAL-F	WAAL-F	3 WINR	3 WNBF >	3 WNBF	3 WKGB-F	3 WKGB-F>	3 WNBF
4	4 WMRV-F	4 WMXW-F	4 WMXW-F	4 WMXW-F>	4 WMXW-F	4 WKGB-F	4 WKGB-F	4 WMXW-F>	4 WNBF	4
5	5 WMXW-F	5 WMRV-F	5 WMRV-F	5 WMRV-F	5 WAAL-F	5 WMXW-F	5 WMXW-F	5 WNBF	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WAAL-F>>	1 WAAL-F	1 WHWK-F	1 WHWK-F<	1 WHWK-F
2 WKGB-F	2 WHWK-F	2 WMRV-F	2 WAAL-F	2 WMXW-F
WHWK-F>	3 WKGB-F	WKGB-F	3 WMXW-F	3 WAAL-F
4 WMXW-F	4 WMRV-F	WAAL-F	4 WMRV-F>	4 WMRV-F>
WMRV-F	5 WMXW-F	5 WMXW-F	5 WKGB-F	5 WKGB-F
6	6	6	6	6 WNBF

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAAL-F	1 WKGB-F	1 WKGB-F>>	1 WKGB-F	1 WHWK-F
2 WKGB-F>>	2 WAAL-F>	2 WHWK-F	2 WHWK-F	2 WKGB-F>
3 WMXW-F>>	3 WHWK-F	WAAL-F	WAAL-F	3 WAAL-F>>
4 WMXW-F	4	4	4	4 WNBF
5	5	5	5	5
6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		55 (1)	55 (1)	18.5	22.7
AOR/CLASSIC		41 (2)	41 (2)	13.8	9.8
AC/OLDIES/SOFT ROCK	5 (1)	61 (3)	66 (4)	22.1	28.3
MOR/VARIETY	37 (1)		37 (1)	12.4	12.6
COUNTRY		71 (1)	71 (1)	23.8	18.5
BLACK/URBAN					
BEAUTIFUL/EASY					
NEWS/TALK	2 (1)		2 (1)	0.7	
NOSTALGIA	23 (1)		23 (1)	7.7	7.0
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		3 (1)	3 (1)	1.0	1.0
	67 (4)	231 (8)	298 (12)		

OTHER RATED STATIONS			METRO CUME SHARE/RTG/AQH/CUME	TSA TSA
WBNK	1360	Binghamton	0.6/3.5/ 2/ 87	
WNYP-F	99.9	Cortland	0.9/3.2/ 8/ 254	
WQNY-F	103.7	Ithaca	0.9/3.5/ 10/ 202	

RADIO STATIONS

WMRV, 1430, 5 KW (DA-N) , OLDIES
WINR, 680, 1 KW/500 W (DA-2), NOSTALGIA
WNBF, 1290, 5 KW (DA-N) , MOR/FULL SER.

WAAL-F, 99.1, 7 KW @ 1090, CHR
WHWK-F, 98.1, 10 KW @ 950, COUNTRY
WKGB-F, 92.5, 6 KW @ 531, AOR
WMRV-F, 105.7, 35 KW @ 570, AC
WMXW-F, 103.3, .4 KW @ 850, SOFT AC
WQXT-F, 101.7, 1 KW @ 558, OLDIES

ABC , $	12.00 (Banner)	Command	
CBS , $	14.00 (Roslin)		
NBC , $	25.00 (Katz)	Stoner	
ABC , $	37.00 (Durpetti)	Regional	
, $	33.00 (Katz)	Stoner	
SOURCE , $	17.00 (HNWH)	(SUSQUEHANNA, PA)	
UNIPWR , $	30.00 (Banner)	Command	
, $	15.00 (---)	(VESTAL)	
, $	12.00 (Torbet)	(OWEGO)	

Miscellaneous: WENE to WMRV-AM (Oct) ...

American Radio Fall 1991, Copyright 1992

BIRMINGHAM

Arbitron Rank/Pop (12+): 53/757,300
MSA Rank/Pop: 59/942,000
ADI # 50
Average Person Ratings: 15.4
Market TSL: 20.50 hours

Stations: 25/18
Diaries: 1178/643:1/46.6%
Sample Target: 1210
% Below Line: 6.2
% Not Listed: 9.8

1991 Revenue: $24,100,000
HH Inc.: $27,025
Retail $: 7.0 Bil
Pop per Station: 42,072
#1 Biller: WZZK-AF $5,700,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90		Birch Share	Birch AQH	Birch Cume	
1.	WZZK-AF	(C)	187/15.9	15.4	18.2	16.9	17.0	16.6	305/4069	2404/31.7	30.4	31.7	18.9	209	2576	WZZK-AF
2.	WZRR-F	(AOR)	112/ 9.6	10.7	8.9	7.4	9.4	9.1	132/1800	1506/19.9	16.2	19.2	10.8	130	1596	WZRR-F
3.	WENN-F	(B)	111/ 9.5	9.5	9.7	11.7	10.6	10.1	153/1746	1181/15.6	16.1	18.4	15.8	191	1674	WENN-F
4.	WMJJ-F	(AC)	105/ 9.0	9.0	8.8	8.6	9.6	8.9	124/1888	1520/20.1	20.3	18.0	7.2	87	1268	WMJJ-F
5.	WAPI-F	(CHR)	98/ 8.4	9.2	5.8	8.1	7.7	7.9	132/2299	1647/21.7	17.1	19.4	10.2	123	1738	WAPI-F
6.	WERC	(N/T)	85/ 7.3	6.0	5.8	8.9	5.4	7.0	88/1242	1168/15.4	14.2	11.2	5.3	64	730	WERC
7.	WAPI	(BB)	54/ 4.6	4.8	3.9	3.4	4.8	4.2	54/880	805/10.6	10.1	11.3	2.9	35	742	WAPI
8.	WATV	(B)	53/ 4.5	4.9	5.0	4.7	4.9	4.8	53/569	569/ 7.5	9.6	9.8	2.6	32	519	WATV
9.	WAGG	(G)	38/ 3.2	3.9	2.9	2.5	3.0	3.1	40/417	410/ 5.4	5.8	5.2	1.6	19	286	WAGG
10.	WDJC-F	(REL)	37/ 3.2	2.9	2.2	2.4	2.8	2.7	57/1206	690/ 9.1	8.3	7.6	3.0	36	762	WDJC-F
11.	WIKX-F	(C)	35/ 3.0	3.7	5.7	5.1	4.9	4.4	56/772	508/ 6.7	15.8	15.1	1.6	19	566	WIKX-F
12.	WTUG-F	(B)	30/ 2.6	3.3	2.0	----	----	2.0	70/823	442/ 5.8	3.3	0.0	3.5	42	695	WTUG-F
13.	WJLD	(B)	21/ 1.8	2.2	3.3	2.2	3.2	2.4	22/490	455/ 6.0	8.0	8.0	2.2	27	485	WJLD
14.	WVOK	(O)	18/ 1.5	1.1	1.8	1.6	1.4	1.5	25/762	553/ 7.3	7.0	8.6	1.4	17	376	WVOK
15.																

12+ FM SHARE (METRO): 71.94% (759 of 1055) (FAL 90: 73.60%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAPI-F	1 WZRR-F>	1 WZRR-F<	1 WZZK-AF<	1 WZZK-AF	1 WZZK-AF>	1 WZZK-AF>	1 WZZK-AF>	1 WZZK-AF	1 WENN-F	1 WZZK-F
2 WENN-F	2 WZZK-AF	2 WZZK-AF	2 WMJJ-F	2 WMJJ-F	2 WERC	2 WERC	2 WMJJ-F<	2 WZRR-F	2 WZZK-AF	WERC >>
3	3 WAPI-F	3 WMJJ-F>	3 WZRR-F>	3 WZRR-F>	3 WMJJ-F	3 WMJJ-F	3 WZRR-F	3 WMJJ-F<	3 WZRR-F	3 WAPI-F
4	4 WMJJ-F	4 WENN-F	4 WENN-F>	4 WENN-F	4 WAPI	4 WENN-F	4 WENN-F	4 WENN-F	4 WAPI-F>	4 WZRR-F
5	WENN-F	5 WAPI-F	5 WAPI-F	5 WAPI-F	5 WENN-F	WAPI-F	5 WERC	5 WAPI-F	5 WDJC-F	5 WMJJ-F
6	6	6	6 WERC	6 WERC	6 WATV	6 WZRR-F	6 WAPI-F	6 WAPI	6	WENN-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAPI-F>	1 WZZK-AF	1 WZZK-AF	1 WZZK-AF	1 WZZK-AF	1 WZRR-F>	1 WZRR-F>>	1 WZRR-F>>	1 WZRR-F>	1 WZRR-F>
2 WZZK-AF	2 WMJJ-F	WMJJ-F	2 WMJJ-F	2 WMJJ-F>	2 WENN-F	2 WENN-F<	2 WZZK-AF	2 WZZK-AF	2 WZZK-AF
3 WZRR-F	WAPI-F	3 WZRR-F	3 WENN-F	3 WENN-F>	3 WAPI-F>	3 WZZK-AF	3 WENN-F	WMJJ-F>	3 WMJJ-F
4 WMJJ-F	4 WZRR-F	WENN-F>	WAPI-F>	4 WAPI-F>	4 WZBQ-F	4 WAPI-F	4 WMJJ-F	4 WERC	4 WERC >
5 WENN-F	5 WENN-F	5 WAPI-F	5 WZRR-F	5 WZRR-F	5 WZZK-AF	5 WMJJ-F	5 WAPI-F	WENN-F	5 WENN-F
6	6	6	6	6 WATV <	WMJJ-F	6	6 WERC	6 WAPI-F	6 WAPI-F
				7 WDJC-F					

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		119 (3)	119 (3)	11.3	19.1
AOR/CLASSIC		112 (1)	112 (1)	10.6	8.4
AC/OLDIES/SOFT ROCK	18 (1)	111 (2)	129 (3)	12.2	11.5
MOR/VARIETY					
COUNTRY	11 (1)	217 (3)	228 (4)	21.6	18.9
BLACK/URBAN	74 (2)	141 (2)	215 (4)	20.4	21.3
BEAUTIFUL/EASY		6 (1)	6 (1)	0.6	1.0
NEWS/TALK	85 (1)		85 (1)	8.1	6.6
NOSTALGIA	54 (1)		54 (1)	5.1	3.8
RELIGION/GOSPEL	51 (2)	37 (1)	88 (3)	8.3	8.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	3 (1)	16 (3)	19 (4)	1.8	0.4
	296 (9)	759 (16)	1055 (25)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WARF	1240	Jasper	0.3/1.0/ 3/ 75
WAYE	1220	Birmingham	1.1/2.1/ 13/ 180
WFFN-F	95.3	Cordova	0.5/1.5/ 7/ 154
WKLD-F	97.7	Onsonta	0.6/1.6/ 6/ 175
WHMA-F	100.5	Anniston/Gadsdn	0.5/1.3/ 51/ 787
WQEN-F	103.7	Gadsden/Annistn	0.5/2.4/ 40/ 943
WQSB-F	105.1	Albertville	0.5/1.2/ 67/ 769
WRSA-F	98.9	Decatur/Hntsvle	0.5/2.3/ 38/ 615
WTXT-F	98.1	Fayette	0.3/0.9/ 50/ 580
WZBQ-F	102.5	Jasper	1.3/7.0/ 61/1091

RADIO STATIONS

WAGG ,	1320,	5 KW (DAYS) ,	Gospel	SBN, $ 30.00	(HNWH)	
WAPI ,	1070,	50 KW/5 KW (DA-N),	Nostalgia	NBC, $ 27.00	(Christal)	Dittman
WATV ,	900,	1 KW ,	Black	ABC, $ 30.00	(Banner)	
WAYE ,	1220,	1 KW (DAYS) ,	Gospel	UNIULT, $ 15.00	(---)	Willis
WERC ,	960,	5 KW (DA-N) ,	News/Talk	ABC, $ 42.00	(Banner)	Sun Group
WJLD ,	1400,	1 KW ,	Black	SMN,MBS, $ 21.00	(K & P)	
WVOK ,	690,	50 KW/30 W ,	Country	CBS, $ 19.00	(Eastman)	Dick
WZZK ,	610,	5 KW/1 KW(DA-N),	--- See WZZK-F			
WAPI-F,	94.5,	100 KW @ 1214 ,	CHR	ABC, $ 74.00	(Christal)	Dittman
WDJC-F,	93.7,	100 KW @ 1007 ,	Religion	, $ 22.00	(Crawford)	Crawford
WENN-F,	107.7,	100 KW @ 1037 ,	Black	SBN, $ 55.00	(HNWH)	
WIKX-F,	106.9,	100 KW @ 1150 ,	Country	ABC, $ 40.00	(Mc-Guild)	Sun Group
WMJJ-F,	96.5,	100 KW @ 1026 ,	AC	CBS, $109.00	(Banner)	
WZRR-F,	99.5,	100 KW @ 870 ,	Classic AOR	, $ 60.00	(Eastman)	Dick
WZZK-F,	104.7,	100 KW @ 1300 ,	Country	, $140.00	(Katz)	NewCity

Miscellaneous: WBHH-F changes to WIKX-F (Dec)...

American Radio Fall 1991, Copyright 1992

BOISE

Arbitron Rank/Pop (12+): 140/241,000
MSA Rank/Pop: 202/302,000
ADI # 142
Average Person Ratings: 15.1
Market TSL: 20.25 hours

Stations: 17/16
Diaries: 686/351:1/55.8%
Sample Target: 690
% Below Line: 0.5
% Not Listed: 11.3

1991 Revenue: $8,700,000
HH Inc.: $29,101
Retail $: 2.1 Bil
Pop per Station: 15,062
#1 Biller: KCIX-F $2,300,000

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KQFC-F (C)	53/14.6	9.7	12.0	9.4	----	----	67/734	519/21.5	17.9	19.4	14.3	58	619	KQFC-F
2. KFXD-F (CHR)	34/ 9.3	10.0	9.9	9.9	----	----	44/670	528/21.9	20.4	23.1	16.0	65	632	KFXD-F
3. KCIX-F (AC)	32/ 8.8	13.4	14.0	12.2	----	----	43/577	482/20.0	22.9	20.6	7.4	30	400	KCIX-F
4. KBOI (FS)	31/ 8.5	6.6	6.1	6.9	----	----	53/942	551/22.9	17.1	16.6	8.1	33	459	KBOI
5. KJOT-F (AOR)	30/ 8.2	8.9	9.4	6.9	----	----	41/539	403/16.7	16.1	17.2	12.1	49	568	KJOT-F
6. KIZN-F (C)	24/ 6.6	5.0	5.0	4.3	----	----	35/584	357/14.8	12.7	9.2	6.4	26	342	KIZN-F
7. KIDO (N/T)	23/ 6.3	5.3	7.6	5.1	----	----	37/475	362/15.0	14.8	12.2	4.4	18	322	KIDO
8. KHEZ-F (EZ)	21/ 5.8	5.3	4.1	6.6	----	----	29/397	273/11.3	12.2	9.7	2.5	10	193	KHEZ-F
9. KLTB-F (O)	20/ 5.5	7.6	2.9	6.3	----	----	25/528	385/16.0	17.2	12.3	5.7	23	344	KLTB-F
10. KGEM (BB)	15/ 4.1	3.2	3.5	3.3	----	----	15/202	172/ 7.1	6.2	6.2	1.5	6	126	KGEM
11. KZMG-F (CHR)	12/ 3.3	2.4	2.3	3.8	----	----	17/431	318/13.1	10.0	11.5	2.5	10	265	KZMG-F
KLCI-F (AOR)	12/ 3.3	3.7	3.8	5.6	----	----	13/299	241/10.0	11.8	11.0	3.4	14	228	KLCI-F
13. KBXL-F (SAC)	8/ 2.2	1.6	2.3	2.8	----	----	12/181	125/ 5.2	6.8	6.0	2.2	9	119	KBXL-F
14.														
15.														

12+ FM SHARE (METRO): 77.40% (250 of 323) (FAL 90: 79.32%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	KFXD-F>>	KJOT-F	KQFC-F	KQFC-F	KQFC-F>	KQFC-F>	KQFC-F<	KQFC-F	KQFC-F>	KFXD-F>	KQFC-F
2		KQFC-F	KCIX-F	KCIX-F>	KCIX-F	KBOI	KBOI	KCIX-F>	KJOT-F	KIZN-F	KJOT-F
3		KCIX-F	KJOT-F	KJOT-F	KBOI	KHEZ-F	KCIX-F	KJOT-F	KFXD-F	KQFC-F>	KFXD-F
4		KFXD-F	KBOI	KBOI	KJOT-F	KIDO	KFXD-F	KBOI	KCIX-F<	KIDO	
5			KLTB-F	KLTB-F	KLTB-F	KIZN-F	KJOT-F	KIDO	KIZN-F	KLTB-F	
6			KFXD-F			KGEM	KIDO	KHEZ-F			

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	KJOT-F	KCIX-F>>	KCIX-F>>	KCIX-F>	KCIX-F	KFXD-F	KJOT-F>	KJOT-F>>	KJOT-F<	KQFC-F<
	KFXD-F>	KQFC-F	KQFC-F>>	KQFC-F>	KQFC-F>>	KQFC-F	KQFC-F>	KQFC-F>>	KQFC-F>	KJOT-F
3	KCIX-F>	KJOT-F	KZMG-F	KFXD-F	KLTB-F	KJOT-F>	KFXD-F>	KZMG-F	KBOI >	KBOI >
4	KQFC-F	KFXD-F	KLTB-F	KLTB-F	KFXD-F	KIZN-F>	KBOI	KBOI	KLTB-F	KLTB-F
	KIZN-F	5	KJOT-F	KBOI	KBOI	KLCI-F	5	5	KFXD-F	KIDO
	KBOI	6	KFXD-F	6	6	KBOI	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		46 (2)	46 (2)	14.2	11.5	KAMR	1340	Nampa/Boise	0.5/4.3/ 3/ 127
AOR/CLASSIC		42 (2)	42 (2)	13.0	15.3	KBGN	1060	Caldwell/Boise	0.5/3.0/ 2/ 83
AC/OLDIES/SOFT ROCK		52 (2)	52 (2)	16.1	23.1	KCID-F	107.1	Caldwell/Nampa	0.5/2.0/ 2/ 62
MOR/VARIETY	31 (1)		31 (1)	9.6	7.1				
COUNTRY		77 (2)	77 (2)	23.8	19.7	KJHY-F	101.7	Emmet/Boise	0.5/2.9/ 2/ 71
BLACK/URBAN									
BEAUTIFUL/EASY		29 (2)	29 (2)	9.0	7.5				
NEWS/TALK	25 (2)		25 (2)	7.7	8.8				
NOSTALGIA	15 (1)		15 (1)	4.6	4.1				
RELIGION/GOSPEL	2 (1)		2 (1)	0.6					
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS		4 (2)	4 (2)	1.2	3.1				
	73 (5)	250 (12)	323 (17)						

RADIO STATIONS

KBOI, 670, 50 KW (DA-N) , MOR/FULL SER. MBS,ABC, $ 23.00 (Katz) Pacific NW
KGEM, 1140, 10 KW (DA-2) , NOSTALGIA UNISUP UNIULT, $ 13.00 (HMR)
KIDO, 630, 5 KW (DA-2) , NEWS/TALK NBC , $ 16.00 (Christal) Sundance

KBXL-F, 94.1, 40 KW @ 2574, EZ , $ 12.00 (---) (CALDWELL)
KCIX-F, 105.9, 49 KW @ 2700, AC APR , $ 42.00 (McGuild)
KFXD-F, 94.9, 49 KW @ 2694, CHR , $ 23.00 (Roslin) (NAMPA)
KHEZ-F, 103.3, 54 KW @ 2588, EZ NBC , $ 14.00 (Eastman) John Price (CALDWELL)
KIZN-F, 92.3, 44 KW @ 2500, COUNTRY ABC , $ 15.00 (Durpett1) Pacific Telecom

KJOT-F, 105.1, 53 KW @ 2588, AOR ABC , $ 22.00 (HMR)
KLCI-F, 96.9, 44 KW @ 2520, AOR UNIULT UNISUP , $ 15.00 (K & P) (NAMPA)
KLTB-F, 104.3, 52 KW @ 2579, OLDIES , $ 21.00 (Christal) Sundance
KQFC-F, 97.9, 47 KW @ 2500, COUNTRY ABC , $ 24.00 (Katz) Pacific NW
KZMG-F, 93.1, 50 KW @ 2600, AC , $ 15.00 (Durpett1) (NEW PLYMOUTH)

Miscellaneous: KHEZ-F from John Price to Citadel for $1,000,000 (e)...KUCL donated to Boise State Univ...

American Radio Fall 1991, Copyright 1992

BOSTON

Arbitron Rank/Pop (12+): 9/3,223,800

MSA Rank/Pop: 10/3,740,000
ADI # 6

Average Person Ratings: 18.4

Market TSL: 24.00 hours

Stations: 37/33
Diaries: 2388/1350:1/47.1%
Sample Target: 2410
% Below Line: 2.2
% Not Listed: 12.0

1991 Revenue: $113,000,000
HH Inc.: $35,763
Retail $: 32.6 Bil
Pop per Station: 97,690
#1 Biller: WRKO $15,200,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WBZ	(T)	445/ 7.5	5.5	5.4	6.5	5.3	6.2	578/9620	7051/21.9	14.8	15.0	7.0	373	4741	WBZ
2. WRKO	(T)	380/ 6.4	8.3	7.3	7.0	7.9	7.3	468/6442	5178/16.1	17.8	15.8	5.1	271	3343	WRKO
3. WXKS-F	(CHR)	323/ 5.5	5.0	5.8	6.7	5.7	5.8	374/7757	6116/19.0	19.4	18.3	6.7	357	6233	WXKS-F
4. WMJX-AF	(AC)	320/ 5.4	3.5	3.8	4.6	4.9	4.3	344/6001	5155/16.0	13.7	15.1	3.8	201	3240	WMJX-AF
5. WZOU-F	(CHR)	315/ 5.3	7.1	6.8	6.9	7.2	6.5	436/8976	6244/19.4	20.2	20.8	8.3	444	6595	WZOU-F
6. WBCN-F	(AOR)	312/ 5.3	5.6	5.9	4.7	5.2	5.4	421/7037	5137/15.9	15.8	14.6	6.7	358	4852	WBCN-F
7. WSSH-F	(SAC)	268/ 4.5	4.8	5.1	4.4	4.1	4.7	369/5431	3821/11.9	13.7	12.1	3.1	165	2397	WSSH-F
8. WBMX-F	(AC)	266/ 4.5	4.0	3.4	2.5	2.5	3.6	349/6011	4469/13.9	11.8	9.4	4.8	257	4105	WBMX-F
9. WODS-F	(O)	250/ 4.2	4.7	4.2	4.2	5.8	4.3	365/6227	4045/12.5	14.5	12.6	3.8	201	2912	WODS-F
10. WHDH	(T)	231/ 3.9	3.9	4.6	4.2	4.0	4.2	262/4609	3896/12.1	13.2	13.1	3.7	199	3093	WHDH
11. WZLX-F	(CL AOR)	214/ 3.6	4.2	3.9	3.4	3.1	3.8	288/5766	4185/13.0	12.5	10.4	4.7	251	3781	WZLX-F
12. WPLM-AF	(BB)	201/ 3.4	2.0	2.2	2.2	1.7	2.5	333/3719	2021/ 6.3	5.5	4.4	1.7	80	1639	WPLM-AF
13. WVBF-F	(AC)	178/ 3.0	4.1	3.9	3.0	2.4	3.5	235/3995	2960/ 9.2	9.7	8.1	4.5	242	2738	WVBF-F
14. WEEI	(SP/T)	163/ 2.8	2.7	4.1	5.9	4.0	3.9	187/4030	3238/10.0	16.1	14.1	2.8	147	3303	WEEI
15. WCRB-F	(CL)	149/ 2.5	2.7	1.9	2.1	2.1	2.3	197/3312	2309/ 7.2	6.1	7.0	2.4	126	1925	WCRB-F
16. WBOS-F	(AOR)	144/ 2.4	2.2	1.8	2.0	1.7	2.1	198/3223	2356/ 7.3	6.5	6.5	2.1	111	1883	WBOS-F
17. WCDJ-F	(J/NA)	137/ 2.3	1.6	2.0	2.0	2.9	2.0	188/2924	2196/ 6.8	5.7	8.4	2.1	111	1816	WCDJ-F
18. WAAF-F	(AOR)	112/ 1.9	2.7	2.2	1.6	2.0	2.1	287/4689	2189/ 6.8	7.6	7.4	3.8	200	2837	WAAF-F
19. WFNX-F	(AOR)	111/ 1.9	1.3	1.9	1.7	1.5	1.7	123/2111	1858/ 5.8	5.9	5.9	1.7	90	1841	WFNX-F
20. WXKS	(BB)	109/ 1.8	2.5	2.8	2.0	1.9	2.3	111/1670	1654/ 5.1	5.5	3.8	1.0	55	997	WXKS
21. WCGY-F	(AOR)	101/ 1.7	1.7	1.4	1.3	1.4	1.5	150/2988	2053/ 6.4	5.5	4.8				WCGY-F
22. WILD	(B)	86/ 1.5	1.2	1.5	1.7	2.0	1.5	88/799	774/ 2.4	2.9	3.1	1.2	63	871	WILD
23.															
24.															
25.															

12+ FM SHARE (METRO): 69.02% (3595 of 5209) (FAL 90: 70.51%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	WZOU-F>>	1 WXKS-F<	1 WBCN-F	1 WBCN-F	1 WMJX-AF<	1 WBZ	1 WBZ >	1 WRKO	1 WRKO	1 WBZ	1 WBZ >>
2	WXKS-F	2 WBCN-F	2 WXKS-F	2 WMJX-AF<	2 WBCN-F	2 WRKO >	2 WRKO	2 WMJX-AF<	2 WZOU-F	2 WZOU-F	2 WHDH >>
3		3 WZLX-F<	3 WMJX-AF	3 WODS-F	3 WODS-F	3 WHDH <	3 WXKS-F	3 WSSH-F	WXKS-F	3 WHDH <	3 WRKO >>
4		4 WMJX-AF	4 WBMX-F	4 WBMX-F<	4 WBZ <	4 WPLM-AF<	4 WBCN-F	WBCN-F	WBCN-F	4 WMJX-AF>	4 WMJX-F>>
5		5 WZOU-F	5 WZLX-F<	5 WXKS-F	5 WSSH-F	5 WSSH-F	5 WBMX-F	5 WXKS-F	5 WMJX-AF	5 WXKS-F	5 WBMX-F
6		6 WBMX-F	6 WODS-F<	6 WSSH-F	WBMX-F<	6 WODS-F	6 WZOU-F	WBMX-F	6 WSSH-F<	6 WRKO	6 WZOU-F<
7		7 WBOS-F	7 WZOU-F	7 WBZ	7 WXKS-F	7 WMJX-AF	WVBF-F	7 WODS-F<	7 WODS-F<	7 WODS-F	7 WZLX-F
8		8 WFNX-F	8 WSSH-F	8 WZLX-F	8 WVBF-F	8	WHDH	8 WBZ <	WEEI	8 WVBF-F	
9		9	9	WBOS-F	9 WRKO	9	9	9	9 WZLX-F	9	WCCM
10		10	10	10	10	10	10	10	WBMX-F	10	10

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	WXKS-F>	1 WXKS-F	1 WMJX-AF	1 WMJX-AF	1 WMJX-AF>	1 WBCN-F	1 WBCN-F>	1 WBCN-F>	1 WBCN-F>	1 WBCN-F
2	WBMX-F	2 WMJX-AF	2 WXKS-F	2 WXKS-F	2 WBMX-F<	2 WZLX-F	2 WXKS-F	2 WZLX-F	2 WZLX-F	2 WODS-F
3	WMJX-AF	3 WBMX-F	3 WBCN-F	3 WBMX-F	3 WSSH-F	3 WZOU-F	3 WXKS	3 WXKS-F	3 WODS-F	3 WEEI
	WZLX-F<	4 WZOU-F	4 WBOS-F	4 WZOU-F<	WBZ	4 WAAF-F	4 WZLX-F	4 WFNX-F	4 WEEI	4 WRKO
5	WZOU-F>	5 WBCN-F<	5 WBMX-F	5 WSSH-F	5 WXKS-F	5 WCGY-F	5 WCGY-F	5 WMJX-AF<	5 WXKS-F	5 WZLX-F
6	WFNX-F	6 WZLX-F	6 WZOU-F	6 WVBF-F	6 WVBF-F	6 WXKS-F	6 WAAF-F	6 WBOS-F	6 WZOU-F	6 WBZ
7	WSSH-F	7 WBOS-F	7 WVBF-F	WBCN-F	7 WODS-F<	7	7 WFNX-F<	7 WEEI	7 WBZ	7 WXKS-F
	WAAF-F	8 WFNX-F	8 WFNX-F	8	8 WZOU-F	8	8 WMJX-AF	WCGY-F	WBMX-F	WSSH-F
9		9	9	9	WBCN-F	9	9	9	9 WRKO	9

American Radio Fall 1991, Copyright 1992

BOSTON

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		638 (2)	638 (2)	12.2	16.2	WBOQ-F	104.9	Gloucester	0.3/1.2/ 21/ 437
AOR/CLASSIC		1021 (7)	1021 (7)	19.6	18.2	WCAP	980	Lowell	0.3/1.0/ 19/ 339
AC/OLDIES/SOFT ROCK	47 (2)	1067 (6)	1114 (8)	21.4	25.1	WCAV-F	97.7	Brockton	0.5/1.4/ 36/ 580
MOR/VARIETY	25 (1)		25 (1)	0.5	6.2	WCCM	800	Lawrence	0.4/0.8/ 26/ 310
COUNTRY		102 (3)	102 (3)	2.0	2.0	WESX	1230	Salem	0.7/1.6/ 41/ 510
BLACK/URBAN	86 (1)		86 (1)	1.7	2.4	WEZE	1260	Boston	0.5/1.6/ 29/ 549
BEAUTIFUL/EASY		268 (1)	268 (1)	5.1	4.6	WJDA	1300	Quincy	0.4/1.0/ 27/ 347
NEWS/TALK	1099 (5)		1099 (5)	21.1	16.2	WLYT-F	92.5	Haverhill/Bstn	0.5/2.3/ 49/1173
NOSTALGIA	115 (2)	195 (1)	310 (3)	6.0	3.8	WROL	950	Boston	0.9/2.8/ 55/ 999
RELIGION/GOSPEL	79 (2)		79 (2)	1.5	0.5				
SPANISH	163 (1)		163 (1)	3.1		WCTK-F	98.1	New Bedford	0.6/1.4/123/1861
CLASSICAL		167 (2)	167 (2)	3.2	2.8	WHJY-F	94.1	Providence	0.5/2.2/218/3382
JAZZ/NEW AGE		137 (1)	137 (1)	2.6		WOKQ-F	97.5	Dover/Portsmth	0.7/1.7/175/2082
UNKNOWN/OTHERS					2.0	WXLO-F	104.5	Fitchburg	0.6/2.4/133/2297
	1614 (14)	3595 (23)	5209 (37)						

RADIO STATIONS

AM STATIONS

WBZ , 1030, 50 KW (DA-1)	, TALK	ABC,	$ 220.00	(Group W)	
WEEI, 590, 5 KW (DA-1)	, SPORTS	ABC,CNN,	$ 138.00	(N/A)	
WHDH, 850, 50 KW (DA-2)	, TALK	NBC TALKNT,	$ 130.00	(Banner)	
WILD, 1090, 5 KW (DAYS)	, BLACK	SBN,	$ 40.00	(Roslin)	
WKKU, 1510, 50 KW (DA-2)	, COUNTRY	UNISUP UNIULT,	$ 30.00	(HNWH)	Noble
WMEX, 1150, 5 KW (DA-2)	, BUSINESS NEWS	ABC BRN,	$ 36.00	(McGuild)	Greater Media
WRKO, 680, 50 KW (DA-2)	, TALK	MBS UNIULT,	$ 178.00	(Katz)	Atlantic Ventures
WROL, 950, 5 KW (DAYS)	, RELIGION	,	$ 21.00	(---)	
WXKS, 1430, 5 KW/1 KW (DA-N)	, NOSTALGIA	UNISUP UNIULT,	$ N/A	(MMR)	Pyramid

FM STATIONS

WBCN, 104.1, 22 KW @ 740,	AOR	,	$ 300.00	(Torbet)	Infinity
WBOS, 92.9, 9 KW @ 1152,	CL. AOR/VARIOUS	,	$ 80.00	(Katz)	Granum
WCGY, 93.7, 50 KW @ 430,	AOR/CLASSIC AOR	ABC,	$ 60.00	(K & P)	Curt Gowdy
WCRB, 102.5, 15 KW @ 920,	CLASSICAL	,	$ 90.00	(CMBS)	
WFNX, 101.7, 1.6 KW @ 441,	AOR	,	$ 58.00	(---)	
WHRB, 95.3, 3 KW @ 110,	VARIOUS	,	$ 30.00	(---)	
WCDJ, 96.9, 12 KW @ 1010,	JAZZ/NAC	,	$ 90.00	(Durpetti)	Emmis
WMJX, 106.7, 24 KW @ 719,	SOFT AC	,	$ 145.00	(McGuild)	Greater Media
WODS, 103.3, 16 KW @ 887,	OLDIES	CBS,	$ 165.00	(CBS)	CBS
WPLM, 99.1, 50 KW @ 430,	NOSTALGIA	UNIULT,	$ 45.00	(N/A)	(PLYMOUTH)
WBMX, 88.5, 8 KW @ 1190,	AC	UNIPWR,	$ 125.00	(Katz)	Atlantic Ventures
WSSH, 99.5, 39 KW @ 550,	SOFT AC	UNISUP,	$ 170.00	(HNWH)	Noble
WVBF, 105.7, 14 KW @ 954,	AC	,	$ 80.00	(Banner)	Fairbanks
WXKS, 107.9, 23 KW @ 722,	CHR	,	$ 280.00	(MMR)	Pyramid
WZLX, 100.7, 20 KW @ 724,	CLASSIC AOR	,	$ 156.00	(HNWH)	Cook Inlet
WZOU, 94.5, 12 KW @ 1053,	CHR	,	$ 150.00	(Eastman)	Ardman

WAAF -- SEE WORCESTER

Miscellaneous: WBOS-F from Ackerly to Granum for $9,000,000 (Stevens)...

BRIDGEPORT

Arbitron Rank/Pop (12+): 95/371,900

MSA Rank/Pop: 64/827,000 (County)
New York ADI

Average Person Ratings: 19.4

Market TSL: 25.25 hours

Stations: 32/4
Diaries: 892/417:1/49.5%
Sample Target: 860
% Below Line: 57.7
% Not Listed: 15.4

1991 Revenue: $19,100,000
HH Inc.: $52,355
Retail $: 8.4 Bil
Pop per Station: 92,975
#1 Biller: WEZN-F $4,500,000

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WEZN-F (SAC)	96/13.3	15.6	15.4	13.5	15.7	----	96/1113	1113/29.9	31.9	31.3	13.4	88	1075	WEZN-F
2. WICC (FS)	88/12.2	12.9	13.4	15.1	11.0	----	88/1152	1152/31.0	29.4	30.3	11.7	77	981	WICC
3. WEBE-F (AC)	69/ 9.6	8.8	8.0	8.5	9.1	----	69/851	851/22.9	19.0	19.2	8.5	56	829	WEBE-F
4. WKCI-F (CHR)	66/ 9.2	10.0	9.6	9.8	9.8	----	66/1001	1001/26.9	24.0	22.9	6.5	43	822	WKCI-F
5. WPLR-F (AOR)	50/ 6.9	6.0	6.1	6.0	7.6	----	50/656	656/17.6	16.1	16.7	10.8	71	804	WPLR-F
6. WFAN (S/T)	30/ 4.2	4.0	3.7	4.0	3.3	----	30/513	513/13.8	13.8	12.7	3.7	24	473	WFAN
7. WCBS (N)	27/ 3.7	3.2	2.7	2.4	3.3	----	27/573	573/15.4	12.4	13.9	2.1	14	409	WCBS
8. WEFX-F (CL AOR)	19/ 2.6	2.9	3.4	2.0	1.3	----	19/325	325/ 8.7	9.3	9.3	2.7	18	321	WEFX-F
9. WQHT-F (CHR)	18/ 2.5	2.1	2.8	1.6	2.4	----	18/348	348/ 9.4	7.8	7.3	3.7	24	490	WQHT-F
10. WRKS-F (B)	15/ 2.1	2.2	2.1	2.7	1.7	----	15/182	182/ 4.9	5.9	4.9	5.6	37	529	WRKS-F

12+ FM SHARE (METRO): 68.36% (417 of 610) (FAL 90: 64.36%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKCI-F>>	1 WPLR-F	1 WEZN-F<	1 WEBE-F<	1 WEZN-F<	1 WICC	1 WICC >	1 WEZN-F>	1 WEZN-F>	1 WKCI-F	1 WPLR-F
2 WQHT-F	2 WEBE-F	2 WEBE-F	2 WEZN-F>	2 WEBE-F	2 WEZN-F>>	2 WEZN-F	2 WEBE-F	2 WEBE-F	2 WEZN-F>	2 WICC
3 WPLR-F	3 WKCI-F>	3 WKCI-F	3 WICC	3 WICC >	3 WEBE-F>	3 WEBE-F	3 WICC	3 WKCI-F	3 WPLR-F	3 WFAN
4	4 WEZN-F	4 WPLR-F	4 WPLR-F	4 WCBS	4 WKCI-F	4 WKCI-F	4 WKCI-F	4 WICC	WPLJ-F	WEBE-F
5	5	5 WICC	5 WKCI-F	5 WKCI-F	5 WKCI-F	5 WFAN	5 WPLR-F	5 WPLR-F	5 WCBS	5 WCBS
6	6	6	6	6	6		WPLJ-F	WPLJ-F	6 WICC	WEZN-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WKCI-F>>	1 WEBE-F>	1 WEBE-F>>	1 WEBE-F<	1 WEBE-F
2 WEZN-F	2 WKCI-F>	2 WKCI-F	2 WEZN-F	2 WEZN-F>
3 WPLR-F	3 WEZN-F	3 WEZN-F>	3 WKCI-F>	3 WICC
4 WRKS-F	4 WPLR-F	4 WPLR-F	4 WICC	4 WKCI-F
WEBE-F	5	WEFX-F	5	5
6	6	6	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPLR-F	1 WPLR-F>>	1 WPLR-F>>	1 WPLR-F>	1 WPLR-F
2 WKCI-F>	2 WKCI-F	2 WEBE-F	2 WEZN-F	2 WICC
3 WQHT-F	3 WFAN	3 WFAN	3 WKCI-F	WEZN-F
4 WFAN	4 WEBE-F	4 WEZN-F	WFAN	4 WEBE-F
5	5 WEZN-F	5	WEBE-F	5 WFAN
6	6		6 WICC	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		101 (7)	101 (7)	16.6	10.4
AOR/CLASSIC		88 (4)	88 (4)	14.4	14.9
AC/OLDIES/SOFT ROCK		84 (4)	84 (4)	13.8	25.6
MOR/VARIETY	94 (2)		94 (2)	15.4	16.6
COUNTRY		20 (2)	20 (2)	3.3	3.5
BLACK/URBAN		15 (1)	15 (1)	2.5	3.4
BEAUTIFUL/EASY		101 (2)	101 (2)	16.6	2.6
NEWS/TALK	77 (4)		77 (4)	12.6	15.1
NOSTALGIA	12 (2)		12 (2)	2.0	2.2
RELIGION/GOSPEL	5 (1)		5 (1)	0.8	0.4
SPANISH	5 (1)		5 (1)	0.8	0.7
CLASSICAL					4.0
JAZZ/NEW AGE		2 (1)	2 (1)	0.3	0.5
UNKNOWN/OTHERS		6 (1)	6 (1)	1.0	
	193 (10)	417 (22)	610 (32)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCUM	1450	Bridgeport	0.7/1.6/ 5/ 59
WFIF	1500	Milford	0.7/1.0/ 5/ 37
WABC	770	New York	0.8/3.3/ 6/ 124
WAVZ	1300	New Haven	0.7/1.3/ 5/ 48
WBLI-F	106.1	Patchogue	0.4/3.0/ 3/ 112
WCBS-F	101.1	New York	0.3/2.6/ 2/ 96
WDRC-F	102.9	Hartford	1.5/5.8/ 11/ 215
WELI	960	New Haven	0.8/3.4/ 6/ 125
WGSM	740	Huntington	1.0/1.6/ 7/ 61
WHTZ-F	100.3	Newark/New York	0.3/3.0/ 2/ 113
WKSS-F	95.7	Hartford-Meridn	0.7/3.8/ 5/ 143
WOR	710	New York	1.9/5.2/ 14/ 193
WPAT-F	93.1	Paterson	0.7/1.3/ 5/ 50
WPLJ-F	95.5	New York	0.6/4.6/ 4/ 171
WQCD-F	101.9	New York	0.3/2.2/ 2/ 83
WQQQ-F	96.7	Stamford	0.8/2.6/ 6/ 96
WRKI-F	95.1	Brookfield	1.5/6.5/ 11/ 242
WTIC-F	96.5	Hartford	0.4/1.3/ 3/ 47
WWYZ-F	92.5	Waterbury/Hrtfd	1.5/4.5/ 11/ 166
WXRK-F	92.3	New York	1.1/5.2/ 8/ 192
WYNY-F	103.5	Lk Success/NY	1.2/3.9/ 9/ 145
WZMX-F	93.7	Hartford	0.3/1.5/ 2/ 55

RADIO STATIONS

WADS , 690,	1 KW (DAYS) ,	Ethnic	APR, $ 14.00	(---)	
WCUM , 1450,	1 KW ,	Hispanic	, $ 15.00	(---)	
WDJZ , 1530,	5 KW (DAYS, DA) ,	Nostalgia	APR, $ 19.00	(K & P)	
WICC , 600,	1 KW/500W (DA-2) ,	MOR/Full Service	, $ 70.00	(Banner)	ML/WIN
WEZN-F, 99.9,	25 KW @ 680 ,	Soft AC	, $103.00	(Katz)	NewCity
WEBE-F, 107.9,	50 KW @ 483 ,	AC	, $115.00	(Banner)	ML/WIN (WESTPORT)
WEFX-F, 95.9,	3 KW @ 300 ,	Classic AOR	, $ 49.00	(Christal)	CRS (NORWALK)
WRKI-F, 95.1,	50 KW @ 500 ,	AOR	, $ 70.00	(Eastman)	Home News (BROOKFIELD)

Other ranked stations - See New York, Hartford or New Haven

American Radio Fall 1991, Copyright 1992

BUFFALO-NIAGARA FALLS

Arbitron Rank/Pop (12+): 40/990,800
MSA Rank/Pop: 53/1,190,000 (Buffalo)
ADI # 36
Average Person Ratings: 16.6
Market TSL: 22.00 hours

Stations: 25/20
Diaries: 1411/702:1/54.2%
Sample Target: 1420
% Below Line: 4.6
% Not Listed: 9.7

1991 Revenue: $28,700,000
HH Inc.: $27,650
Retail $: 8.4 Bil
Pop per Station: 49,540
#1 Biller: WHTT-F $3,500,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WYRK-F	(C)	178/10.8	11.1	11.6	9.6	8.4	10.8	225/2198	1742/17.6	19.1	16.7	10.0	166	1546	WYRK-F
2. WKSE-F	(CHR)	138/ 8.4	7.9	8.2	8.0	6.9	8.1	153/2756	2442/24.6	22.8	23.2	9.1	151	2637	WKSE-F
3. WBEN	(FS)	131/ 8.0	9.0	7.2	9.6	7.8	8.4	134/2049	1899/19.2	20.3	21.0	6.5	108	1379	WBEN
4. WJYE-F	(SAC)	117/ 7.1	6.8	7.1	7.4	10.6	7.1	122/1901	1781/18.0	18.5	22.6	6.9	114	1267	WJYE-F
5. WBLK-F	(B)	111/ 6.7	6.1	6.2	6.1	5.9	6.3	114/1218	1174/11.8	11.7	11.4	9.8	162	1364	WBLK-F
6. WMJQ-F	(AC)	110/ 6.7	5.1	4.7	6.3	5.8	5.7	169/2919	1972/19.9	17.2	20.5	4.6	77	1860	WMJQ-F
7. WGRF-F	(AOR)	102/ 6.2	7.9	7.3	8.0	6.9	7.3	142/2279	1731/17.5	18.5	20.0	10.0	166	2497	WGRF-F
8. WHTT-F	(O)	100/ 6.1	6.4	6.6	7.1	7.6	6.6	118/2072	1755/17.7	18.2	19.0	6.6	110	1561	WHTT-F
WGR	(N/T)	100/ 6.1	3.9	4.8	4.2	4.5	4.8	113/2612	2313/23.3	15.5	21.1	4.8	80	1775	WGR
10. WUFX-AF	(AOR)	80/ 4.9	5.6	6.5	6.2	6.5	5.8	90/1620	1453/14.7	20.0	18.2	9.0	144	2273	WUFX-AF
11. WBUF-F	(AC)	73/ 4.4	5.1	6.5	3.9	6.6	5.0	86/1555	1392/14.0	15.5	14.8	3.4	56	1206	WBUF-F
12. WECK	(BB)	48/ 2.9	2.7	3.6	3.0	3.1	3.0	48/572	544/ 5.5	8.2	7.6	2.5	42	740	WECK
13. CKEY-F	(AOR)	38/ 2.3	1.4	0.6	----	----	1.1	40/440	418/ 4.2	1.5	0.0	0.8	14	299	CKEY-F
14. WEZQ-F	(EZ)	36/ 2.2	1.7	1.5	1.1	1.5	1.6	42/665	524/ 5.3	4.4	4.6	1.9	31	432	WEZQ-F
15. WUFO	(B)	23/ 1.4	1.0	0.8	0.7	0.6	1.0	23/207	207/ 2.1	2.2	2.4	0.7	11	192	WUFO
16. WDCX-F	(REL)	17/ 1.0	0.7	0.7	1.0	1.0	0.9	22/372	297/ 3.0	2.9	3.9	0.4	6	215	WDCX-F
17. WWKB	(N/T)	16/ 1.0	0.9	1.4	1.8	1.2	1.3	19/658	595/ 6.0	5.7	4.7	1.0	16	346	WWKB
18.															
19.															
20.															

12+ FM SHARE (METRO): 76.41% (1137 of 1488) (FAL 90: 79.36%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKSE-F>>	1 WKSE-F	1 WKSE-F<	1 WHTT-F<	1 WYRK-F	1 WYRK-F	1 WBEN	1 WYRK-F	1 WYRK-F	1 WKSE-F	1 WBEN
2 WBLK-F>	2 WGRF-F	2 WMJQ-F	2 WMJQ-F	2 WHTT-F	2 WBEN >	2 WYRK-F	2 WJYE-F	2 WKSE-F>	2 WBLK-F	2 WKSE-F<
3 WUFX-AF	3 WUFX-AF<	3 WGRF-F	3 WMJQ-F	3 WMJQ-F	3 WJYE-F	3 WKSE-F	3 WBEN <	3 WJYE-F	3 WGR	3 WBLK-F
4	4 WMJQ-F	4 WHTT-F	4 WYRK-F	4 WGRF-F	4 WHTT-F<	4 WMJQ-F	4 WMJQ-F	WBLK-F<	4 WYRK-F	4 WGR
5	WBLK-F>	5 WBLK-F	5 WKSE-F	5 WJYE-F	5 WGR	5 WJYE-F	WGRF-F<	5 WMJQ-F	5 WBEN	5
6	6 WBUF-F	6 WYRK-F	WJYE-F	6 WKSE-F	6	6 WHTT-F<	6 WKSE-F	WGRF-F	6 WHTT-F	6
7	7 WJYE-F	7 WUFX-AF<	7 WGR	7 WGR	7	7 WBLK-F<	7	7 WBEN	7 WMJQ-F	7
8	8	8 WJYE-F	8	8	8	8 WGRF-F<	8	8	8	8
9	9	9	9	9	9	9 WGR	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WKSE-F	1 WKSE-F>	1 WMJQ-F	1 WKSE-F	1 WMJQ-F
2 WBLK-F>>	2 WMJQ-F	2 WKSE-F	2 WMJQ-F	2 WYRK-F
3 WUFX-AF	3 WBLK-F	3 WJYE-F	3 WBLK-F	3 WJYE-F<
WBUF-F	4 WJYE-F	4 WGRF-F	4 WJYE-F<	4 WKSE-F<
5 WMJQ-F	5 WGRF-F	5 WBUF-F	5 WHTT-F	5 WHTT-F>
6 WGRF-F	6 WBUF-F	6 WYRK-F	6 WYRK-F	6 WBLK-F
7	7 WUFX-AF	WHTT-F	7 WBUF-F	7 WBUF-F
8	WHTT-F	8	8	WBEN
9	9	9	9	9

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WUFX-AF	1 WGRF-F	1 WGRF-F>	1 WGRF-F>	1 WGRF-F
2 WKSE-F<	2 WUFX-AF	2 WUFX-AF	2 WUFX-AF	2 WYRK-F
3 WGRF-F	3 WKSE-F	3 WGR	3 WHTT-F<	3 WHTT-F
4 WMJQ-F	4 WGR	4 WYRK-F	4 WGR <	4 WGR
5 WBLK-F	WBLK-F	5 WBUF-F	5 WMJQ-F	5 WMJQ-F<
6	6 WMJQ-F	6 WKSE-F	6 WKSE-F<	6 WUFX-AF
7	7 WYRK-F	WBLK-F	7 WYRK-F	7
8	8 WBUF-F	8	8	8
9	9	9	9	9

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		148 (2)	148 (2)	9.9	16.0
AOR/CLASSIC	1 (1)	242 (5)	243 (6)	16.3	15.8
AC/OLDIES/SOFT ROCK	23 (2)	283 (3)	306 (5)	20.6	16.8
MOR/VARIETY	131 (1)		131 (1)	8.8	7.3
COUNTRY	9 (1)	183 (2)	192 (3)	12.9	10.5
BLACK/URBAN	23 (1)	111 (1)	134 (2)	9.0	8.5
BEAUTIFUL/EASY		153 (2)	153 (2)	10.3	12.2
NEWS/TALK	116 (2)		116 (2)	7.8	4.9
NOSTALGIA	45 (1)		48 (1)	3.2	5.1
RELIGION/GOSPEL		17 (1)	17 (1)	1.1	1.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					1.3
UNKNOWN/OTHERS					0.5
	351 (9)	1137 (16)	1488 (25)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WHTT	1120	Buffalo	0.8/1.6/ 13/ 158
WLVL	1340	Lockport	0.6/2.8/ 10/ 274
WXRL	1300	Lancaster/Buffl	0.5/2.3/ 10/ 237
CFNY-F	102.1	Brampton ON	0.5/2.7/ 9/ 269
CHTZ-F	97.7	St. Catherines	0.9/3.6/ 14/ 377
CHUM-F	104.5	Toronto	0.6/2.1/ 11/ 251
WBEE-F	92.5	Rochester	0.3/1.2/ 37/ 409

American Radio Fall 1991, Copyright 1992

BUFFALO-NIAGARA FALLS

AM STATIONS

WBEN,	930,	50 KW (DA-N)	, Full Service	CBS CNN,	$ 80.00	(Eastman)	
WECK,	1230,	1 KW	, Nostalgia	NBS UNISUP,	$ 28.00	(Durpetti)	Williams
WXBX,	1400,	1 KW	, Oldies	,	$ 20.00	(Torbet)	Metroplex
WGR ,	550,	5 KW (DA-N)	, News/Talk	ABC,	$ 50.00	(Katz)	
WHTT,	1120,	1 KW (DAYS)	, See WHTT-F				
WUFO,	1080,	1 KW (DAYS)	, Black	SBN,	$ 18.00	(Roslin)	Sharidan
WWKB,	1520,	50 KW (DA-1)	, Business News	UNIULT, BRN,	$ 35.00	(HNWH)	Price
WXRL,	1300,	2.4 KW/2.5KW(DA-2,	Country	MBS,	$ 24.00	(---)	

FM STATIONS

WBLK-F,	93.7,	50 KW @ 400,	Black	CBS,	$ 40.00	(Durpetti)	
WEZQ-F,	107.7,	12 KW @ 800,	EZ	UNIPWR,	$ 32.00	(---)	(WETHERSFIELD)
WBUF-F,	92.9,	91 KW @ 580,	AC	,	$ 80.00	(McGuild)	Lincoln
WDCX-F,	99.5,	110 KW @ 640,	Religion	,	$ 21.00	(---)	Crawford
WGRF-F,	96.9,	16 KW @ 890,	AOR	,	$ 66.00	(Katz)	
WHTT-F,	104.1,	50 KW @ 390,	Oldies	,	$ 60.00	(HNR)	Pyramid
WJYE-F,	96.1,	50 KW @ 475,	EZ/Soft AC	UNISUP,	$ 58.00	(Durpetti)	Williams
WKSE-F,	98.5,	46 KW @ 420,	CHR	ABC,	$ 57.00	(HNWH)	Price
WMJQ-F,	102.5,	110 KW @ 1340,	CHR	SOURCE,	$ 52.00	(Eastman)	
WUFX-F,	103.3,	49 KW @ 340,	Classic AOR	CBS,	$ 48.00	(Torbet)	Metroplex
WYRK-F,	106.5,	50 KW @ 390,	Country	,	$ 68.00	(McGuild)	Stoner

Miscellaneous: WGR-F to WGRF-F (Sept)...

FORMAT CODES

- AC - Adult Contemporary
- AOR - Album Oriented Rock
- B - Black (audience predominately black - over 75%)
- BB - Big Band, Nostalgia
- C - Country
- CHR - Contemporary Hit Radio, Top 40, Contemporary
- CL - Classical
- CL AOR - Classic AOR, Classic Rock
- E - Ethnic
- EZ - EZ Listening, Beautiful Music, Some Very soft AC
- G - Gospel
- J/NAC - Jazz and New Adult Contemporary
- M/FS - Middle of Road, (MOR) Full Service
- N - News
- O - Oldies (1955 to current)
- R - Religion, Christian
- SAC - Soft Adult Contemporary
- SP - Hispanic/Spanish
- T - Talk
- U - Urban (majority of audience is non-white)
- ? - Others or Unknown

American Radio Fall 1991, Copyright 1992

CANTON

Arbitron Rank/Pop (12+): 112/327,000
MSA Rank/Pop: 125/406,000
Cleveland ADI
Average Person Ratings: 17.1
Market TSL: 22.25 hours

Stations: 31/7
Diaries: 841/389:1/55.4%
Sample Target: 810
% Below Line: 44.6
% Not Listed: 16.8

1991 Revenue: $7,900,000
MH Inc.: $28,884
Retail $: 2.7 Bil
Pop per Station: 46,714
#1 Biller: WHBC $2,000,000

12+ METRO		1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WHBC	(FS)	88/15.8	13.0	14.8	9.0	9.9	----	91/991	943/28.8	26.0	28.6	13.2	73	1015	WHBC
2. WQXK-F	(C)	67/12.0	10.2	9.2	11.1	6.9	----	108/1078	675/20.6	18.6	15.3	11.4	63	800	WQXK-F
3. WHBC-F	(SAC)	48/ 8.6	7.7	11.9	15.3	12.7	----	57/944	768/23.5	20.3	23.0	9.6	53	706	WHBC-F
4. WRQK-F	(AOR)	33/ 5.9	8.8	7.4	8.5	7.6	----	45/638	533/16.3	17.2	16.5	11.2	62	811	WRQK-F
5. WDJQ-F	(CHR)	21/ 3.8	3.3	5.0	8.0	10.1	----	29/611	455/13.9	14.5	14.6	3.3	18	548	WDJQ-F
6. WMJI-F	(O)	20/ 3.6	3.3	1.8	2.2	2.4	----	22/463	385/11.8	8.6	7.9	3.3	18	292	WMJI-F
7. WKDD-F	(CHR)	19/ 3.4	3.3	4.1	6.8	7.1	----	31/665	405/12.4	13.5	15.5	5.4	30	705	WKDD-F
8. WONE-F	(AOR)	17/ 3.0	3.7	4.7	3.7	4.9	----	22/538	384/11.7	9.8	10.3	3.1	17	407	WONE-F
9. WZAK-F	(B)	13/ 2.3	2.3	1.3	1.5	1.4	----	13/130	130/ 4.0	4.6	3.3	2.5	14	335	WZAK-F
WNIR-F	(T)	13/ 2.3	3.3	2.3	2.3	2.9	----	13/203	196/ 6.0	6.6	4.6	1.1	6	79	WNIR-F
WGAR-F	(C)	13/ 2.3	1.3	1.6	0.7	0.5	----	26/373	194/ 5.9	4.4	4.6	0.4	2	99	WGAR-F
WDOK-F	(SAC)	13/ 2.3	2.7	2.7	2.3	1.7	----	14/311	266/ 8.1	8.4	8.2	1.1	6	135	WDOK-F
WNPQ-F	(CHR)	13/ 2.3	2.5	3.2	2.5	2.3	----	20/392	275/ 8.4	8.0	8.3	3.1	17	455	WNPQ-F
14.															
15.															

12+ FM SHARE (METRO): 72.84% (338 of 464) (FAL 90: 74.58%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNPQ-F>>	1 WQXK-F	1 WQXK-F	1 WQXK-F>	1 WQXK-F>	1 WHBC >>	1 WHBC >>	1 WHBC	1 WQXK-F	1 WQXK-F	1 WHBC >>
2	2 WRQK-F>	2 WHBC-F	2 WHBC-F>	2 WHBC-F	2 WQXK-F	2 WQXK-F	2 WQXK-F	WHBC >	2 WHBC >	2 WONE-F
3	3 WHBC-F	3 WRQK-F>	3 WHBC	3 WHBC-F	3 WHBC-F>	3 WHBC-F>	3 WHBC-F	3 WHBC-F>	3 WRQK-F>	WHBC-F
4	4 WKDD-F	4 WMJI-F	4 WMJI-F	4 WRQK-F	4	4 WRQK-F	4	4 WRQK-F>	4 WHBC-F<	4 WRQK-F
5	5 WONE-F	WHBC	WHBC	5 WMJI-F	5	5 WMJI-F	5	5 WDJQ-F	5 WONE-F	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WHBC-F>>	1 WQXK-F	1 WQXK-F>>	1 WQXK-F	1 WQXK-F>
2 WZAK-F	2 WHBC-F	2 WKDD-F>	2 WHBC-F>>	2 WHBC-F
WKDD-F	3 WKDD-F	3 WRQK-F	3 WDJQ-F	3 WHBC >
WRQK-F>	4 WRQK-F	WHBC-F	4 WKDD-F	4 WDJQ-F
5 WQXK-F	5 WDJQ-F	5 WDJQ-F	WRQK-F	5
WNPQ-F	6	6	WHBC	6
WDJQ-F				

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRQK-F	1 WRQK-F>	1 WRQK-F	1 WRQK-F	1 WQXK-F
2 WONE-F>>	2 WQXK-F	2 WQXK-F>	2 WQXK-F	2 WHBC-F
3 WQXK-F	3 WONE-F>>	3 WONE-F>	3 WHBC-F	3 WRQK-F
WNCX-F	4 WNCX-F	4 WHBC-F	4 WMJI-F	4 WMJI-F
WMMS-F	WKDD-F	5	5 WONE-F	5 WHBC
WKDD-F	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		60 (5)	60 (5)	12.9	15.5
AOR/CLASSIC		65 (4)	65 (4)	14.0	16.6
AC/OLDIES/SOFT ROCK		39 (5)	39 (5)	8.4	24.4
MOR/VARIETY	92 (2)		92 (2)	19.8	18.1
COUNTRY	9 (2)	87 (3)	96 (5)	20.7	14.5
BLACK/URBAN		13 (1)	13 (1)	2.8	1.5
BEAUTIFUL/EASY	3 (1)	61 (2)	64 (3)	13.8	2.5
NEWS/TALK	11 (2)	13 (1)	24 (3)	5.2	3.8
NOSTALGIA	3 (1)		3 (1)	0.6	1.1
RELIGION/GOSPEL	2 (1)		2 (1)	0.4	1.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	6 (1)		6 (1)	1.3	0.4
	126 (10)	338 (21)	464 (31)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WDPN	1310	Alliance	1.1/3.8/ 6/ 124
WTIG	990	Massillion	1.1/2.6/ 6/ 84
WBBG-F	93.3	Youngstown	0.4/1.7/ 18/ 178
WHLO	640	Akron/Cleveland	0.4/2.2/ 7/ 137
WHOT-F	101.1	Youngstown	0.7/2.3/ 22/ 303
WKBN	570	Youngstown	0.5/2.2/ 15/ 145
WKNR	1220	Cleveland	0.5/3.0/ 4/ 103
WLTF-F	106.5	Cleveland	0.4/2.1/ 7/ 179
WMMS-F	100.7	Cleveland	1.4/7.3/ 8/ 291
WNCX-F	98.5	Cleveland	1.3/5.5/ 11/ 222
WPHR-F	107.9	Cleveland	0.5/3.9/ 4/ 169
WQAL-F	104.1	Cleveland	1.1/3.5/ 10/ 174
WQKT-F	104.5	Wooster	1.3/3.7/ 24/ 446
WQMX-F	94.9	Medina/Akron	1.6/5.9/ 17/ 333
WRMR	550	Cleveland	0.5/2.7/ 9/ 141
WSLR	1350	Akron	0.5/3.6/ 4/ 135
WSOM	600	Salem	0.7/1.7/ 18/ 263
WWWE	1100	Cleveland	1.4/4.3/ 17/ 283

RADIO STATIONS

WDPN, 1310, 1 KW/18 W (DA-1) , NOSTALGIA ABC , $ 13.00 (HNWH) (ALLIANCE)
WHBC, 1480, 5 KW (DA-N) , MOR/FULL SER. ABC , $ 55.00 (Christal)

WDJQ-F, 92.5, 50 KW @ 500, CHR , $ 40.00 (HNWH)
WHBC-F, 94.1, 46 KW @ 515, EZ/SAC ABC , $ 36.00 (Christal)
WNPQ-F, 95.9, 1.6 KW @ 400, CHR , $ 15.00 (Regional) (NEW PHILADELPHIA)
WRQK-F, 106.9, 28 KW @ 340, AOR -UNISUP , $ 31.00 (Eastman)
WTOF-F, 98.1, 36 KW @ 570, RELIGION , $ 15.00 (---) Hortanson

OTHER RANKED STATIONS -- See Akron & Cleveland

CHARLESTON, SC

Arbitron Rank/Pop (12+): 85/421,300
MSA Rank/Pop: 98/518,000
ADI # 105
Average Person Ratings: 15.7
Market TSL: 21.00 hours

Stations: 21/19
Diaries: 1004/420:1/49.6%
Sample Target: 900
% Below Line: 1.2
% Not Listed: 14.8

1991 Revenue: $12,000,000
HH Inc.: $27,801
Retail $: 3.8 Bil
Pop per Station: 22,173
#1 Biller: WEZL-F $2,700,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WEZL-F (C)	71/10.7	12.9	13.1	12.7	12.5	12.4	82/1211	979/23.2	24.3	24.0	12.6	91	923	WEZL-F
2. WBUB-F (C)	54/ 8.1	0.6	0.7	2.6	3.0	3.0	58/973	743/17.6	3.0	12.6	5.3	38	509	WBUB-F
3. WSSX-F (CHR)	51/ 7.7	10.3	8.8	7.7	7.1	8.6	54/879	771/18.3	23.9	20.9	11.1	80	1163	WSSX-F
4. WAVF-F (AOR)	47/ 7.1	6.8	5.7	6.6	8.0	6.6	59/726	648/15.4	15.1	14.6	6.8	49	719	WAVF-F
5. WXTC-F (AC)	43/ 6.5	6.4	5.0	4.4	5.9	5.6	46/727	622/14.8	15.5	13.7	6.1	44	517	WXTC-F
6. WTMA (N/T)	39/ 5.9	7.4	5.0	6.1	6.9	6.1	42/491	460/10.9	11.7	12.8	5.7	41	481	WTMA
7. WWWZ-F (B)	33/ 5.0	4.4	5.3	5.5	3.8	5.1	33/527	502/11.9	15.1	10.7	6.8	49	741	WWWZ-F
8. WYBB-F (CL AOR)	31/ 4.7	3.9	3.0	2.5	2.2	3.5	32/595	544/12.9	11.9	8.8	5.8	42	610	WYBB-F
9. WXLY-F (O)	30/ 4.5	5.2	5.2	4.1	4.2	4.8	35/616	514/12.2	11.5	12.0	2.5	18	336	WXLY-F
WSUY-F (AC)	30/ 4.5	4.2	5.6	5.3	4.2	4.9	34/496	485/11.5	13.1	10.5	2.9	21	267	WSUY-F
11. WDXZ-F (B)	27/ 4.1	4.7	6.7	6.9	4.9	5.6	32/531	437/10.4	12.8	9.0	5.1	37	582	WDXZ-F
12. WPAL (B)	25/ 3.8	3.2	4.1	6.4	3.0	4.4	26/376	343/ 8.1	10.2	9.0	1.8	13	239	WPAL
13. WUJM-AF (B)	24/ 3.7	2.9	4.2	3.5	4.4	3.6	29/547	495/11.7	12.6	11.0	5.4	38	625	WUJM-AF
14. WQIZ (REL)	12/ 1.8	2.3	1.2	1.6	2.1	1.7	17/146	101/ 2.4	1.5	2.3	0.1	1	9	WQIZ
15. WZJY (G)	11/ 1.7	0.6	2.6	2.0	3.2	1.7	11/125	125/ 3.0	4.1	3.9	3.0	22	188	WZJY
WMGL-F (J)	11/ 1.7	2.0	1.8	2.5	2.9	2.0	11/159	159/ 3.8	7.3	8.7	2.4	17	238	WMGL-F
17.														
18.														
19.														
20.														

12+ FM SHARE (METRO): 82.83% (468 of 565) (FAL 90: 77.74%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WSSX-F>	1 WAVF-F	1 WAVF-F	1 WEZL-F	1 WEZL-F	1 WEZL-F>	1 WEZL-F	1 WEZL-F	1 WEZL-F	1 WWWZ-F	1 WWWZ-F
2 WWWZ-F	2 WSSX-F>	2 WEZL-F	2 WXTC-F	2 WXTC-F	2 WTMA	2 WSSX-F	2 WTMA	2 WSSX-F<	2 WDXZ-F	2 WXTC-F>
3 WUJM-AF	3 WYBB-F	3 WSSX-F	3 WXLY-F	3 WBUB-F	WBUB-F>	3 WBUB-F	3 WBUB-F	3 WBUB-F<	3 WSSX-F	3 WDXZ-F
4 WDXZ-F	WXTC-F	4 WXTC-F	4 WTMA	4 WTMA	4 WSUY-F	4 WXTC-F	4 WXTC-F	4 WAVF-F>	WAVF-F	WBUB-F
5	5 WEZL-F	5 WBUB-F	WSSX-F	5 WXLY-F<	5 WXTC-F	5 WAVF-F	5 WAVF-F	5 WXTC-F<	5 WUJM-AF	5 WVVO
6	WBUB-F	6 WYBB-F	WBUB-F	6 WSSX-F	6	6	6	6 WXLY-F	6	WEZL-F
7	7 WDXZ-F	7	WAVF-F	WAVF-F	7	7	7	WWWZ-F	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WSSX-F>	1 WSSX-F	1 WXTC-F	1 WXTC-F	1 WXTC-F	1 WAVF-F>	1 WAVF-F>>	1 WAVF-F>>	1 WAVF-F>	1 WTMA
2 WAVF-F	2 WXTC-F>	2 WSSX-F>	WSSX-F	2 WEZL-F	2 WYBB-F	2 WYBB-F	2 WYBB-F	2 WTMA	2 WAVF-F<
3 WXTC-F	3 WWWZ-F	3 WWWZ-F	3 WEZL-F	3 WSSX-F	3 WSSX-F	3 WSSX-F	WSSX-F	3 WEZL-F	3 WEZL-F>
4 WWWZ-F	4 WBUB-F	WBUB-F	4 WWWZ-F	4 WBUB-F	4 WEZL-F	4 WEZL-F	4 WTMA	4 WYBB-F	4 WBUB-F
5 WUJM-AF	5 WAVF-F	5 WYBB-F	WBUB-F	5 WSUY-F	WDXZ-F>	5 WDXZ-F	WEZL-F	5 WSSX-F	5 WXLY-F
WEZL-F	6	6	6 WXLY-F	6 WWWZ-F	6 WBUB-F	6 WBUB-F	6 WXLY-F	6 WBUB-F	6
WDXZ-F				7 WXLY-F			WBUB-F		
WBUB-F									

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		56 (2)	56 (2)	9.9	12.0
AOR/CLASSIC		78 (2)	78 (2)	13.8	11.7
AC/OLDIES/SOFT ROCK		103 (3)	103 (3)	18.2	16.8
MOR/VARIETY					
COUNTRY		125 (2)	125 (2)	22.1	15.0
BLACK/URBAN	35 (3)	86 (4)	121 (7)	21.4	24.1
BEAUTIFUL/EASY					
NEWS/TALK	39 (1)		39 (1)	6.9	7.8
NOSTALGIA					
RELIGION/GOSPEL	23 (2)	9 (1)	32 (3)	5.7	6.0
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		11 (1)	11 (1)	1.9	3.3
UNKNOWN/OTHERS					3.2
	97 (6)	468 (15)	565 (21)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WTUA-F	106.9	St. Stephens	1.4/2.7/ 14/ 255
WVVO	910	No.Charleston	1.4/3.3/ 9/ 138
WHTK-F	99.7	Pt. Royal	0.8/3.3/ 12/ 257
WWDM-F	101.3	Sumter	0.5/2.7/ 60/ 728

American Radio Fall 1991, Copyright 1992

CHARLESTON, SC

RADIO STATIONS

WPAL ,	730,	1 KW/100 W	, Black	NBN ABC,	$19.00	(Roslin)	
WQIZ ,	810,	5 KW (DAYS)	, Gospel	SBN,	$12.00	(Eastman)	
WTMA ,	1250,	5 KW/1 KW	, News/Talk	ABC TALKNT,	$14.00	(Katz)	
WZJY ,	1480,	1 KW (DAYS)	, Gospel	CNN UNIULT,	$10.00	(---)	
WAVF-F,	96.1,	100 KW @ 538	, AOR	,	$44.00	(Christal)	
WDXZ-F,	104.5,	28 KW @ 656	, Black	,	$20.00	(K & P)	(MT PLEASANT)
WEZL-F,	103.5,	100 KW @ 661	, Country	MBS,	$50.00	(Banner)	Apollo
WBUB-F,	107.5,	100 KW @ 984	, Country	,	$40.00	(Eastman)	(ST GEORGE)
WJYQ-F,	105.5,	1 KW @ 469	, AC	,	$15.00	(CMBS)	(MONCKS CORNER)
WMGL-F,	101.7,	6 KW @ 300	, Jazz/NAC	ABC,	$15.00	(Roslin)	(Ravenal)
WSSX-F,	95.1,	100 KW @ 1001	, CHR	,	$34.00	(Katz)	Faircom
WSUY-F,	100.7,	3 KW @ 300	, AC	UNISUP,	$18.00	(Katz)	
WUJM-F,	94.3,	1.4 KW @ 480	, Black	MBS,	$23.00	(Christal)	Jones-Eastern
							(GOOSE CREEK)
WWWZ-F,	93.5,	1.1 KW @ 460	, Black	SBN,	$30.00	(HNWH)	(SUMMERVILLE)
WXLY-F,	102.5,	100 KW @ 550	, Oldies	SMN UNIULT,	$31.00	(Eastman)	Bloomington
WXTC-F,	96.9,	100 KW @ 1770	, AC	,	$45.00	(Mc-Guild)	Ralph Guild
WYBB-F,	98.1,	50 KW @ 479	, Classic AOR	,	$19.00	(Durpetti)	Martin (FOLLY BCH)

WWDM-F -- See Columbia

Miscellaneous: WMGL-F (Ravenal) sold for $600,000 (Earman, Gammon)...

American Radio Fall 1991, Copyright 1992

CHARLESTON, WV

Arbitron Rank/Pop (12+): 151/209,200
MSA Rank/Pop: 177/261,000
ADI # 55 (w/ Huntington)
Average Person Ratings: 15.9
Market TSL: 21.50 hours

Stations: 13/12
Diaries: 652/321:1/50.1%
Sample Target: 550
% Below Line: 3.0
% Not Listed: 12.0

1991 Revenue: $8,600,000
HH Inc.: $26,764
Retail $: 1.9 Bil
Pop per Station: 17,433
#1 Biller: WQBE-AF $2,000,000

12+ METRO		1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90		Birch Share	Birch AQH	Birch Cume	
1.	WQBE-F	(C)	102/30.6	26.0	29.2	24.0	----	----	168/1713	886/42.4	43.0	40.8		28.3	86	998	WQBE-F
2.	WVSR-F	(CHR)	27/ 8.1	11.8	8.5	14.3	----	----	36/712	426/20.4	25.1	21.8		14.8	45	542	WVSR-F
	WVAF-F	(AC)	27/ 8.1	11.5	12.2	9.6	----	----	37/728	531/25.4	26.1	29.0		8.6	26	678	WVAF-F
4.	WCHS	(MOR)	25/ 7.5	7.4	4.7	4.1	----	----	31/500	351/16.8	15.1	15.1		4.6	14	341	WCHS
5.	WLZT-F	(O)	21/ 6.3	7.1	7.6	7.6	----	----	36/522	299/14.3	15.4	19.5		4.9	15	407	WLZT-F
	WKLC-F	(AOR)	21/ 6.3	9.4	9.6	10.5	----	----	75/1045	413/19.7	20.7	20.2		15.1	46	587	WKLC-F
7.	WVNS-F	(SAC)	20/ 6.0	2.9	4.1	2.9	----	----	25/365	293/14.0	9.8	9.8		2.6	8	197	WVNS-F
8.	WBES-F	(EZ)	12/ 3.6	5.3	5.8	5.8	----	----	13/220	201/ 9.6	7.4	11.5		2.3	7	184	WBES-F
9.	WEMM-F	(REL)	10/ 3.0	2.7	0.9	1.5	----	----	28/369	120/ 5.7	5.5	2.2		0.7	2	84	WEMM-F
	WJYP-F	(REL)	10/ 3.0	1.5	1.5	2.9	----	----	11/172	147/ 7.0	5.0	6.6		1.0	3	61	WJYP-F
11.	WSCW	(REL)	8/ 2.4	1.8	0.6	0.9	----	----	11/93	88/ 4.2	3.4	2.4		1.0	3	59	WSCW
	WQBE	(C)	8/ 2.4	1.8	0.6	1.5	----	----	10/189	133/ 6.4	6.0	4.6		2.6	8	176	WQBE
13.																	
14.																	
15.																	

12+ FM SHARE (METRO): 85.32% (250 of 293) (FAL 90: 89.18%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	WVSR-F>>	1 WQBE-F>>	1 WQBE-F>>	1 WQBE-F>>	1 WQBE-F>>	1 WQBE-F>>	1 WQBE-F>>	1 WQBE-F>>	1 WQBE-F>>	1 WQBE-F>>	1 WQBE-F>
2	WQBE-F	2 WVSR-F	2 WVAF-F<	2 WVAF-F>	2 WVAF-F	2 WCHS >	2 WVAF-F	2 WCHS	2 WVSR-F	2 WKLC-F	2 WKLC-F>
	WKLC-F	WKLC-F>	3 WVSR-F	3 WVNS-F	3 WVNS-F	3 WVAF-F	3 WCHS	3 WVAF-F	WVAF-F	3 WVSR-F	3 WVSR-F
4		4 WVAF-F	4 WKLC-F	WLZT-F	4 WLZT-F	4 WLZT-F	4 WVSR-F	4 WVSR-F	4 WKLC-F<	4	4
5		5 WVNS-F	5 WVNS-F	5 WKLC-F	5 WKLC-F	5 WVNS-F	5	WVNS-F	5 WLZT-F	5	5
6		6	WLZT-F	WCHS	WCHS	6	6	6	6	6	6

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	WVSR-F>>	1 WVSR-F	1 WQBE-F>	1 WQBE-F>>	1 WQBE-F>>	1 WKLC-F	1 WQBE-F	1 WQBE-F>>	1 WQBE-F>>	1 WQBE-F>>
2	WQBE-F>>	WQBE-F>>	2 WVSR-F	2 WVSR-F>	2 WVNS-F	2 WQBE-F>>	2 WKLC-F>>	2 WKLC-F>	2 WKLC-F>	2 WVAF-F
3	WKLC-F>>	3 WVNS-F	3 WVNS-F	3 WVNS-F	3 WVAF-F	3 WVSR-F	3 WVAF-F	3 WVAF-F>	3 WVAF-F	3 WLZT-F
4		WKLC-F	4 WVAF-F	WVAF-F	4 WVSR-F	4	4	4 WVNS-F	4 WCHS	WKLC-F
5	5		WLZT-F	5	5 WLZT-F	5	5	5	5 WLZT-F	WCHS
6	6		WKLC-F	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		27 (1)	27 (1)	9.2	9.8
AOR/CLASSIC		21 (1)	21 (1)	7.2	10.8
AC/OLDIES/SOFT ROCK		48 (2)	48 (2)	16.4	26.9
MOR/VARIETY	25 (1)		25 (1)	8.5	5.2
COUNTRY	8 (1)	102 (1)	110 (2)	37.5	37.4
BLACK/URBAN					
BEAUTIFUL/EASY		32 (2)	32 (2)	10.9	6.6
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL	8 (1)	20 (2)	28 (3)	9.6	3.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	2 (1)		2 (1)	0.7	
	43 (4)	250 (9)	293 (13)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WVKV	1080	Hurricane	0.6/2.2/ 2/ 46

RADIO STATIONS

WCAW, 680, 50 KW/250 W (DA-N), AC SEE WVAF-F
WCHS, 580, 5 KW (DA-N) , MOR NBS CBS , $ 17.00 (Eastman)
WQBE, 950, 5 KW/1 KW (DA-N) , SEE WQBE-F

WBES-F, 94.5, 3 KW @ 328, EZ ABC, $ 18.00 (K & P) (DUNBAR)
WJYP-F, 100.9, 3 KW @ 300, RELIGION , $ 10.00 (---) CLU
WKLC-F, 105.1, 4 KW @ 1665, AOR SOURCE, ABC, $ 26.00 (HNWH) Martin
WLZT-F, 107.3, 23 KW @ 640, OLDIES , $ 19.00 (Durpetti) (MIAMI)
WQBE-F, 97.5, 50 KW @ 500, COUNTRY ABC, $ 43.00 (McGuild) Miniger
WVAF-F, 99.9, 50 KW @ 490, AC ABC, $ 34.00 (Banner) Capitol-Johnson
WVNS-F, 96.1, 50 KW @ 360, OLDIES ABC, $ 17.00 (---)
WVSR-F, 102.7, 50 KW @ 420, CHR UNIPWR, $ 36.00 (Katz) Ardman

American Radio Fall 1991, Copyright 1992

CHARLOTTE

Arbitron Rank/Pop (12+): 38/998,400
MSA Rank/Pop: 43/1,140,000
ADI # 31
Average Person Ratings: 16.2
Market TSL: 21.50 hours

Stations: 28/20
Diaries: 1328/752:1/50.6%
Sample Target: 1310
% Below Line: 4.3
% Not Listed: 14.0

1991 Revenue: $32,700,000
HH Inc.: $31,722
Retail $: 9.0 Bil
Pop per Station: 49,920
#1 Biller: WSOC-AF $5,900,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WSOC-F	(C)	206/12.7	14.8	11.4	15.2	12.3	13.5	336/4445	2664/26.7	24.3	24.3	11.6	193	2620	WSOC-F
WPEG-F	(B)	206/12.7	13.5	12.5	10.9	12.3	12.4	258/2040	1582/15.8	17.7	17.6	13.7	229	1885	WPEG-F
3. WRFX-F	(AOR)	140/ 8.6	7.3	8.3	6.6	7.6	7.7	185/2538	1867/18.7	19.5	16.8	11.0	183	2045	WRFX-F
4. WBT	(FS)	127/ 7.8	5.4	6.0	6.7	5.7	6.5	141/1631	1447/14.5	12.9	13.4	6.0	100	1146	WBT
5. WEZC-F	(SAC)	102/ 6.3	5.2	6.0	3.8	7.2	5.3	177/2677	1777/17.8	15.2	12.4	3.8	64	1071	WEZC-F
6. WTDR-F	(C)	87/ 5.4	6.5	6.2	5.8	4.4	6.0	177/2339	1136/11.4	10.8	9.5	7.7	129	1415	WTDR-F
7. WMXC-F	(AC)	81/ 5.0	4.5	5.2	4.1	4.8	4.7	118/2121	1365/13.7	14.0	12.8	2.8	46	1018	WMXC-F
WCKZ-F	(CHR)	81/ 5.0	6.5	7.3	7.5	6.6	6.6	126/2677	1596/16.0	18.3	18.6	6.7	112	1866	WCKZ-F
WBT -F	(AC)	81/ 5.0	5.8	5.0	5.7	5.4	5.4	162/3180	1641/16.4	16.8	14.5	6.0	100	1597	WBT -F
10. WXRC-F	(AOR)	60/ 3.7	3.2	3.1	2.6	1.8	3.1	120/1577	776/ 7.8	7.7	5.9	2.9	48	1118	WXRC-F
11. WWMG-F	(O)	49/ 3.0	4.1	4.8	4.3	5.0	4.1	112/1691	841/ 8.4	11.4	12.2	3.8	64	1316	WWMG-F
12. WMIT-AF	(REL)	21/ 1.3	1.3	1.2	1.5	1.0	1.3	50/986	439/ 4.4	5.2	4.5	0.9	15	274	WMIT-AF
13. WGSP	(REL)	20/ 1.2	1.0	1.5	0.8	1.0	1.1	20/219	219/ 2.2	2.4	2.4	0.7	12	229	WGSP
14. WAQQ-F	(CHR)	19/ 1.2	1.6	0.8	0.5	2.5	1.0	47/978	557/ 5.6	4.4	9.3	1.7	29	525	WAQQ-F
15.															

12+ FM SHARE (METRO): 85.51% (1192 of 1394) (FAL 90: 89.57%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	WPEG-F	1 WPEG-F	1 WPEG-F	1 WRFX-F	1 WSOC-F<	1 WSOC-F	1 WSOC-F	1 WSOC-F	1 WSOC-F	1 WPEG-F>>	1 WSOC-F
	WCKZ-F>>	2 WRFX-F>	2 WRFX-F	2 WSOC-F	2 WRFX-F<	2 WBT >	2 WRFX-F	2 WPEG-F	2 WPEG-F	2 WCKZ-F<	2 WPEG-F>>
3		3 WSOC-F	3 WSOC-F>	3 WPEG-F>	3 WPEC-F>	3 WEZC-F	3 WPEG-F>	3 WBT	3 WRFX-F	3 WSOC-F	3 WEZC-F>>
4		4 WXRC-F<	4 WTDR-F<	4 WMXC-F	4 WPEG-F	4 WPEG-F	4 WBT >	4 WRFX-F	4 WEZC-F	4 WBT >	4 WBT
5		5 WMXC-F	5 WMXC-F<	5 WBT -F	5 WEZC-F<	5	5 WTDR-F<	5 WEZC-F<	5 WMXC-F	5 WRFX-F	5
6		6 WCKZ-F	6 WBT -F	6 WTDR-F	6 WBT -F	6	6 WEZC-F	6 WMXC-F	6 WBT -F<	6	6
7		WBT -F	7	7	7 WTDR-F	7	7	7	7 WCKZ-F	7	7
8		8	8	8	8	8	8	8	WBT	8	8

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	WPEG-F>>	1 WPEG-F>>	1 WPEG-F	1 WPEG-F>	1 WPEG-F	1 WPEG-F>	1 WRFX-F>	1 WRFX-F>>	1 WRFX-F>	1 WRFX-F
2	WCKZ-F	2 WMXC-F	WMXC-F>	2 WSOC-F	2 WSOC-F	2 WRFX-F	2 WPEG-F	2 WSOC-F	2 WPEG-F<	2 WSOC-F>
3	WXRC-F	3 WBT -F	3 WBT -F<	3 WBT -F	3 WMXC-F	3 WXRC-F	3 WSOC-F	3 WPEG-F>	3 WSOC-F>	3 WPEG-F>
4	WEZC-F	4 WRFX-F	4 WRFX-F>	4 WMXC-F	4 WBT -F	4 WTDR-F	4 WXRC-F>	4 WXRC-F	4 WTDR-F	4 WWMG-F
	WBT -F	5 WCKZ-F<	5 WSOC-F	5 WEZC-F	5 WEZC-F	5 WSOC-F	5 WTDR-F	5	5 WWMG-F<	5 WBT
6	WSOC-F	6 WEZC-F	6 WEZC-F	6 WRFX-F	6 WRFX-F	6 WCKZ-F	6	6	6 WXRC-F	6 WTDR-F
7		7 WSOC-F	7	7 WTDR-F	7 WTDR-F	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		109 (3)	109 (3)	7.8	12.5
AOR/CLASSIC		207 (3)	207 (3)	14.8	11.4
AC/OLDIES/SOFT ROCK		228 (5)	228 (5)	16.4	25.4
MOR/VARIETY	127 (1)		127 (1)	9.1	5.6
COUNTRY	7 (1)	313 (4)	320 (5)	23.0	23.1
BLACK/URBAN	11 (1)	206 (1)	217 (2)	15.6	15.2
BEAUTIFUL/EASY	6 (1)	109 (2)	115 (3)	8.2	0.9
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL	34 (3)	20 (1)	54 (4)	3.9	2.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	17 (2)		17 (2)	1.2	2.9
	202 (9)	1192 (19)	1394 (28)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WGIV	1600	Charlotte	0.7/1.9/ 11/ 188
WHVN	1240	Charlotte	0.8/2.6/ 13/ 256
WLON	1050	Lincolnton	0.4/1.0/ 6/ 95
WLTC	1370	Gastonia	0.4/1.1/ 7/ 123
WOGR	1540	Charlotte	0.6/0.8/ 10/ 84
WRDX-F	106.5	Salisbury/Chrlt	0.7/2.2/ 25/ 511
WSOC	930	Charlotte	0.4/1.7/ 7/ 215
WFGW	1010	Black Mountain	0.1/0.0/ 0/ 0
WFMX-F	105.7	Statesville	0.9/3.1/ 89/1304
WKRR-F	92.3	Asheboro	0.4/1.8/ 43/ 778
WKSI-F	98.7	Greensboro/W-S	0.6/1.8/ 29/ 556
WMQX-F	93.1	Winston-Salem	0.4/0.9/ 41/ 522
WSPA-F	98.9	Spartanburg	0.4/1.4/ 15/ 306
WTQR-F	104.1	Winston-Salem	0.3/1.5/136/1418

RADIO STATIONS

WBT , 1110, 50 KW (DA-N) , NEWS/TALK/HOR	CBS , $ 74.00 (Banner)	Jeff-Pilot	
WBT-F , 107.9, 100 KW @ 1694, AC	, $ 53.00 (Banner)	Jeff-Pilot	
WCKZ-F, 101.9, 100 KW @ 988, CHR/URBAN	ABC , $ 60.00 (HMWH)	Beasley	
WEZC-F, 102.9, 100 KW @ 1535, SOFT AC	UNIULT , $ 45.00 (Katz)	Keymarket (HICKORY)	
WPEG-F, 97.9, 50 KW @ 390, BLACK	CBS, UNIPWR , $ 89.00 (Katz)	Broadcast Partners (CONCORD)	
WMXC-F, 104.7, 100 KW @ 1230, AC	, $ 74.00 (HMR)	EZ	
WRFX-F, 106.5, 100 KW @ 1003, AOR	, $ 95.00 (McGuild)	Pyramid (KANNAPOLIS)	
WRDX-F, 99.7, 100 KW @ 1044, AC	, $ 24.00 (Southern)	(SALISBURY)	
WSOC-F, 103.7, 100 KW @ 1059, COUNTRY	, $ 125.00 (Durpetti)	Cox	
WTDR-F, 96.9, 100 KW @ 1548, COUNTRY	, $ 46.00 (Christal)	Trumper	
WWMG-F, 96.1, 100 KW @ 1745, AC/OLDIES	CBS , $ 51.00 (Christal)	Voyager (SHELBY)	
WXRC-F, 95.7, 100 KW @ 1020, AOR	ABC , $ 25.00 (N/A)	(HICKORY)	
WAQQ-F, 95.1, 100 KW @ 1542, CHR	SMN , $ 46.00 (Torbet)		

Miscellaneous: WSOC-AM sold by Cox to Bible Broadcast Network for $475,000... WGKL-F to WAQQ-F and from Oldies to CHR (Oct)...

American Radio Fall 1991, Copyright 1992

CHATTANOOGA

Arbitron Rank/Pop (12+): 97/366,100

MSA Rank/Pop: 109/443,000
ADI # 81

Average Person Ratings: 16.1

Market TSL: 21.50 hours

Stations: 17/17
Diaries: 842/435:1/51.2%
Sample Target: 840
% Below Line: 0.0
% Not Listed: 13.5

1991 Revenue: $12,200,000
HH Inc.: $27,424
Retail $: 3.0 Bil
Pop per Station: 21,535
#1 Biller: WUSY-F $3,300,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WUSY-F (C)	141/23.9	18.0	20.4	19.8	19.7	20.5	264/2789	1508/41.2	32.1	31.3	21.7	143	1335	WUSY-F
2. WJTT-F (B)	59/10.0	12.1	9.7	9.2	9.3	10.3	65/725	591/16.1	14.1	11.0	12.1	80	780	WJTT-F
3. WDEF-F (EZ)	51/ 8.6	8.7	10.7	11.0	9.3	9.8	65/861	671/18.3	20.4	18.8	7.9	52	712	WDEF-F
4. WLMX-F (AC)	38/ 6.4	6.8	8.5	6.2	7.3	7.0	38/577	563/15.4	17.5	17.5	6.7	44	576	WLMX-F
5 WSKZ-F (CHR)	35/ 5.9	9.2	7.5	9.6	10.3	8.1	90/1465	720/19.7	21.1	22.9	8.0	53	916	WSKZ-F
6. WFXS-F (CL AOR)	32/ 5.4	4.7	3.7	3.0	4.7	4.2	37/389	352/ 9.6	9.4	10.2	4.2	28	441	WFXS-F
7. WDOD-F (C)	28/ 4.7	5.2	3.3	6.7	6.5	5.7	41/1031	578/15.8	15.4	16.5	5.3	35	582	WDOD-F
8. WSGC-F (O)	22/ 3.7	2.0	3.3	3.3	2.9	3.1	25/398	336/ 9.2	8.7	9.6	2.7	18	254	WSGC-F
9. WOOD (BB)	20/ 3.4	2.0	1.2	1.2	2.8	2.0	24/263	203/ 5.5	5.0	4.8	1.1	7	134	WDOD
10. WGOW (N/T)	18/ 3.0	2.5	1.3	3.3	1.3	2.5	18/266	266/ 7.3	5.5	5.1	3.3	22	359	WGOW
11. WNOO (B)	14/ 2.4	3.3	4.2	2.6	5.2	3.1	15/255	224/ 6.1	6.0	6.7	2.1	14	178	WNOO
12. WKXJ-F (AC)	13/ 2.2	0.8	3.5	0.8	----	1.8	17/270	194/ 5.3	5.0	0.0	2.4	16	336	WKXJ-F
13. WJRX-F (REL)	11/ 1.9	3.0	2.5	3.4	1.0	2.7	14/259	185/ 5.1	5.1	2.3	2.6	17	235	WJRX-F
WBDX-F (SAC)	11/ 1.9	1.7	1.8	1.4	1.6	1.7	12/246	180/ 4.9	6.4	5.0	1.1	7	141	WBDX-F
15.														

12+ FM SHARE (METRO): 86.30% (441 of 511) (FAL 90: 83.83%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WSKZ-F	1 WUSY-F›	1 WUSY-F››	1 WUSY-F››	1 WUSY-F››	1 WUSY-F››	1 WUSY-F››	1 WUSY-F››	1 WUSY-F››	1 WJTT-F	1 WUSY-F
WJTT-F	2 WJTT-F›	2 WJTT-F›	2 WJTT-F	2 WJTT-F	2 WDEF-F	2 WDEF-F›	2 WDEF-F›	2 WJTT-F›	2 WUSY-F›	2 WJTT-F››
3 WUSY-F›	3 WFXS-F	3 WLMX-F	3 WLMX-F	3		3 WJTT-F	3 WLMX-F	3 WDEF-F‹	3 WSKZ-F	3 WDOD-F
4 WKXJ-F	4 WSKZ-F	4 WFXS-F	4 WFXS-F	4 WFXS-F		4 WLMX-F	4 WJTT-F	4 WSKZ-F	4 WFXS-F›	4 WSKZ-F
5	5 WLMX-F	5 WSKZ-F	5 WDEF-F	WDEF-F		5 WSKZ-F	5 WSKZ-F‹	5 WLMX-F‹	5 WDEF-F	5
6	6	6	6 WSGC-F	6		6	6 WGOW	6 WFXS-F	6	6
			WGOW							

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WUSY-F	1 WUSY-F	1 WUSY-F	1 WUSY-F›	1 WUSY-F››
2 WJTT-F››	2 WJTT-F›	2 WJTT-F	2 WJTT-F	2 WJTT-F
3 WLMX-F	3 WLMX-F›	3 WLMX-F›	3 WLMX-F	3 WLMX-F›
4 WSKZ-F›	4 WSKZ-F›	4 WSKZ-F	4	4 WNOO
5 WFXS-F	5 WFXS-F	WNOO	5	WDEF-F
6	6	6 WFXS-F	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WUSY-F	1 WUSY-F›	1 WUSY-F›	1 WUSY-F››	1 WUSY-F››
2 WSKZ-F	2 WFXS-F	2 WFXS-F›	2 WFXS-F	2 WFXS-F
WJTT-F	3 WJTT-F	3 WJTT-F	3 WJTT-F	3 WGOW
WFXS-F	4 WSKZ-F	WGOW	4 WSKZ-F	4 WJTT-F
5	5	5 WDEF-F	5 WGOW	5 WDEF-F
6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		38 (1)	38 (1)	6.8	13.8
AOR/CLASSIC		32 (1)	32 (1)	6.3	5.9
AC/OLDIES/SOFT ROCK		73 (3)	73 (3)	14.3	14.8
MOR/VARIETY					3.7
COUNTRY	5 (1)	169 (2)	174 (3)	34.1	26.4
BLACK/URBAN	14 (1)	59 (1)	73 (2)	14.3	13.8
BEAUTIFUL/EASY	9 (1)	62 (2)	71 (3)	13.9	13.2
NEWS/TALK	18 (1)		18 (1)	3.5	2.0
NOSTALGIA	20 (1)		20 (1)	3.9	
RELIGION/GOSPEL	4 (1)	11 (1)	15 (2)	2.9	5.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					1.0
	70 (6)	441 (11)	511 (17)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WDEF	1370	Chattanooga	1.5/8.1/ 9/ 240
WFLI	1070	Lookout Mountn	0.7/3.0/ 6/ 169
WQCH	1590	Lafayette	0.8/1.3/ 5/ 48

RADIO STATIONS

WDEF, 1370, 5 KW (DA-N)	, MOR/FULL SER.	CBS, NBC , $	25.00 (MMR)	Park
WDOD, 1310, 5 KW (DA-N)	, NOSTALGIA	UNIULT , $	N/A (Banner)	Bahakel
WFLI, 1070, 50 KW/1 KW (DA-2)	, RELIGION	ABC , $	12.00 (---)	Burns
WGOW, 1150, 5 KW/1 KW (DA-N)	, TALK	SUN, MBS , $	16.00 (Christal)	Bloomington
WNOO, 1260, 5 KW (DAYS)	, BLACK	SBN , $	14.00 (Eastman)	
WDEF-F, 92.3, 100 KW @ 1180, EZ		ABC , $	35.00 (MMR)	Park
WDOD-F, 96.5, 100 KW @ 1076, COUNTRY		UNIULT , $	36.00 (Banner)	Bahakel
WFXS-F, 102.3, 3 KW @ 285, CLASSIC AOR		, $	16.00 (Eastman)	(SODDY-DAISY)
WJTT-F, 94.3, 2.8 KW @ 325, BLACK		CBS , $	20.00 (HNWH)	(REDBANK)
WKXJ-F, 97.3, 27 KW @ 616, AC		, $	20.00 (Roslin)	
WLMX-F, 105.5, 3 KW @ 262, AC		ABC , $	45.00 (Eastman)	Baum (ROSSVILLE, GA)
WSGC-F, 101.9, .7 KW @ 702, OLDIES		, $	17.00 (---)	(RINGGOLD, GA)
WSKZ-F, 106.5, 100 KW @ 1076, CHR		, $	56.00 (Christal)	Bloomington
WUSY-F, 100.7, 100 KW @ 1190, COUNTRY		NBC , $	56.00 (Katz)	

American Radio Fall 1991, Copyright 1992

CHICAGO

Arbitron Rank/Pop (12+): 3/6,651,100
MSA Rank/Pop: 3/8,240,000
ADI # 3
Average Person Ratings: 18.6
Market TSL: 24.25 hours

Stations: 36/36
Diaries: 3655/1820:1/49.6%
Sample Target: 3470
% Below Line: 0.0
% Not Listed: 12.1

1991 Revenue: $238,000,000
HH Inc.: $33,675
Retail $: 61.9 Bil
Pop per Station: 184,752
#1 Biller: WGN $42,500,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WGN	(T)	1049/ 8.5	8.4	8.2	7.8	9.3	8.2	1243/16385	13459/20.2	17.7	20.1	8.9	1096	12393	WGN
2. WGCI-F	(B)	835/ 6.8	8.1	6.6	7.4	7.2	7.2	838/8376	8289/12.5	13.1	13.9	9.3	1144	11928	WGCI-F
3. WBBM-F	(CHR)	633/ 5.1	4.9	5.8	6.9	6.2	5.7	650/11884	11438/17.2	18.6	18.2	6.8	816	12090	WBBM-F
4. WBBM	(N)	544/ 4.4	3.8	3.9	5.2	4.4	4.3	607/12439	10999/16.5	16.1	16.7	3.6	441	8235	WBBM
5. WVAZ-F	(B/AC)	520/ 4.2	4.7	4.3	4.8	4.5	4.5	522/6067	5990/ 9.0	10.5	9.9	5.1	627	5424	WVAZ-F
6. WUSN-F	(C)	468/ 3.8	4.5	3.3	3.8	4.0	3.8	505/7243	6788/10.2	9.7	9.0	4.7	577	6757	WUSN-F
7. WWBZ-F	(AOR)	465/ 3.8	4.6	3.9	1.4	1.4	3.4	495/8785	8144/12.2	10.6	6.6	6.0	738	7691	WWBZ-F
WNUA-F	(J/NA)	465/ 3.8	3.4	3.1	2.3	2.3	3.2	470/6526	6398/ 9.6	8.6	6.9	3.5	428	5122	WNUA-F
9. WLIT-F	(SAC)	419/ 3.4	3.4	3.9	3.5	3.2	3.6	435/5919	5663/ 8.5	9.1	8.8	2.1	254	4707	WLIT-F
10. WXRT-F	(AOR)	404/ 3.3	2.6	3.3	3.6	2.8	3.2	413/5554	5434/ 8.2	7.8	7.1	3.8	466	6033	WXRT-F
11. WJJD	(BB)	401/ 3.2	4.1	3.6	2.4	3.7	3.3	417/5406	5109/ 7.7	7.8	7.1	3.2	392	5079	WJJD
12. WLUP	(T)	394/ 3.2	2.8	3.1	2.7	2.6	3.0	433/5062	4521/ 6.8	8.3	7.2	2.6	319	3713	WLUP
13. WJMK-F	(O)	364/ 2.9	3.2	3.4	2.8	3.1	3.1	387/8271	7658/11.5	11.5	11.2	2.3	284	4237	WJMK-F
14. WCKG-F	(CL AOR)	336/ 2.7	3.4	3.4	3.9	4.1	3.4	367/7729	7200/10.8	12.7	13.2	3.3	407	7655	WCKG-F
15. WLUP-F	(AOR)	329/ 2.7	3.5	3.6	3.5	4.2	3.3	342/7685	7301/11.0	12.7	13.0	3.7	450	7109	WLUP-F
16. WMAQ	(N)	307/ 2.5	3.2	2.5	4.5	2.7	3.2	354/9354	8059/12.1	12.8	11.8	2.3	281	7104	WMAQ
17. WLS	(T)	302/ 2.4	2.8	1.8	2.5	2.2	2.3	363/5239	4069/ 6.1	5.2	7.0	2.7	327	3842	WLS
18. WPNT-F	(AC)	285/ 2.3	2.1	2.5	1.3	2.3	2.0	298/5651	5458/ 8.2	9.6	6.9	1.6	202	4447	WPNT-F
19. WKQX-F	(AC)	265/ 2.1	3.0	2.8	2.8	2.8	2.7	274/7342	7172/10.8	12.2	11.6	2.5	310	6236	WKQX-F
20. WTMX-F	(AC)	258/ 2.1	1.8	2.8	2.5	2.9	2.3	264/4638	4540/ 6.8	8.7	9.1	0.7	88	1793	WTMX-F
21. WOJO-F	(SP)	247/ 2.0	1.8	1.6	1.1	1.4	1.6	248/2977	2968/ 4.5	3.6	2.9	1.3	157	2050	WOJO-F
22. WIND	(SP)	214/ 1.7	0.5	0.7	0.9	0.8	0.9	216/2391	2333/ 3.5	2.0	2.0	1.2	143	1446	WIND
23. WNIB-F	(CL)	191/ 1.5	0.8	1.8	1.4	1.2	1.4	192/3793	3732/ 5.6	5.3	4.6	1.2	144	1755	WNIB-F
24. WVON	(B/T)	148/ 1.2	0.9	0.5	1.3	1.3	1.0	148/909	909/ 1.4	1.0	1.5	0.4	50	941	WVON
25. WFMT-F	(CL)	145/ 1.2	1.1	1.1	1.5	0.9	1.2	148/3481	3353/ 5.0	5.0	4.1	1.3	161	2452	WFMT-F
26. WTAQ	(SP)	129/ 1.0	0.8	0.7	0.4	0.4	0.7	129/1454	1454/ 2.2	1.2	0.9	0.7	90	1197	WTAQ
27. WGCI	(B)	124/ 1.0	1.0	0.7	1.1	0.5	0.9	124/1743	1716/ 2.6	2.6	2.3	0.5	60	1153	WGCI
28. WYCA-F	(REL)	106/ 0.9	0.6	0.7	0.5	0.6	0.7	107/1393	1350/ 2.0	2.1	1.4	0.8	101	1325	WYCA-F
29. WLS -F	(T)	102/ 0.8	1.3	1.3	1.6	2.1	1.3	116/3748	3396/ 5.1	7.5	9.9	0.8	102	4270	WLS -F
30.															

12+ FM SHARE (METRO): 65.55% (7117 of 10857) (FAL 90: 70.14%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBBM-F	1 WGCI-F>	1 WGCI-F>	1 WVAZ-F<	1 WGN <	1 WGN >>	1 WGN >>	1 WGN	1 WGCI-F	1 WGCI-F>	1 WGN >>
2 WGCI-F>	2 WXRT-F<	2 WVAZ-F	2 WGCI-F	2 WVAZ-F<	2 WBBM	2 WBBM	2 WLIT-F	2 WGN	2 WBBM-F	2 WBBM <
3 WWBZ-F>	3 WBBM-F<	3 WXRT-F<	3 WXRT-F<	3 WGCI-F	3 WJJD	3 WGCI-F	WGCI-F	3 WBBM-F<	3 WGN	3 WVAZ-F
4 WYTZ-F	4 WWBZ-F	4 WBBM-F<	4 WNUA-F<	4 WNUA-F	4 WUSN-F	4 WBBM-F	4 WLUP	4 WLUP	4 WVAZ-F	4 WGCI-F>>
5	WVAZ-F	5 WNUA-F	5 WLUP	5 WXRT-F<	5 WLIT-F<	5 WLUP-F	5 WNUA-F	5 WWBZ-F<	5 WWBZ-F>	5 WMAQ
6	6 WLUP-F	6 WLUP	6 WGN	6 WLUP	6 WNUA-F	6 WJJD <	6 WXRT-F	6 WNUA-F	6 WBBM	6 WBBM-F
7	7 WLUP <	7 WWBZ-F	7 WJMK-F<	7 WUSN-F	7 WLS	7 WUSN-F	WVAZ-F	7 WUSN-F	7 WNUA-F	7 WUSN-F>>
8	8 WCKG-F	8 WGN	8 WLIT-F	8 WLIT-F<	8 WMAQ <	8 WXRT-F	WMAQ	8 WJJD	8 WVAZ-F	8 WCKG-F< 8 WLS
9	9	WCKG-F<	9 WUSN-F	9 WJMK-F	WJMK-F		9 WBBM	9 WLIT-F	9 WUSN-F	9
10	10	10 WLUP-F	WCKG-F	10 WBBM	10 WGCI-F	10	10 WUSN-F	10 WXRT-F	WMAQ	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WGCI-F>	1 WGCI-F	1 WVAZ-F	1 WGCI-F	1 WVAZ-F<
2 WBBM-F	2 WVAZ-F	2 WGCI-F>	2 WVAZ-F	2 WGCI-F
3 WWBZ-F>	3 WBBM-F	3 WXRT-F	3 WBBM-F	3 WGN
4 WLIT-F<	4 WXRT-F	4 WNUA-F	4 WNUA-F	4 WNUA-F<
5 WVAZ-F	5 WNUA-F	WBBM-F	5 WPNT-F<	5 WUSN-F
WCKG-F<	6 WPNT-F<	6 WPNT-F	6 WLIT-F	6 WJMK-F
7 WIND	7 WWBZ-F	7 WKQX-F	WJMK-F	7 WBBM-F
8 WTMX-F	8 WKQX-F	8 WTMX-F	8 WUSN-F<	8 WPNT-F
9 WPNT-F	WCKG-F	9	9 WTMX-F<	WLIT-F
WLUP-F	10 WLIT-F	10	10 WGN	10 WTMX-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGCI-F>	1 WGCI-F<	1 WXRT-F	1 WGCI-F<	1 WLUP
2 WWBZ-F<	2 WXRT-F	2 WLUP	2 WLUP <	2 WXRT-F
3 WBBM-F	WWBZ-F	3 WLUP-F	3 WXRT-F	3 WGN
4 WLUP-F>	4 WLUP-F	4 WWBZ-F	4 WWBZ-F	4 WNUA-F
5 WCKG-F	5 WLUP	5 WCKG-F<	WLUP-F<	5 WBBM <
6 WOJO-F	6 WBBM-F	6 WVAZ-F	6 WCKG-F	6 WCKG-F
7 WIND	7 WCKG-F	7 WGCI-F	7 WNUA-F	7 WLUP-F<
8	8 WVAZ-F	8 WBBM-F	8 WGN	8 WVAZ-F
9	9	9 WNUA-F	WBBM-F	WGCI-F
10	10	10	10 WVAZ-F	10 WLIT-F

American Radio Fall 1991, Copyright 1992

CHICAGO

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		633 (1)	633 (1)	5.8	9.1
AOR/CLASSIC		1534 (4)	1534 (4)	14.1	13.8
AC/OLDIES/SOFT ROCK		1232 (5)	1232 (5)	11.3	16.5
MOR/VARIETY					
COUNTRY		468 (1)	468 (1)	4.3	3.1
BLACK/URBAN	308 (3)	1435 (3)	1743 (6)	16.1	15.6
BEAUTIFUL/EASY	92 (1)	419 (1)	511 (2)	4.7	2.9
NEWS/TALK	2596 (5)	102 (1)	2698 (6)	24.9	22.2
NOSTALGIA	401 (1)		401 (1)	3.7	3.5
RELIGION/GOSPEL		147 (2)	147 (2)	1.4	1.2
SPANISH	343 (2)	247 (1)	590 (3)	5.4	3.7
CLASSICAL		336 (2)	336 (2)	3.1	3.7
JAZZ/NEW AGE		465 (1)	465 (1)	4.3	4.1
UNKNOWN/OTHERS		99 (2)	99 (2)	0.9	0.6
	3740 (12)	7117 (24)	10857 (36)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAIT	850	Crystal Lk/Chcg	0.7/1.7/ 94/1144
WJPC-F	106.3	Lansing/Chicago	0.6/2.3/ 80/1552
WJTW-F	93.5	Joliet	0.3/0.8/ 42/ 500
WLTH	1370	Gary	0.3/0.6/ 36/ 385
WVVX-F	103.1	Highland Park	0.5/1.6/ 57/1076
WYLL-F	106.7	Des Plaines/Chi	0.3/1.2/ 44/ 828
WYSY-F	107.9	Aurora	0.5/2.0/ 63/1456

RADIO STATIONS

AM STATIONS

WBBM, 780, 50 KW	, NEWS	CBS,	$ 260.00	(CBS)	CBS
WGCI, 1390, 5 KW (DA-2)	, GOSPEL/BLACK	SBN,	$ N/A	(McGuild)	Gannett
WGN , 720, 50 KW	, TALK/VARIETY	ABC,	$ 350.00	(Christal)	Tribune Co.
WIND, 560, 5 KW (DA-2)	, HISPANIC	,	$ 75.00	(Katz)	Tichenor
WJJD, 1160, 50 KW/5KW (DA-2)	, NOSTALGIA	UNIULT,	$ 88.00	(Katz)	Infinity
WJPC, 950, 1 KW/5KW (DA-N)	, BLACK	NBN,	$ 45.00	(---)	
WLS , 890, 50 KW	, TALK	ABC,	$ 85.00	(Banner)	Cap. Cities/ABC
WLUP, 1000, 50 KW (DA-2)	, TALK/AOR	,	$ 130.00	(MMR)	Evergreen
WMAQ, 670, 50 KW	, NEWS	CNN NBC,	$ 130.00	(Group W)	Westinghouse
WSBC, 1240, 1 KW	, RELIGION/ETHNIC	,	$ 18.00	(---)	
WVON, 1450, 1 KW	, BLACK	MBS,	$ 46.00	(Roslin)	
WXEZ, 820, 50 KW/1 KW (DA-N)	, EZ	MBS,	$ N/A	(---)	Century

FM STATIONS

WBBM, 96.3, 6 KW @ 1174,	CHR	CBS,	$ 150.00	(CBS)	CBS
WCKG, 105.9, 4 KW @ 1575,	CLASSIC AOR	,	$ 164.00	(Katz)	
WFMT, 98.7, 15 KW @ 1174,	CLASSICAL	,	$ 100.00	(HNWH)	
WWBZ, 103.5, 4 KW @ 1548,	AOR ABC	UNIPWR,	$ 106.00	(Eastman)	
WGCI, 107.5, 33 KW @ 605,	BLACK	,	$ 230.00	(McGuild)	Gannett
WJMK, 104.3, 4 KW @ 1568,	OLDIER	UNIPWR,	$ 210.00	(Katz)	Infinity
WKQX, 101.1, 6 KW @ 1174,	AC/CONTEMP	SOURCE,	$ 200.00	(HNWH)	Emmis
WLIT, 93.9, 4 KW @ 1581,	SOFT AC	,	$ 215.00	(Christal)	Viacom
WLNR, 106.3, 2 KW @ 297,	AC	,	$ 40.00	(---)	(LANSING)
WLUP, 97.9, 6 KW @ 1174,	AOR	,	$ 300.00	(MMR)	Evergreen
WNIB, 97.1, 8 KW @ 1190,	CLASSICAL	,	$ 105.00	(CMBS)	
WNUA, 95.5, 8 KW @ 1174,	JAZZ/NAC	,	$ 120.00	(Durpetti)	Pyramid
WOJO, 105.1, 6 KW @ 1170,	HISPANIC	,	$ 95.00	(Katz Hisp)	Tichenor
WTMX, 101.9, 4 KW @ 1561,	AC	,	$ 140.00	(McGuild)	Bonneville
WUSN, 99.5, 6 KW @ 1174,	COUNTRY	,	$ 155.00	(MMR)	Cook Inlet
WVAZ, 102,7, 6 KW @ 1174,	BLACK AC	UPI,	$ 185.00	(Durpetti)	Broadcast Partners
WXEZ, 100.3, 7 KW @ 1174,	EZ	MBS,	$ 175.00	(---)	Century
WXRT, 93.1, 7 KW @ 1308,	AOR	,	$ 160.00	(CBS)	
WLS , 94.7, 4 KW @ 1535,	TALK	ABC,	$ 158.00	(Banner)	Cap. Cities/ABC
WYSY, 107.9, 22 KW @ 734,	AC	,	$ 55.00	(N/A)	(AURORA)

Miscellaneous: WNZD/WVVX-F (Suburbs) from Unviersal to Douglas for $5,700,000... WYTZ-F changes to WLS-F and format from CHR to Talk (Oct)...

American Radio Fall 1991, Copyright 1992

CINCINNATI

Arbitron Rank/Pop (12+): 32/1,188,700
MSA Rank/Pop: 32/1,730,000
ADI # 30
Average Person Ratings: 16.5
Market TSL: 21.50 hours

Stations: 26/22
Diaries: 1491/797:1/54.3%
Sample Target: 1480
% Below Line: 2.9
% Not Listed: 9.6

1991 Revenue: $57,500,000
HH Inc.: $32,910
Retail $: 12.6 Bil
Pop per Station: 54,031
#1 Biller: WLW $14,900,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WLW	(T/FS)	189/ 9.7	13.4	12.1	12.0	11.2	11.8	301/4776	3187/26.8	32.3	29.8	10.9	204	3434	WLW
2. WUBE-F	(C)	180/ 9.2	7.1	7.5	7.1	5.3	7.7	264/2804	1850/15.6	12.4	13.0	8.1	152	1723	WUBE-F
3. WEBN-F	(AOR)	131/ 6.7	7.4	7.4	7.7	9.7	7.3	161/2752	2147/18.1	18.9	21.8	9.9	184	2976	WEBN-F
4. WIZF-F	(B)	126/ 6.4	6.3	4.5	6.1	7.2	5.8	129/1307	1236/10.4	10.2	10.9	8.9	166	1939	WIZF-F
5. WWNK-F	(AC)	124/ 6.3	5.1	5.6	4.7	5.4	5.4	152/2200	1754/14.8	16.0	15.7	5.6	105	1457	WWNK-F
6. WKRQ-F	(CHR)	122/ 6.2	9.4	9.7	10.3	9.8	8.9	170/3543	2555/21.5	25.2	23.2	8.9	167	2978	WKRQ-F
7. WWEZ-F	(SAC)	116/ 5.9	4.6	5.5	4.6	7.1	5.2	146/2164	1672/14.1	13.5	15.0	4.0	74	906	WWEZ-F
8. WGRR-F	(O)	113/ 5.8	5.9	6.7	5.3	5.5	5.9	162/2911	2057/17.3	17.0	13.4	5.0	94	1662	WGRR-F
9. WRRM-F	(AC)	98/ 5.0	4.8	5.1	4.6	4.8	4.9	115/1979	1706/14.4	14.5	14.1	6.3	117	1485	WRRM-F
10. WKRC	(FS)	97/ 5.0	3.7	2.8	5.9	4.6	4.3	107/2385	2027/17.1	11.3	16.0	3.8	70	1751	WKRC
11. WCKY	(N/T)	88/ 4.5	3.9	3.2	4.3	4.5	4.0	94/1383	1302/11.0	8.1	10.2	3.9	72	1001	WCKY
12. WMLX	(BB)	83/ 4.2	2.1	3.5	3.3	3.0	3.3	95/593	541/ 4.6	5.9	3.4	1.2	23	207	WMLX
13. WOFX-F	(CL AOR)	70/ 3.6	5.5	4.5	3.9	3.0	4.4	102/2105	1535/12.9	14.8	12.2	4.4	82	1598	WOFX-F
14. WZRZ-F	(AOR)	66/ 3.4	3.1	3.4	2.9	1.9	3.2	87/1366	952/ 8.0	8.5	6.1	4.4	82	1226	WZRZ-F
15.															

12+ FM SHARE (METRO): 69.74% (1233 of 1768) (FAL 90: 69.41%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	WKRQ-F>>	1 WEBN-F	1 WEBN-F	1 WLW	1 WLW	1 WLW	1 WLW	1 WLW <	1 WLW	1 WLW	1 WWEZ-F
2	WIZF-F>	2 WIZF-F	2 WUBE-F	WEBN-F	2 WEBN-F	2 WUBE-F	2 WUBE-F	2 WUBE-F	2 WUBE-F	2 WIZF-F	WIZF-F
3	WZRZ-F	3 WWNK-F	3 WLW	3 WGRR-F	3 WUBE-F	3 WWEZ-F<	3 WEBN-F	3 WWEZ-F	3 WKRQ-F	3 WKRQ-F	3 WKRC
4		4 WKRQ-F	4 WWNK-F	4 WUBE-F<	4 WGRR-F	4 WKRC	4 WKRC	4 WWNK-F	4 WEBN-F	4 WWNK-F>	4 WEBN-F<
5		5 WUBE-F	WIZF-F	5 WWNK-F	5 WWNK-F<	5 WCKY <	5 WWNK-F	5 WRRM-F<	5 WWNK-F	5 WUBE-F<	5 WUBE-F
6		6 WZRZ-F	6 WGRR-F	6 WRRM-F	6 WRRM-F	6 WGRR-F<	WIZF-F<	6 WEBN-F	6 WGRR-F<	6 WEBN-F	WLW
7		7 WOFX-F<	7 WRRM-F	7 WIZF-F	7 WWEZ-F	7 WMLX	7 WKRQ-F	7 WGRR-F	7 WWEZ-F	7 WCKY	7
8		8 WRRM-F	8	8	8	8	8	8	8	8	8

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	WIZF-F	1 WIZF-F	1 WWNK-F	1 WWNK-F	1 WWNK-F	1 WUBE-F	1 WEBN-F>	1 WEBN-F>	1 WEBN-F	1 WLW
2	WKRQ-F>	2 WWNK-F	2 WEBN-F	2 WIZF-F	WGRR-F	2 WEBN-F	2 WZRZ-F	2 WLW	2 WLW	2 WEBN-F
3	WUBE-F	3 WKRQ-F	3 WIZF-F	3 WRRM-F	3 WWEZ-F<	3 WZRZ-F>	3 WLW	3 WIZF-F	3 WUBE-F>	3 WUBE-F>
4	WWNK-F	4 WEBN-F	4 WRRM-F	WGRR-F<	4 WRRM-F	4 WKRQ-F	4 WUBE-F<	4 WZRZ-F	4 WGRR-F<	4 WGRR-F
5	WOFX-F	5 WUBE-F	5 WKRQ-F	5 WKRQ-F	5 WUBE-F	5 WWNK-F	5 WIZF-F	5 WOFX-F	5 WIZF-F<	5 WIZF-F<
6	WZRZ-F	6 WRRM-F	6 WWEZ-F	6 WUBE-F	6 WIZF-F	6 WIZF-F	6 WOFX-F	6 WRRM-F	6 WZRZ-F	6 WOFX-F<
7	WEBN-F	7 WOFX-F	7 WUBE-F	7 WEBN-F	7 WEBN-F	7 WGRR-F	7 WWNK-F	7	7 WOFX-F	7 WRRM-F
8		8	8	8	8 WLW	8	WKRQ-F	8	8	8

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		139 (3)	139 (3)	7.9	10.1
AOR/CLASSIC		274 (4)	274 (4)	15.5	13.1
AC/OLDIES/SOFT ROCK	14 (1)	335 (3)	349 (4)	19.7	24.2
MOR/VARIETY	97 (1)		97 (1)	5.5	22.2
COUNTRY	12 (1)	220 (3)	232 (4)	13.1	7.1
BLACK/URBAN	23 (1)	126 (1)	149 (2)	8.4	8.1
BEAUTIFUL/EASY		116 (1)	116 (1)	6.6	6.6
NEWS/TALK	277 (2)		277 (2)	15.7	3.6
NOSTALGIA	92 (2)		92 (2)	5.2	2.0
RELIGION/GOSPEL	8 (1)	23 (1)	31 (2)	1.8	1.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE	12 (1)		12 (1)	0.7	1.0
UNKNOWN/OTHERS					0.6
	535 (10)	1233 (16)	1768 (26)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAKW-F	93.3	Cincinnati	1.2/3.1/ 25/ 480
WAQZ-F	107.1	Milford	0.5/3.0/ 12/ 387
WCIN	1480	Cincinnati	1.2/3.3/ 23/ 391
WNOP	740	Newport	0.6/1.3/ 12/ 154
WOXY-F	97.7	Oxford/Cinci	0.4/2.0/ 12/ 377
WSAI	1360	Cincinnati	0.7/3.3/ 19/ 517
WTSJ	1050	Cincinnati	0.4/1.3/ 8/ 152
WUBE	1230	Cincinnati	0.6/1.9/ 13/ 252
WGTZ-F	92.5	Eaton/Dayton	0.4/2.1/ 21/ 680
WHKO-F	99.1	Dayton/Sprngfld	0.8/3.2/ 70/1235
WPFB	910	Middletown	0.5/1.6/ 18/ 325
WPFB-F	105.9	Middletown	1.3/3.7/ 44/ 836

American Radio Fall 1991, Copyright 1992

RADIO STATIONS

AM STATIONS

WCIN,	1480,	5 KW/500 W (DA-2),	Black	,	$ 25.00	(CMBS)	
WCKY,	1530,	50 KW (DA-N) ,	News/Talk	CBS NBC,	$ 62.00	(Mc-Guild)	Federated
WKRC,	550,	5 KW/1KW (DA-2) ,	Full Service	ABC,	$ 90.00	(Katz)	Great American
WLW ,	700,	50 KW ,	Full Service/Talk	ABC,	$125.00	(Eastman)	Jacor
WMLX,	1180,	1 KW (Days, DA) ,	Nostalgia	CNN,	$ 30.00	(MMR)	Hoker (FLORENCE, KY)
WNOP,	740,	1 KW (Days, DA) ,	Jazz/Variety	,	$ 25.00	(---)	(NEWPORT, KY)
WSAI,	1360,	5 KW (DA-N) ,	Oldies	,	$ 28.00	(MMR)	Booth
WUBE,	1230,	1 KW See WUBE-FM					

FM STATIONS

WZRZ,	96.5,	31 KW @ 810 ,	AOR	UNIPWR,	$ 48.00	(Eastman)	(HAMILTON)
WEBN,	102.7,	16 KW @ 905 ,	AOR	,	$135.00	(Eastman)	Jacor
WGRR,	103.5,	19 KW @ 790 ,	Oldies	,	$ 59.00	(Banner)	Dalton (HAMILTON)
WIZF,	100.9,	1 KW @ 466 ,	Black	ABC,	$ 35.00	(HNWH)	Interurban
WKRQ,	101.9,	16 KW @ 874 ,	CHR	ABC,	$110.00	(Katz)	Great American
WOFX,	94.9,	31 KW @ 640 ,	Cl AOR	,	$ 69.00	(MMR)	Hoker (FAIRFIELD)
WAQZ,	107.1,	3 KW @ 300 ,	Contemporary	,	$ 33.00	(K & P)	(MILFORD)
WRRM,	98.5,	18 KW @ 808 ,	AC	,	$ 83.00	(Christal)	Susquehanna
WUBE,	105.1,	14 KW @ 920 ,	Country	CBS,	$ 75.00	(Christal)	American
WWEZ,	92.5,	16 KW @ 905 ,	EZ	,	$ 66.00	(Mc-Guild)	Federated
WWNK,	94.1,	32 KW @ 600 ,	AC	,	$ 77.00	(MMR)	Booth

American Radio Fall 1991, Copyright 1992

CLEVELAND

Arbitron Rank/Pop (12+): 23/1,733,100
MSA Rank/Pop: 25/1,840,000
ADI # 12
Average Person Ratings: 17.8
Market TSL: 23.25 hours

Stations: 26/20
Diaries: 1906/909:1/53.8%
Sample Target: 1810
% Below Line: 3.1
% Not Listed: 9.7

1991 Revenue: $53,200,000
HH Inc.: $29,425
Retail $: 13.5 Bil
Pop per Station: 88,655
#1 Biller: WLTF-F $8,000,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	# Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WMMS-F	(AOR)	315/10.2	8.5	6.8	8.8	6.8	8.6	389/5920	4328/25.0	20.1	17.3	10.1	283	3943	WMMS-F
2. WLTF-F	(AC)	280/ 9.1	7.6	9.9	8.7	10.8	8.8	339/4192	3263/18.8	21.8	21.9	7.2	200	2579	WLTF-F
3. WZAK-F	(B)	216/ 7.0	6.1	6.8	7.2	7.3	6.8	270/2836	2155/12.4	13.5	13.9	9.6	267	3191	WZAK-F
4. WGAR-F	(C)	196/ 6.3	6.0	7.6	7.4	7.5	6.8	288/4076	2821/16.3	15.4	15.9	6.9	194	2626	WGAR-F
5. WDOK-F	(SAC)	188/ 6.1	6.9	6.9	6.7	7.1	6.7	280/3891	2687/15.5	16.8	16.9	6.4	178	2128	WDOK-F
6. WMJI-F	(O)	174/ 5.6	7.6	7.2	7.4	6.8	6.9	258/3912	2533/14.6	19.1	16.6	5.7	159	2386	WMJI-F
7. WQAL-F	(AC)	170/ 5.5	4.8	5.8	4.5	4.4	5.2	217/3900	3069/17.7	18.5	11.4	4.6	129	2345	WQAL-F
8. WRMR	(SB)	168/ 5.4	5.3	4.4	5.1	4.0	5.1	219/2091	1561/ 9.0	8.7	8.8	3.3	92	1520	WRMR
9. WWWE	(N/T)	159/ 5.1	5.2	5.0	5.0	4.0	5.1	202/3461	2580/14.9	17.5	14.3	3.3	92	1315	WWWE
10. WNCX-F	(CL AOR)	142/ 4.6	5.8	5.7	4.4	5.2	5.1	198/3141	2192/12.6	13.8	12.6	5.4	150	2436	WNCX-F
11. WPHR-F	(CHR)	113/ 3.7	4.5	4.5	5.6	5.2	4.6	190/3347	1987/11.5	15.8	15.8	3.8	105	1685	WPHR-F
12. WJMO-F	(CHR/U)	92/ 3.0	3.0	3.5	2.7	3.5	3.0	99/2529	2241/12.9	12.6	12.7	6.9	194	2751	WJMO-F
13. WWWV-F	(J/NA)	87/ 2.8	2.9	3.1	2.7	2.4	2.9	111/1826	1373/ 7.9	7.8	8.3	3.9	108	1453	WWWV-F
14. WERE	(N/T)	79/ 2.6	1.4	2.0	2.9	2.4	2.2	79/1267	1235/ 7.1	6.7	6.4	1.6	46	1091	WERE
15. WJMO	(B/O)	67/ 2.2	3.1	1.4	1.1	1.8	2.0	67/1033	1014/ 5.9	4.0	3.7	1.9	53	854	WJMO
16. WCLV-F	(CL)	61/ 2.0	2.2	2.0	2.1	2.2	2.1	80/1277	1013/ 5.8	7.0	6.7	2.3	63	856	WCLV-F
17. WHK	(N/T)	51/ 1.7	1.5	1.7	1.5	1.8	1.6	63/1566	1365/ 7.9	5.8	5.6	0.8	22	561	WHK
18. WKNR	(S/T)	47/ 1.5	0.9	0.9	0.7	0.3	1.0	68/1133	745/ 4.3	2.9	1.5	1.6	45	778	WKNR
WABQ	(Q)	47/ 1.5	1.1	1.4	1.6	1.4	1.4	47/496	496/ 2.9	3.3	2.5	0.5	13	197	WABQ
20. WEOL	(FS)	40/ 1.3	1.8	0.6	0.8	0.6	1.1	41/595	556/ 3.2	2.2	1.3	0.5	13	339	WEOL

12+ FM SHARE (METRO): 74.97% (2091 of 2789) (FAL 90: 78.51%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPHR-F	1 WMMS-F>	1 WMMS-F>	1 WMMS-F	1 WMMS-F	1 WLTF-F	1 WMMS-F>	1 WLTF-F	1 WMMS-F<	1 WZAK-F>	1 WMMS-F<
2 WZAK-F	2 WZAK-F	2 WLTF-F>	2 WLTF-F>	2 WLTF-F	2 WRMR	2 WLTF-F	2 WMMS-F	2 WLTF-F>	2 WLTF-F	2 WGAR-F
3 WJMO-F>>	3 WNCX-F	3 WZAK-F	3 WMJI-F	3 WMJI-F	3 WDOK-F	3 WMJI-F	3 WDOK-F	3 WZAK-F<	3 WMMS-F<	3 WZAK-F
4	4 WLTF-F	4 WNCX-F	4 WQAL-F<	4 WQAL-F	4 WGAR-F	4 WGAR-F<	4 WRMR	4 WGAR-F	4 WPHR-F<	WMJI-F
5	5 WQAL-F>	WMJI-F<	5 WNCX-F	WDOK-F<	5 WWWE <	5 WDOK-F	WGAR-F	5 WDOK-F<	5 WJMO-F	5 WWWE
6	6 WPHR-F<	6 WQAL-F	6 WGAR-F<	6 WGAR-F<	6 WMJI-F	6 WZAK-F	6 WWWE	6 WQAL-F<	6 WGAR-F	6 WERE
7	7 WGAR-F<	7 WGAR-F	7 WDOK-F	7 WNCX-F	7	WWWE	7 WQAL-F	7 WNCX-F	7	7
	8 WJMO-F									

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WZAK-F>	1 WZAK-F	1 WLTF-F>	1 WLTF-F>	1 WLTF-F>
2 WPHR-F	WLTF-F	2 WMMS-F	2 WQAL-F<	2 WQAL-F
3 WMMS-F	3 WMMS-F	3 WQAL-F	3 WZAK-F	WDOK-F
4 WQAL-F	4 WQAL-F>	4 WZAK-F	4 WMMS-F	4 WMMS-F
5 WJMO-F	5 WPHR-F	5 WGAR-F<	5 WDOK-F	5 WGAR-F<
6 WLTF-F	6 WNCX-F<	6 WNCX-F	6 WMJI-F	6 WMJI-F
7	7 WGAR-F	7 WDOK-F	7 WGAR-F	7 WZAK-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WMMS-F>>	1 WMMS-F>>	1 WMMS-F>>	1 WMMS-F>>	1 WMMS-F>
2 WZAK-F	2 WNCX-F>	2 WNCX-F>>	2 WNCX-F>	2 WMJI-F
3 WNCX-F>	3 WZAK-F>	3 WZAK-F	3 WMJI-F	3 WNCX-F>
4 WLTF-F	4 WLTF-F	4 WQAL-F	4 WLTF-F<	4 WLTF-F<
5 WPHR-F	5 WQAL-F	5 WLTF-F	5 WZAK-F	5 WGAR-F<
WGAR-F	6	6	6 WGAR-F	6 WWWE
7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		227 (3)	227 (3)	8.1	7.4
AOR/CLASSIC		472 (3)	472 (3)	16.9	16.9
AC/OLDIES/SOFT ROCK		634 (4)	634 (4)	22.7	22.9
MOR/VARIETY	50 (2)		50 (2)	1.8	0.7
COUNTRY		196 (1)	196 (1)	7.0	7.7
BLACK/URBAN	67 (1)	216 (1)	283 (2)	10.1	14.7
BEAUTIFUL/EASY		188 (1)	188 (1)	6.7	5.8
NEWS/TALK	289 (3)	10 (1)	299 (4)	10.7	10.1
NOSTALGIA	198 (2)		198 (2)	7.1	6.5
RELIGION/GOSPEL	47 (1)		47 (1)	1.7	1.0
SPANISH	47 (1)		47 (1)	1.7	
CLASSICAL		61 (1)	61 (1)	2.2	1.8
JAZZ/NEW AGE		87 (1)	87 (1)	3.1	1.4
UNKNOWN/OTHERS					1.3
	698 (10)	2091 (16)	2789 (26)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
CKLW	800	Windsor	1.0/2.8/ 45/ 727
WJR	760	Detroit	0.3/1.5/ 16/ 433
WKDD-F	98.5	Akron/Canton	0.7/4.4/102/2376
WNIR-F	100.1	Kent/Akron	0.3/0.8/ 95/1194
WONE-F	97.5	Akron/Cleveland	0.5/3.9/110/2230
WQMX-F	94.9	Medina	0.3/1.1/ 56/1121

American Radio Fall 1991, Copyright 1992

RADIO STATIONS

AM STATIONS

WABQ,	1540, 1 KW (Days)	,	Religion	SBH,	$ 20.00	(---)	
WERE,	1300, 5 KW (DA-1)	,	Talk	CNN,	$ 50.00	(Mc-Guild)	Metroplex
WKNR,	1220, 50 KW (DA-N)	,	Sports	ABC UNISUP,	$ NA	(---)	
WHK ,	1420, 5 KW (DA-N)	,	Business News	BRN TALKNT,	$ 35.00	(Katz)	Malrite
WJMO,	1490, 1 KW	,	Black	ABC,	$ 30.00	(MMR)	United
WRMR,	850, 10 KW/5 KW (DA-2)	,	Nostalgia	APR UNISUP,	$ 44.00	(MMR/Espanol)	
WWWE,	1100, 50 KW	,	News/Talk	CBS ABC,	$ 80.00	(Christal)	Booth

FM STATIONS

WCLV,	95.5, 31 KW @ 620	,	Classical	,	$ 55.00	(MMM)	
WDOK,	102.1, 12 KW @ 1005	,	Soft AC	,	$ 70.00	(MMR/Espanol)	
WGAR,	99.5, 50 KW @ 500	,	Country	ABC,	$ 80.00	(MMM)	Nationwide
WJMO,	92.3, 27 KW @ 235	,	CHR/Urban	ABC,	$ 50.00	(MMR)	United
WLTF,	106.5, 11 KW @ 1060	,	AC	APR,	$140.00	(Christal)	Booth
WMJI,	105.7, 27 KW @ 900	,	Oldies/AC	,	$110.00	(Eastman)	Legacy
WMMS,	100.7, 34 KW @ 600	,	AOR	SOURCE NBC,	$160.00	(Katz)	Malrite
WNCX,	98.5, 16 KW @ 961	,	Classic AOR	ABC CBS,	$ 85.00	(Mc-Guild)	Metroplex
WNWV,	107.3, 50 KW @ 466	,	Jazz/NAC	SMN,	$ 55.00	(Torbet)	(ELYRIA)
WPHR,	107.9, 16 KW @ 892	,	CHR	SOURCE UNIPWR,	$ 60.00	(Torbet)	Ardman
WQAL,	104.1, 11 KW @ 1060	,	Oldies/AC	UNISUP,	$ 75.00	(Banner)	ML/Win
WZAK,	93.1, 27 KW @ 623	,	Black	CBS,	$ 80.00	(Durpetti)	Zapis

American Radio Fall 1991, Copyright 1992

COLORADO SPRINGS

Arbitron Rank/Pop (12+): 110/333,100
MSA Rank/Pop: 117/406,000
ADI # 99 (w/Pueblo)
Average Person Ratings: 17.1
Market TSL: 22.50 hours

Stations: 19/16
Diaries: 791/421:1/55.9%
Sample Target: 800
% Below Line: 5.4
% Not Listed: 15.4

1991 Revenue: $9,500,000
HH Inc.: $29,615
Retail $: 2.9 Bil
Pop per Station: 20,818
#1 Biller: KKCS-AF $1,700,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90		Birch Share	Birch AQH	Birch Cume	
1. KKCS-F	(C)	80/14.0	16.6	12.9	14.9	14.2	14.6	99/1098	877/26.3	25.0	26.8		15.2	84	827	KKCS-F
2. KKMG-F	(CHR)	51/ 8.9	5.7	8.5	7.5	6.3	7.6	56/567	591/17.7	19.0	13.4		13.5	75	727	KKMG-F
3. KRDO-F	(EZ)	44/ 7.7	5.1	8.1	5.7	5.3	6.7	52/623	486/14.6	15.2	13.5		5.4	30	331	KRDO-F
4. KVOR	(N/T)	41/ 7.2	4.5	5.3	5.5	4.7	5.6	41/527	511/15.3	10.9	12.9		4.3	24	414	KVOR
5. KKLI-F	(AC)	39/ 6.8	7.8	8.0	6.6	6.5	7.3	52/858	658/19.8	17.6	13.5		7.0	39	426	KKLI-F
6. KSPZ-F	(O)	38/ 6.7	7.0	5.3	7.8	6.0	6.7	47/780	625/18.8	15.2	14.4		4.5	25	428	KSPZ-F
7. KKFM-F	(CL AOR)	36/ 6.3	5.5	6.4	7.1	7.7	6.3	49/765	491/14.7	16.3	16.2		5.8	32	514	KKFM-F
8. KOA	(N/T)	27/ 4.7	4.2	4.8	4.2	4.2	4.5	37/676	433/13.0	10.9	12.5		3.6	20	300	KOA
9. KATM-F	(AOR)	26/ 4.6	5.1	5.7	4.2	5.6	4.9	34/750	508/15.3	15.0	13.6		6.9	38	558	KATM-F
10. KIKX-F	(CHR)	25/ 4.4	4.9	5.8	4.2	7.5	4.8	34/680	467/14.0	18.5	18.1		4.5	25	457	KIKX-F
11. KVUU-AF	(AC)	24/ 4.2	5.7	6.7	6.4	6.2	5.8	30/849	515/15.5	18.7	22.1		4.5	22	254	KVUU-AF
12. KILO-F	(AOR)	23/ 4.0	3.4	3.4	6.2	4.9	4.3	30/480	350/10.5	11.4	13.1		5.2	29	397	KILO-F
13. KCMN	(BB)	8/ 1.4	2.5	1.4	1.4	1.2	1.7	10/163	147/ 4.4	3.7	2.9		1.1	6	68	KCMN
14.																
15.																

12+ FM SHARE (METRO): 81.33% (392 of 482) (FAL 90: 82.86%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKMG-F>>	1 KKCS-F	1 KKCS-F>	1 KKCS-F>	1 KKCS-F>	1 KKCS-F	1 KKCS-F>	1 KKCS-F>	1 KKCS-F	1 KKMG-F>	1 KKCS-F
2 KIKX-F	2 KKMG-F	2 KKFM-F	2 KSPZ-F	2 KSPZ-F	2 KRDO-F	2 KVOR	2 KRDO-F	2 KKMG-F	2 KKCS-F>	2 KKMG-F
KATM-F	KKFM-F	3 KSPZ-F	3 KKFM-F>	3 KKFM-F	3 KVOR >	3 KKMG-F	KKLI-F	3 KSPZ-F	3 KIKX-F	3
4	4 KKLI-F	4 KKLI-F<	4 KKLI-F	4 KKLI-F	4 KSPZ-F	4 KRDO-F	4 KSPZ-F	KKLI-F<	4 KATM-F	4
5	5 KATM-F	5 KKMG-F>	5 KVUU-AF	5 KVUU-AF	5 KOA	5 KKFM-F	5 KKMG-F<	5 KRDO-F<	5 KSPZ-F	5
6	6 KIKX-F	6 KVUU-AF	6	6 KVOR	6	6	6 KKFM-F	6 KKFM-F	KKLI-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKMG-F>>	1 KKLI-F	1 KKCS-F	1 KKCS-F	1 KKCS-F	1 KKMG-F	1 KKCS-F<	1 KKFM-F	1 KKCS-F	1 KKCS-F
2 KKLI-F	2 KKMG-F	2 KKLI-F	2 KSPZ-F	2 KSPZ-F	2 KATM-F>	2 KKFM-F	2 KKCS-F>	2 KKFM-F>	2 KKFM-F>
3 KIKX-F>	3 KKCS-F>	3 KVUU-AF	3 KKLI-F	3 KKLI-F	3 KIKX-F	3 KATM-F	3 KILO-F>	3 KATM-F	3 KSPZ-F
4 KILO-F>	4 KVUU-AF	KSPZ-F	4 KKMG-F	4 KVUU-AF	4 KKCS-F>>	4 KKMG-F	4 KSPZ-F	4 KKMG-F	4 KILO-F
5 KATM-F	KSPZ-F	KKFM-F	5 KVUU-AF	5 KVOR	5 KKLI-F	5 KILO-F	5 KATM-F	5 KILO-F	5 KOA
6	KKFM-F	6	6	KRDO-F	KKFM-F	6 KIKX-F	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		76 (2)	76 (2)	15.8	16.1
AOR/CLASSIC		85 (3)	85 (3)	17.6	22.7
AC/OLDIES/SOFT ROCK	2 (2)	103 (4)	105 (6)	21.8	21.0
MOR/VARIETY					
COUNTRY	12 (2)	84 (2)	96 (4)	19.9	18.8
BLACK/URBAN					
BEAUTIFUL/EASY		44 (1)	44 (1)	9.1	6.5
NEWS/TALK	68 (2)		68 (2)	14.1	10.4
NOSTALGIA	8 (1)		8 (1)	1.7	1.4
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					0.6
JAZZ/NEW AGE					1.8
UNKNOWN/OTHERS					0.6
	90 (7)	392 (12)	482 (19)		

OTHER RATED STATIONS

			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KHII-F	106.5	Security/Co Spg	0.7/4.1/ 4/ 138
KKCS	1460	Colorado Sprngs	1.1/3.7/ 6/ 127
KRDO	1240	Colorado Sprngs	1.1/5.7/ 6/ 190
KHOW	630	Denver	0.2/0.0/ 0/ 0
KHOW-F	95.7	Denver	0.5/3.2/ 4/ 114

RADIO STATIONS

KCMN, 1530, 1 KW (DAYS) , NOSTALGIA CNN, UNISUP , $ 14,00 (K & P)
KRDO, 1240, 1 KW (DA-1) , OLDIES , $ 13,00 (HNWH)
KSSS, 740, 3.5KW/1.6 KW(DA-2), TALK NBC , $ 20,00 (McGuild) Dick
KVOR, 1300, 5 KW/1 KW , NEWS/TALK ABC CBS , $ 23,00 (Katz)

KHII-F, 106.5, 60W @ 2230 , COUNTRY SMN, $ 18,00 (K & P) (SECURITY)
KATM-F, 100.7, 13 KW @ 2123, AOR , $ 22,00 (Banner) Surrey (PUEBLO)
KIKX-F, 102.7, 100 KW @ 2000, CHR , $ 37,00 (Banner)
KILO-F, 93.9, 83 KW @ 2110, AOR , $ 36,00 (Eastman) Banaka!
KKFM-F, 98.1, 71 KW @ 2290, CLASSIC AOR ABC, $ 32,00 (Christa!) Citadel
KKLI-F, 106.3, 71 W @ 1988, SOFT AC , $ 15,00 (Torbet) Tippie

KKMG-F, 98.9, 70 KW @ 2300, CHR , $ 26,00 (Banner) (PUEBLO)
KRDO-F, 95.1, 96 KW @ 2010, BTFL/EZ , $ 30,00 (HNWH)
KSPZ-F, 92.9, 72 KW @ 2130, AC/OLDIES UNISUP , $ 31,00 (Katz)
KVUU-F, 99.9, 96 KW @ 2000, AC , $ 39,00 (McGuild) Dick (PUEBLO)
KKCS-F, 101.9, 79 KW @ 2080, COUNTRY , $ 40,00 (Torbet)
KOA -- See Denver

Miscellaneous: KSSS/KVUU-F From laKoduk to Dick for $1,275,000 (MVP)...

American Radio Fall 1991, Copyright 1992

COLUMBIA, SC

Arbitron Rank/Pop (12+): 91/385,800

MSA Rank/Pop: 106/465,000
ADI # 87

Average Person Ratings: 17.3
Market TSL: 22.50 hours

Stations: 14/14
Diaries: 909/424:1/51.8%
Sample Target: 850
% Below Line: 0.0
% Not Listed: 13.5

1991 Revenue: $14,900,000
HH Inc.: $32,602
Retail $: 3.7 Bil
Pop per Station: 27,557
#1 Biller: WCOS-AF $3,100,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WWDM-F	(B)	110/16.5	15.2	14.9	17.7	16.5	16.1	197/1930	922/23.9	21.9	23.7	22.0	166	1367	WWDM-F
2. WCOS-F	(C)	109/16.4	15.7	17.5	17.1	14.8	16.7	213/2061	1112/28.8	28.5	25.8	13.9	105	1174	WCOS-F
3. WNOK-F	(CHR)	62/ 9.3	8.0	10.8	8.4	11.5	9.1	102/1495	985/25.5	23.5	25.2	8.2	62	973	WNOK-F
4. WVOC	(N/T)	53/ 8.0	7.8	7.9	7.3	5.5	7.5	64/769	627/16.3	15.9	18.6	6.8	51	644	WVOC
5. WMFX-F	(CL AOR)	36/ 5.4	5.5	6.4	6.0	6.1	5.8	46/725	573/14.9	15.3	16.4	7.9	60	770	WMFX-F
6. WHKZ-F	(C)	35/ 5.3	2.4	2.6	3.1	3.0	3.3	43/635	533/13.8	11.1	9.5	4.8	36	385	WHKZ-F
7. WAAS-F	(AC)	33/ 5.0	5.7	4.1	3.9	6.4	4.7	33/439	419/10.9	12.1	10.7	3.0	23	334	WAAS-F
8. WTCB-F	(AC)	32/ 4.8	5.5	6.1	6.7	6.0	5.8	53/828	448/11.6	15.1	15.7	6.1	46	521	WTCB-F
9. WOMG-F	(O)	28/ 4.2	4.7	6.1	4.9	3.1	5.0	29/520	460/11.9	14.1	9.8	4.4	33	432	WOMG-F
10. WOIC	(B)	20/ 3.0	2.6	2.6	2.1	2.6	2.6	21/307	260/ 6.7	4.9	7.3	1.3	10	179	WOIC
11. WTGH	(G)	19/ 2.9	4.9	1.7	3.1	3.6	3.2	20/324	274/ 7.1	6.0	6.8	5.0	38	292	WTGH
WSCQ-F	(AC)	19/ 2.9	3.4	2.6	2.4	2.7	2.8	19/343	330/ 8.8	8.4	7.7	1.9	14	196	WSCQ-F
13. WKWQ-F	(B)	12/ 1.8	1.6	1.5	1.6	2.8	1.6	14/240	172/ 4.5	4.0	6.7	2.3	17	231	WKWQ-F
14. WQXL	(REL)	8/ 1.2	0.3	0.3	0.6	0.8	0.6	9/56	51/ 1.3	2.1	2.4	0.9	7	54	WQXL
15.															

12+ FM SHARE (METRO): 82.64% (476 of 576) (FAL 90: 84.88%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	WWDM-F››	1 WWDM-F›	1 WWDM-F	1 WWDM-F	1 WCOS-F‹	1 WCOS-F›	1 WCOS-F	1 WCOS-F›	1 WWDM-F	1 WWDM-F››	1 WCOS-F
2	WNOK-F›	2 WNOK-F	2 WCOS-F	2 WCOS-F›	2 WWDM-F›	2 WVOC	2 WWDM-F›	2 WWDM-F	2 WCOS-F›	2 WNOK-F	2 WWDM-F›
3	WCOS-F	3 WCOS-F	3 WNOK-F›	3 WNOK-F	3 WNOK-F	3 WWDM-F›	3 WNOK-F	3 WVOC ›	3 WNOK-F›	3 WCOS-F›	3 WVOC
4		4 WMFX-F›	4 WMFX-F	4 WMFX-F	4 WTCB-F	4 WTCB-F	4 WVOC	4 WNOK-F	4 WMFX-F‹	4 WVOC	4
5		5 WHKZ-F	5 WAAS-F	WAAS-F‹	WAAS-F‹	5 WOMG-F	5 WTCB-F	5 WAAS-F	5 WVOC ‹	5 WMFX-F	5
6		6 WAAS-F	6	6 WOMG-F	6 WMFX-F	6	6	6	6 WHKZ-F	6	6

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	WWDM-F›	1 WWDM-F››	1 WWDM-F›	1 WWDM-F›	1 WWDM-F	1 WWDM-F	1 WWDM-F	1 WCOS-F	1 WWDM-F	1 WCOS-F›
2	WNOK-F›	2 WNOK-F	2 WHKZ-F	2 WCOS-F	2 WCOS-F›	2 WNOK-F›	2 WNOK-F	2 WNOK-F	2 WCOS-F	2 WWDM-F
3	WCOS-F›	3 WCOS-F	WCOS-F	3 WNOK-F›	3 WNOK-F	3 WMFX-F	3 WCOS-F	WMFX-F	3 WMFX-F‹	3 WMFX-F
4	WMFX-F	4 WHKZ-F	4 WNOK-F	4 WHKZ-F	4 WHKZ-F	WCOS-F	4 WMFX-F	4 WWDM-F›	4 WNOK-F›	4 WVOC
	WHKZ-F	5 WMFX-F	WAAS-F	5 WAAS-F	5 WTCB-F	5	5	5 WVOC	5 WVOC	5 WNOK-F
6		WAAS-F	6 WMFX-F	6 WTCB-F	6 WAAS-F	6	6	6	6	WAAS-F
			WKWQ-F							

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		62 (1)	62 (1)	10.8	17.1		
AOR/CLASSIC		36 (1)	36 (1)	6.3	7.1		
AC/OLDIES/SOFT ROCK		112 (4)	112 (4)	19.4	13.7		
MOR/VARIETY							
COUNTRY		144 (2)	144 (2)	25.0	17.1		
BLACK/URBAN	20 (1)	122 (2)	142 (3)	24.7	25.7		
BEAUTIFUL/EASY					7.5		
NEWS/TALK	53 (1)		53 (1)	9.2	6.7		
NOSTALGIA							
RELIGION/GOSPEL	27 (2)		27 (2)	4.7	5.1		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	100 (4)	476 (10)	576 (14)				

RADIO STATIONS

WOIC, 1320, 5 KW/2.5KW (DA-N), BLACK , $ 14.00 (Katz) Voyager
WTGH, 820, 1 KW/125 W (DA-1), GOSPEL SBN , $ 12.00 (---) Willis
WVOC, 560, 5 KW (DA-N) , NEWS/TALK CNN CBS , $ 26.00 (Banner)

WAAS-F, 93.5, 1.6 KW @ 443, AC , $ 32.00 (Banner)
WCOS-F, 97.9, 100 KW @ 984, COUNTRY ABC , $ 70.00 (McGuild) Ragan Henry
WMFX-F, 102.3, 3 KW @ 320, CLASSIC AOR SOURCE , $ 45.00 (Durpetti) Baum
WNOK-F, 104.7, 100 KW @ 1004, CHR ABC , $ 46.00 (Katz) Voyager
WOMG-F, 103.1, 3 KW @ 300, OLDIES MBS , $ 25.00 (Schubert) John Price
WSCQ-F, 100.1, 3 KW @ 330, SOFT AC CBS , $ 23.00 (Eastman)
WTCB-F, 106.7, 100 KW @ 787, AC APR , $ 41.00 (Christal) Bloomington
WWDM-F, 101.3, 100 KW @ 1322, Black UNIPWR , $ 55.00 (HNWM)
WHKZ-F, 96.7, 2.2 KW @ 364, CHR , $ 27.00 (---) Universal

Miscellaneous: WYYS-F to WHKZ-F and from CHR to COuntry (August)...

American Radio Fall 1991, Copyright 1992

COLUMBUS, OH

Arbitron Rank/Pop (12+): 34/1,157,400
MSA Rank/Pop: 35/1,360,000
ADI # 34
Average Person Ratings: 15.2
Market TSL: 20.25 hours

Stations: 28/24
Diaries: 1446/800:1/54.5%
Sample Target: 1430
% Below Line: 2.6
% Not Listed: 13.3

1991 Revenue: $43,000,000
HH Inc.: $27,661
Retail $: 10.8 Bil
Pop per Station: 48,225
91 Biller: WNCI-F $8,200,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WSNY-F	(AC)	167/ 9.5	9.1	8.5	9.2	10.8	9.1	183/2854	2565/22.2	22.2	24.2	8.8	157	2239	WSNY-F
2. WLVQ-F	(AOR)	143/ 8.1	8.9	7.9	7.3	8.3	8.1	166/2313	1904/16.5	18.5	18.3	7.6	138	2106	WLVQ-F
3. WTVN	(FS)	141/ 8.0	9.1	10.8	9.4	8.5	9.3	164/2354	1917/16.6	19.2	18.4	7.4	133	1719	WTVN
4. WNCI-F	(CHR)	132/ 7.5	11.4	11.1	11.7	10.9	10.4	199/3473	2479/21.4	23.9	26.6	12.2	219	3593	WNCI-F
5. WHOK-F	(C)	101/ 5.7	5.4	6.8	6.1	5.9	6.0	161/2462	1595/13.8	14.3	13.1	5.1	91	1706	WHOK-F
6. WMGG-F	(CL AOR)	96/ 5.4	5.2	4.7	5.7	4.4	5.3	111/1791	1522/13.2	13.4	12.7	5.2	94	1667	WMGG-F
7. WCOL-F	(O)	95/ 5.4	5.6	4.7	5.0	4.2	5.2	107/1942	1666/14.4	13.6	13.8	3.5	62	1104	WCOL-F
8. WBNS-F	(EZ)	68/ 3.9	6.9	5.9	5.8	4.8	5.8	76/1751	1523/13.2	13.3	13.7	4.2	75	1077	WBNS-F
9. WBNS	(BB)	66/ 3.7	2.5	1.7	3.8	4.1	2.9	66/1414	1351/11.7	5.2	11.6	1.8	33	1227	WBNS
10. WWHT-F	(CHR)	62/ 3.5	2.3	4.6	2.2	----	3.2	70/1440	1272/11.0	10.1	0.0	5.7	103	1992	WWHT-F
11. WRVF-F	(C)	54/ 3.1	1.2	0.9	1.5	1.5	1.7	55/790	766/ 6.6	5.0	6.6	1.5	27	389	WRVF-F
12. WHNI	(C)	47/ 2.7	2.2	2.0	1.9	1.7	2.2	51/582	513/ 4.4	4.6	4.0	1.3	23	532	WHNI
WCKX-F	(B)	47/ 2.7	1.4	1.2	1.5	2.9	1.7	48/748	738/ 6.4	4.6	5.2	2.5	45	816	WCKX-F
14. WCLT-F	(C)	45/ 2.6	2.1	2.5	2.6	2.6	2.4	93/1015	558/ 4.8	4.9	4.9	2.1	37	658	WCLT-F
15. WVKO	(B)	44/ 2.5	3.3	2.7	3.3	4.4	3.0	44/586	686/ 5.9	7.1	7.3	2.8	51	981	WVKO
16. WLW	(FS)	39/ 2.2	2.1	1.6	1.7	2.9	1.9	70/1300	745/ 6.4	5.7	8.1	2.6	51	568	WLW
17. WRZR-F	(AOR)	28/ 1.6	1.7	0.8	0.5	1.4	1.1	45/784	576/ 5.0	3.5	4.5	3.3	59	633	WRZR-F
18. WWCD-F	(AOR)	26/ 1.5	2.6	2.9	1.2	1.5	2.0	26/620	597/ 5.2	5.6	2.8	2.5	45	580	WWCD-F
WBBY-F	(J)	26/ 1.5	1.5	1.2	1.0	1.7	1.3	26/501	473/ 4.1	4.8	5.7	2.1	37	867	WBBY-F
20.															

12+ FM SHARE (METRO): 75.41% (1153 of 1529) (FAL 90: 70.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WWHT-F<	1 WLVQ-F>	1 WLVQ-F<	1 WSNY-F	1 WSNY-F	1 WTVN >	1 WTVN	1 WSNY-F	1 WSNY-F	1 WSNY-F	1 WLVQ-F
2 WNCI-F>>	2 WMGG-F	2 WSNY-F	2 WLVQ-F>	2 WLVQ-F	2 WSNY-F	2 WSNY-F<	2 WLVQ-F	2 WLVQ-F	2 WNCI-F	2 WSNY-F
3	3 WNCI-F	3 WNCI-F	3 WNCI-F	3 WTVN	3 WHOK-F	3 WLVQ-F<	3 WTVN	3 WNCI-F	3 WLVQ-F	3 WTVN
4	4 WSNY-F>>	4 WMGG-F	WCOL-F	4 WCOL-F	4 WBNS <	4 WNCI-F>	4 WMGG-F	4 WTVN	4 WTVN	4 WNCI-F
5	5 WRVF-F	5 WCOL-F	5 WTVN	5 WNCI-F	5 WCOL-F	5 WMGG-F	5 WNCI-F	WCOL-F<	5 WWHT-F	5 WCLT-F<
6	6	6 WHOK-F<	6 WMGG-F	6 WHOK-F	6 WBNS-F	6 WHOK-F<	WHOK-F<	6 WHOK-F<	WCKX-F	6 WMGG-F
7	7	7 WTVN	7 WHOK-F	7 WMGG-F	7	7 WCOL-F	7 WCOL-F	7 WMGG-F	7 WMGG-F	WXMX-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WSNY-F	1 WSNY-F	1 WSNY-F<	1 WSNY-F>	1 WSNY-F>
WMGG-F<	2 WLVQ-F	2 WLVQ-F	2 WNCI-F	2 WNCI-F>
3 WNCI-F	3 WNCI-F	3 WNCI-F	3 WLVQ-F>	3 WTVN
WLVQ-F>>	4 WMGG-F>	4 WRVF-F>	4 WCOL-F<	WCOL-F
5 WWHT-F	5 WRVF-F>	5 WMGG-F	5 WMGG-F	5 WLVQ-F<
6 WHOK-F	6 WWHT-F	6	6 WHOK-F<	6 WHOK-F
WCKX-F	7	7	7 WRVF-F	7 WRVF-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLVQ-F>	1 WLVQ-F>	1 WLVQ-F>	1 WLVQ-F>	1 WLVQ-F>
2 WMGG-F	2 WMGG-F>	2 WMGG-F>>	2 WMGG-F>	2 WTVN
3 WNCI-F>	3 WNCI-F>	3 WNCI-F	3 WSNY-F	3 WMGG-F<
4 WSNY-F	4 WSNY-F	4 WSNY-F	WCOL-F<	4 WCOL-F
5 WWHT-F	5 WCOL-F	WCOL-F	5 WNCI-F	5 WSNY-F<
6	6 WCKX-F	6	6 WTVN	6 WHOK-F
	7	7	WHOK-F	7

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		209 (3)	209 (3)	13.7	19.4
AOR/CLASSIC		299 (6)	299 (5)	19.6	16.6
AC/OLDIES/SOFT ROCK	15 (1)	262 (2)	277 (3)	18.1	14.8
MOR/VARIETY	180 (2)		180 (2)	11.8	17.6
COUNTRY	47 (1)	200 (3)	247 (4)	16.2	11.6
BLACK/URBAN	44 (1)	47 (1)	91 (2)	6.0	8.6
BEAUTIFUL/EASY	12 (1)	93 (2)	105 (3)	6.9	5.9
NEWS/TALK					
NOSTALGIA	66 (1)		66 (1)	4.3	1.7
RELIGION/GOSPEL	12 (1)	17 (1)	29 (2)	1.9	2.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		26 (1)	26 (1)	1.7	1.2
UNKNOWN/OTHERS					1.6
	376 (8)	1153 (18)	1529 (26)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCEZ-F	107.9	Delaware/Clebus	1.4/2.7/ 27/ 386
WCOL	1230	Columbus	0.9/3.1/ 17/ 369
WLOH	1320	Lancaster	0.7/1.1/ 12/ 144
WHKO-F	101.7	Newark/Heath	0.9/1.7/ 16/ 206
WRFD	880	Columbus/Wrthgt	0.7/2.1/ 20/ 415
WTLT-F	107.1	Circleville/Cla	1.0/2.7/ 18/ 338
WAZU-F	102.9	Springfield/Dtn	0.3/1.0/ 24/ 413

American Radio Fall 1991, Copyright 1992

RADIO STATIONS

AM STATIONS

WBNS,	1460,	5 KW/1 KW (DA-N) ,	Nostalgia	APR CBS,	$ 25.00	(Banner)	Columbus Dispatch
WCOL,	1230,	1 KW ,	Oldies	,	$ 30.00	(Christal)	Great Trails
WMNI,	920,	1 KW/500 W (DA-2),	Country	MBS NBC,	$ 31.00	(Eastman)	
WRFD,	880,	9 KW (Days, DA) ,	Religion	,	$ 20.00	(---)	Salem
WTVN,	610,	5 KW (DA-N) ,	Full Service	ABC,	$119.00	(Katz)	Great American
WVKO,	1580,	1 KW/250 W (DA-2),	Black	SBN UNIPWR,	$ 34.00	(Mc-Guild)	Saga

FM STATIONS

WBBY,	103.9,	2.6 KW @ 356 ,	Jazz	NBC,	$ 32.00	(---)	(WESTERVILLE)
WBNS,	97.1,	20 KW @ 780 ,	Oldies	CBS,	$ 68.00	(Banner)	Columbus Dispatch
WCKX,	106.3,	3 KW @ 328 ,	Black	NBN,	$ 25.00	(N/A)	(LONDON)
WHOK,	95.5,	50 KW @ 492 ,	Country	APR,	$ 46.00	(Christal)	
WLVQ,	96.3,	18 KW @ 753 ,	AOR	,	$133.00	(Katz)	Great American
WMGG,	99.7,	20 KW @ 783 ,	Classic AOR	,	$ 64.00	(Eastman)	
WNCI,	97.9,	175 KW @ 560 ,	CHR	APR,	$155.00	(RAR)	Nationwide
WSNY,	94.7,	22 KW @ 753 ,	AC	,	$153.00	(Mc-Guild)	Saga
WXGT,	92.3,	22 KW @ 753 ,	Oldies	RADRAD UNIPWR,	$ 70.00	(Christal)	Great Trails
WRZR,	103.1,	1.6 KW @ 445 ,	AOR	SMN,	$ 26.00	(---)	US Radio(JOHNSTOWN)
WRVF,	98.9,	3 KW @ 328 ,	Country	CMN,	$ 24.00	(Eastman)	

Miscellaneous: WBNS-F from EZ to Oldies (Oct)... WXXX-F to WRVF-F, and from AC to Country (Sep)...

American Radio Fall 1991, Copyright 1992

CORPUS CHRISTI

Arbitron Rank/Pop (12+): 131/277,600
MSA Rank/Pop: 139/361,000
ADI # 125
Average Person Ratings: 16.2
Market TSL: 21.50 hours

Stations: 18/17
Diaries: 810/343:1/47.7%
Sample Target: 750
% Below Line: 0.4
% Not Listed: 13.7

1991 Revenue: $7,800,000
HH Inc.: $31,431
Retail $: 2.3 Bil
Pop per Station: 16,329
#1 Biller: KOUL-F $1,400,000

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90		Birch Share	Birch AQH	Birch Cume	
1. KOUL-F (C)	66/14.6	14.2	13.8	11.7	14.3	----	92/1087	816/29.4	26.8	26.2		11.9	76	959	KOUL-F
2. KZFM-F (CHR)	56/12.4	12.2	14.6	16.7	13.9	----	90/1202	794/28.6	27.6	26.9		16.4	117	1317	KZFM-F
3. KRYS-F (C)	54/12.0	9.9	12.8	9.8	8.9	----	89/1166	739/26.6	29.7	25.7		15.7	100	1059	KRYS-F
4. KSAB-AF (SP)	49/10.8	9.3	9.6	7.9	7.9	----	54/482	387/13.9	12.2	12.7		4.7	26	447	KSAB-AF
5. KNCN-F (AOR)	41/ 9.1	9.1	8.2	8.9	8.8	----	51/759	540/19.5	18.4	17.1		10.6	87	837	KNCN-F
6. KLTQ-F (O)	26/ 5.8	6.3	4.0	4.8	7.1	----	33/647	466/16.9	15.8	11.2		5.0	32	402	KLTQ-F
7. KMXR-F (AC)	21/ 4.7	5.9	6.0	7.5	5.2	----	26/538	460/16.6	15.7	13.3		6.3	40	483	KMXR-F
8. KMIQ-F (SP)	12/ 2.7	5.3	4.0	2.7	2.3	----	15/303	241/ 8.7	11.4	8.4		4.9	31	607	KMIQ-F
9. KWVS-F (AC)	11/ 2.4	2.4	2.8	2.7	2.3	----	12/142	104/ 3.7	4.6	5.3		0.8	5	134	KWVS-F
10. KCCT (SP)	10/ 2.2	3.4	4.8	4.6	4.2	----	12/237	184/ 6.6	10.0	6.8		2.0	13	195	KCCT
11. KCQR-F (CL AOR)	9/ 2.0	2.0	1.0	4.0	4.4	----	11/222	206/ 7.4	7.8	5.0		2.8	18	218	KCQR-F
12. KEYS (T)	8/ 1.8	0.8	1.0	1.9	2.3	----	9/200	137/ 4.9	5.6	5.6		2.4	15	174	KEYS
KCTA (REL)	8/ 1.8	1.6	1.2	1.6	2.1	----	12/156	102/ 3.7	3.6	3.0		0.6	4	129	KCTA
14.															
15.															

12+ FM SHARE (METRO): 87.15% (339 of 389) (FAL 90: 78.08%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	KZFM-F>>	KNCN-F	KOUL-F	KOUL-F<	KOUL-F	KSAB-AF>	KOUL-F<	KOUL-F	KOUL-F<	KZFM-F>	KUNO
2	KOUL-F>	KZFM-F	KRYS-F	KRYS-F>	KRYS-F>	KOUL-F	KRYS-F<	KRYS-F	KZFM-F	KOUL-F	KOUL-F
3	KNCN-F	KOUL-F<	KZFM-F	KLTQ-F	KLTQ-F	KRYS-F>	KSAB-AF	KSAB-AF>	KRYS-F	KNCN-F>	KRYS-F>
4		KRYS-F>>	KNCN-F>	KZFM-F	KZFM-F	KLTQ-F	KZFM-F>	KNCN-F	KNCN-F>	KSAB-AF	KLTQ-F
5		KMXR-F	KLTQ-F	KNCN-F	KNCN-F		KNCN-F	KZFM-F	KSAB-AF	KRYS-F	KZFM-F
6				KSAB-AF	KSAB-AF						KNCN-F

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	KZFM-F	KZFM-F	KRYS-F	KRYS-F	KRYS-F	KNCN-F>>	KNCN-F>>	KNCN-F>	KNCN-F	KOUL-F
2	KRYS-F	KRYS-F	KZFM-F	KOUL-F	KOUL-F>	KZFM-F>	KZFM-F	KOUL-F	KOUL-F>	KRYS-F
3	KOUL-F	KOUL-F>	KOUL-F>	KZFM-F>	KZFM-F	KOUL-F>>	KOUL-F>	KRYS-F	KRYS-F	KNCN-F>
	KNCN-F>	KNCN-F	KMXR-F	KLTQ-F	KSAB-AF	KRYS-F	KRYS-F>	KZFM-F	KZFM-F>	KLTQ-F>
5	KMXR-F	KMXR-F	KNCN-F	KSAB-AF	KLTQ-F>	KMIQ-F	KCQR-F	KCQR-F	KLTQ-F	KZFM-F
6			KLTQ-F	KMXR-F	KMXR-F					KWVS-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		56 (1)	56 (1)	14.4	17.4	KDAE	1590	Sinton	1.3/2.3/ 7/ 83
AOR/CLASSIC		50 (2)	50 (2)	12.9	9.2	KRYS	1360	Corpus Christi	0.7/4.6/ 4/ 160
AC/OLDIES/SOFT ROCK		58 (3)	58 (3)	14.9	15.4	KSIX	1230	Corpus Christi	1.6/4.3/ 10/ 157
MOR/VARIETY									
COUNTRY	3 (1)	120 (2)	123 (3)	31.6	32.0	WOAI	1200	San Antonio	0.4/1.3/ 6/ 120
BLACK/URBAN									
BEAUTIFUL/EASY	13 (2)		13 (2)	3.3	4.6				
NEWS/TALK	10 (2)		10 (2)	2.6	0.4				
NOSTALGIA									
RELIGION/GOSPEL	8 (1)		8 (1)	2.1	1.3				
SPANISH	16 (2)	55 (2)	71 (4)	18.3	19.7				
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	50 (8)	339 (10)	389 (18)						

RADIO STATIONS

KCCT, 1150, 1 KW/500 W (DA-2), HISPANIC CRC , $ 21.00 (Caballero)
KCTA, 1030, 50 KW (DAYS) , RELIGION , $ 12.00 (---)
KDAE, 1590, 1 KW/500 W (DA-2), EZ UNISUP, UNIULT , $ 13.00 (McGuild) (SINTON)
KEYS, 1440, 1 KW (DA-N) , OLDIES CNN, UNISUP , $ 15.00 (Banner)
KSIX, 1230, 1 KW , EZ CBS, MBS , $ 12.00 (---)
KUNO, 1400, 1 KW , HISPANIC , $ 29.00 (Katz)

KCQR-F, 105.5, 2 KW @ 380, OLDIES ABC , $ 19.00 (Christal)
KKHQ-F, 98.3, 3 KW @ 300, HISPANIC , $ 17.00 (Lotus) (ODEM)
KLTQ-F, 98.5, 97 KW @ 956, OLDIES , $ 21.00 (McGuild)
KMIQ-F, 105.1, 3 KW @ 300, HISPANIC , $ 14.00 (Caballero) (ROBSTOWN)
KMXR-F, 93.9, 100 KW @ 840, AC NBC , $ 24.00 (Christal)
KNCN-F, 101.3, 100 KW @ 380, AOR , $ 28.00 (Torbet)
KOUL-F, 103.7, 100 KW @ 943, COUNTRY APR , $ 30.00 (Mc-Guild)
KRYS-F, 99.1, 100 KW @ 932, COUNTRY , $ 16.00 (Banner) (KINGSVILLE)
KWVS-F, 97.5, 100 KW @ 1000, JAZZ/AC/VARIETY , $ 16.00 (Durpetti) (KINGSPORT)
KZFM-F, 95.5, 100 KW @ 840, CHR , $ 35.00 (Banner)

Miscellaneous: KROC-F changes to KSAB-F and begins simulcasting with KUNO (Aug)...

DALLAS-FT. WORTH

Arbitron Rank/Pop (12+): 8/3,320,000
MSA Rank/Pop: 13/3,860,000 (Dallas)
ADI # 8
Average Person Ratings: 17.2
Market TSL: 22.50 hours

Stations: 33/33
Diaries: 2525/1315:1/47.3%
Sample Target: 2420
% Below Line: 0.0
% Not Listed: 8.5

1991 Revenue: $132,400,000
HH Inc.: $34,930
Retail $: 36.0 Bil
Pop per Station: 100,606
#1 Biller: KVIL-AF $20,800,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90		Birch Share	Birch AQH	Birch Cume	
1. KSCS-F	(C)	843/11.2	10.5	11.0	9.1	10.0	10.4	717/9462	8185/24.7	25.2	20.9		11.1	657	7200	KSCS-F
2. KPLX-F	(C)	420/ 7.3	6.0	6.2	6.6	7.4	6.5	459/6566	5744/17.3	15.6	14.9		7.7	453	4931	KPLX-F
3. WBAP	(FS/C)	305/ 5.3	5.4	6.7	6.2	4.5	5.9	417/6752	4561/13.7	16.7	11.5		4.0	235	3294	WBAP
4. KVIL-AF	(AC)	303/ 5.3	5.6	7.0	6.9	8.5	6.2	315/5045	4861/14.6	14.3	15.4		4.1	230	2973	KVIL-AF
5. KTXQ-F	(AOR)	299/ 5.2	6.4	5.9	5.4	5.4	5.7	329/4682	4140/12.5	13.5	12.9		6.3	372	4629	KTXQ-F
6. KLRX-F	(SAC)	254/ 4.4	2.8	2.7	2.1	1.1	3.0	281/3902	3549/10.7	9.0	5.0		2.5	150	1759	KLRX-F
7. KKDA-F	(B)	253/ 4.4	5.0	4.6	5.7	5.3	4.9	281/3615	3210/ 9.7	9.4	9.6		5.0	294	3761	KKDA-F
8. KRLD	(N)	229/ 4.0	4.1	4.1	5.5	4.9	4.4	283/6127	5044/15.2	13.8	16.8		3.6	213	3308	KRLD
KJMZ-F	(B)	229/ 4.0	4.3	4.3	4.0	2.7	4.2	241/4175	3834/11.5	9.8	10.3		7.0	414	5502	KJMZ-F
10. KEGL-F	(CHR)	225/ 3.9	3.6	4.1	4.4	4.2	4.0	265/5188	4479/13.5	14.3	14.4		4.6	269	4917	KEGL-F
11. KLTY-F	(REL)	188/ 3.3	2.9	2.5	2.4	3.4	2.8	224/2756	2386/ 7.2	8.5	6.5		3.1	183	2890	KLTY-F
12. KDGE-F	(AOR)	168/ 2.9	2.3	2.0	2.0	2.1	2.3	192/2413	2099/ 6.3	5.4	6.1		3.0	177	2467	KDGE-F
13. KDMX-F	(AC)	157/ 2.7	3.5	1.7	1.4	1.3	2.3	184/3884	3730/11.2	6.4	6.1		1.7	101	2471	KDMX-F
14. KLIF	(T)	134/ 2.3	2.8	3.1	3.1	2.5	2.8	155/2658	2329/ 7.0	7.3	6.6		2.3	137	2367	KLIF
15. KLUV-F	(O)	128/ 2.2	3.2	3.8	2.4	2.8	2.9	148/3211	2740/ 8.3	11.2	9.1		2.8	163	2564	KLUV-F
16. WRR -F	(CL)	125/ 2.2	2.1	1.9	2.5	2.1	2.2	131/2367	2167/ 6.5	6.8	5.9		1.7	100	1748	WRR -F
17. KOAI-F	(J/NA)	122/ 2.1	3.0	2.2	2.4	2.5	2.4	134/2453	2269/ 6.8	5.9	7.7		4.0	238	2525	KOAI-F
18. KHVN	(G)	118/ 2.1	2.4	1.7	1.7	1.9	2.0	126/1560	1505/ 4.5	4.4	3.6		1.3	75	1155	KHVN
19. KZPS-F	(CL AOR)	114/ 2.0	2.7	2.6	3.3	3.3	2.7	153/2933	2442/ 7.4	8.5	9.3		2.9	172	2928	KZPS-F
20. KKDA	(B/O)	106/ 1.9	2.1	2.2	2.6	3.0	2.2	122/1611	1505/ 4.5	4.8	4.8		2.8	165	1615	KKDA
21. KCDU-F	(CL AOR)	102/ 1.8	1.5	1.8	1.9	2.1	1.8	112/2656	2498/ 7.5	4.8	5.8		1.9	114	2218	KCDU-F
22. KAAM	(BB)	99/ 1.7	2.0	1.5	1.9	1.7	1.8	100/1586	1582/ 4.8	3.9	4.5		1.0	59	1166	KAAM
23. KODZ-F	(O)	93/ 1.6	2.3	2.7	3.1	4.0	2.4	101/3208	2816/ 8.5	11.5	14.3		2.0	118	2461	KODZ-F
24. KRSR-F	(AC)	92/ 1.6	1.6	2.2	1.5	2.3	1.7	98/2079	1970/ 5.9	7.1	7.1		1.5	87	1228	KRSR-F
25. KSSA-AF	(SP)	85/ 1.5	0.5	0.5	1.2	0.6	0.9	85/921	921/ 2.8	1.7	1.4		0.6	35	694	KSSA-AF
26. KESS	(SP)	84/ 1.5	1.8	1.3	2.2	1.3	1.7	87/1161	1132/ 3.4	2.4	2.3		1.6	95	1220	KESS
27.																
28.																
29.																
30.																

12+ FM SHARE (METRO): 75.12% (3934 of 5237) (FAL 90: 76.92%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KEGL-F>	1 KSCS-F>	1 KSCS-F>	1 KSCS-F>	1 KSCS-F>	1 KSCS-F	1 KSCS-F>	1 KSCS-F	1 KSCS-F>	1 KSCS-F	1 KSCS-F>>
2 KJMZ-F	2 KTXQ-F	2 KPLX-F	2 KPLX-F	2 KPLX-F	2 WBAP	2 KPLX-F	2 KPLX-F>	2 KPLX-F	2 KJMZ-F	2 KRLD
3 KSCS-F	3 KPLX-F	3 KTXQ-F	3 KVIL-AF	3 KVIL-AF	3 KPLX-F<	3 WBAP <	3 KTXQ-F	3 WBAP <	3 KKDA-F	3 KKDA-F
4 KHYI-F	4 KDGE-F<	4 KVIL-AF<	4 KTXQ-F<	4 KLRX-F	4 KVIL-AF	4 KVIL-AF	4 KLRX-F	4 KTXQ-F	4 KEGL-F	4 WBAP >>
5 KKDA-F	5 KKDA-F*	5 KKDA-F	5 KLRX-F	5 WBAP <	5 KRLD	5 KRLD	5 KVIL-AF<	5 KVIL-AF	5 KPLX-F	5 KVIL-F
6	6 KJMZ-F	6 KLTY-F<	6 KLTY-F	6 KTXQ-F	6 KLRX-F	6 KTXQ-F	6 WBAP	6 KJMZ-F<	6 WBAP	6 KPLX-F
7	7 KEGL-F	7 KJMZ-F<	7 KKDA-F<	7 KLTY-F	7	7 KKDA-F	7 KRLD	7 KLRX-F	7 KTXQ-F	7 KJMZ-F
8	8	8 KLRX-F	8 WBAP	KKDA-F	8	8 KLRX-F>>	KLTY-F>>	KKDA-F	8	8
9	9	9	9	9	9	9	9	KEGL-F>>	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KSCS-F>	1 KSCS-F>	1 KSCS-F>	1 KSCS-F>	1 KSCS-F>
2 KPLX-F	2 KPLX-F>	2 KPLX-F	2 KPLX-F>	2 KVIL-AF
3 KDGE-F>	3 KKDA-F	3 KKDA-F	3 KVIL-AF	3 KPLX-F
4 KEGL-F<	4 KJMZ-F<	4 KLTY-F	4 KLTY-F<	4 KLRX-F
5 KJMZ-F	5 KDGE-F	5 KVIL-AF	5 KKDA-F	5 KLTY-F
6 KKDA-F	6 KLTY-F	6 KLRX-F	6 KJMZ-F<	6 KKDA-F
7 KTXQ-F	KEGL-F	KJMZ-F	7 KDMX-F	7 KDMX-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KTXQ-F>	1 KTXQ-F>	1 KTXQ-F	1 KTXQ-F	1 KSCS-F
2 KSCS-F	2 KSCS-F>	2 KSCS-F	2 KSCS-F	2 KPLX-F
3 KDGE-F	3 KPLX-F	3 KPLX-F	3 KPLX-F>	3 WBAP
4 KEGL-F	4 KDGE-F	4 WBAP	4 WBAP	4 KTXQ-F
5 KKDA-F	5 KKDA-F	5 KZPS-F	5 KKDA-F	5 KVIL-AF
KJMZ-F	KJMZ-F	6 KDGE-F	6 KVIL-AF	6 KLRX-F<
7 KPLX-F	7	7	7 KLRX-F	7 KRLD

American Radio Fall 1991, Copyright 1992

DALLAS-FT. WORTH

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		225 (1)	225 (1)	4.3	9.0
AOR/CLASSIC		683 (4)	683 (4)	13.0	10.7
AC/OLDIES/SOFT ROCK	21 (1)	752 (5)	773 (6)	14.8	18.3
MOR/VARIETY	305 (1)		305 (1)	5.8	
COUNTRY		1063 (2)	1063 (2)	20.3	22.9
BLACK/URBAN	106 (1)	482 (2)	588 (3)	11.2	11.8
BEAUTIFUL/EASY		254 (1)	254 (1)	4.9	2.5
NEWS/TALK	413 (3)		413 (3)	7.9	8.1
NOSTALGIA	117 (2)		117 (2)	2.2	2.5
RELIGION/GOSPEL	118 (1)	188 (1)	306 (2)	5.8	6.9
SPANISH	223 (3)	17 (1)	240 (4)	4.6	1.0
CLASSICAL		125 (1)	125 (1)	2.4	2.2
JAZZ/NEW AGE		145 (2)	145 (2)	2.8	3.3
UNKNOWN/OTHERS					1.0
	1303 (12)	3934 (20)	5237 (32)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KCMZ	1480	Dallas	0.3/0.7/ 18/ 225
KFJZ	870	Ft. Worth/Dalls	1.2/1.7/ 71/ 568
KJZY-F	99.1	Denton/Dallas	0.4/1.6/ 25/ 575
KUII	1190	Dallas	0.9/3.9/ 50/1316

RADIO STATIONS

AM STATIONS

KAAM,	1310,	5 KW (DA-N)	,	Nostalgia	SMN UNISUP,	$ 45.00	(Durpatti)	Bonneville
KESS,	1270,	5 KW (DA-1)	,	Hispanic	,	$ 48.00	(Katz Hisp.)	
KFJZ,	870,	500 W (DAYS)	,	Hispanic	,	$ 31.00	(Lotus Hispanic)	
KHVN,	970,	1 KW/270 W	,	Gospel	ABC UNIULT,	$ 35.00	(Mc-Guild)	Summit
KKDA,	730,	500 W	,	Black	APR,	$ NA	(Katz)	
KLIF,	570,	5 KW, (DA-2)	,	Talk	NBC,	$ 76.00	(Eastman)	Susquehanna
KNRB,	1360,	5 KW/1 KW (DA-2),		Religion	,	$ 25.00	(---)	Marsh
KRLD,	1080,	50 KW (DA-N)	,	News	CBS MBS,	$205.00	(CBS)	Command
KSKY,	660,	10 KW/500 W(DA-N),		Religion	,	$ 30.00	(---)	Bdcst Partners
WBAP,	820,	50 KW	,	Country Full Service	ABC,	$190.00	(Banner)	Cap Cities/ABC

FM STATIONS

KODZ,	94.9,	33 KW @ 1510	,	Oldies	,	$115.00	(MMR)	Evergreen
KEGL,	97.1,	100 KW @ 1460	,	CHR	,	$146.00	(Christal)	Sandusky
KJMZ,	100.3,	100 KW @ 1280	,	Black	UNIPWR,	$100.00	(Mc-Guild)	Summit
KKDA,	104.5,	100 KW @ 1590	,	Black	APR,	$159.00	(Katz)	
KLRX,	97.9,	100 KW @ 1680	,	Soft AC	,	$ 85.00	(Katz)	Cox
KLTY,	94.1,	100 KW @ 1590	,	Religion	ABC UNISUP,	$ 70.00	(K & P)	
KLUV,	98.7,	100 KW @ 1590	,	Oldies	,	$118.00	(MMR)	TK
KCDU,	107.5,	25 KW @ 1657	,	Cl AOR	UNISUP UNIULT,	$100.00	(Mc-Guild)	Granum
KDMX,	102.9,	100 KW @ 1348	,	AC	,	$103.00	(Christal)	Nationwide
KOAI,	106.1,	100 KW @ 1590	,	Jazz/NAC	,	$ 98.00	(HN&H)	Gannett
KPLX,	99.5,	100 KW @ 1680	,	Country	APR,	$230.00	(Eastman)	Susquehanna
KRSR,	105.3,	100 KW @ 1560	,	Country	,	$104.00	(Group W)	Alliance
KSCS,	96.3,	100 KW @ 1680	,	Country	,	$190.00	(Banner)	Cap Cities/ABC
KTXQ,	102.1,	100 KW @ 1320	,	AOR	CBS,	$145.00	(CBS)	CBS
KVIL,	103.7,	100 KW @ 1570	,	AC	,	$350.00	(Torbet)	Infinity
KZPS,	92.5,	98 KW @ 1590	,	Classic AOR	,	$100.00	(Durpatti)	Bonneville
WRR ,	101.1,	100 KW @ 1348	,	Classical	APR,	$ 70.00	(CMBS)	City of Dallas
KDGE,	94.5,	100 KW @ 1896	,	AOR	,	$ 50.00	(K & P)	(GAINESVILLE)

Miscellaneous: KDGE-F (Gainesville) From Allison to Founders (cancelled) for $8,300,000 (Fischer)... KRSR-F from Westinghouse to Alliance for $13,000,000 (e) (Star)... KDGE-F (Gainesville) sold by Allison for $2,200,000... KHYI-F to KODZ-F and from CHR to Oldies (Nov)...KJZY-F from Jazz to AOR (after Fall book)... KRSR-F from AC to Country (after Fall book)...

American Radio Fall 1991, Copyright 1992

DAVENPORT-RI-MOLINE

Arbitron Rank/Pop (12+): 128/282,800

MSA Rank/Pop: 141/366,000
ADI # 83

Average Person Ratings: 15.7
Market TSL: 20.50 hours

Stations: 16/14
Diaries: 864/327:1/54.2%
Sample Target: 800
% Below Line: 2.0
% Not Listed: 11.7

1991 Revenue: $9,300,000
HH Inc.: $31,040
Retail $: 2.9 Bil
Pop per Station: 20,200
#1 Biller: WLLR-F $2,300,000

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WLLR-AF (C)	72/16.3	16.3	18.2	16.1	18.8	----	113/1485	856/30.3	28.9	31.6	15.2	58	727	WLLR-AF
2. WXLP-F (AOR)	59/13.3	13.0	10.8	10.4	14.4	----	89/1196	671/23.7	23.3	23.6	17.8	74	841	WXLP-F
3. WPXR-F (CHR)	54/12.2	12.4	11.5	14.1	17.1	----	109/1741	839/29.7	30.4	27.5	14.0	58	839	WPXR-F
4. WOC (N/T)	48/10.8	9.2	9.5	9.0	9.2	----	58/664	533/18.8	17.0	18.9	12.0	50	583	WOC
5. KUUL-F (O)	41/ 9.2	10.5	10.4	10.2	9.4	----	88/1296	651/23.0	23.9	22.1	8.9	37	499	KUUL-F
KRVR-F (SAC)	41/ 9.2	9.2	8.5	7.4	6.7	----	46/562	487/17.2	18.6	16.2	8.9	37	382	KRVR-F
7. KMJC-F (AC)	25/ 5.6	4.6	4.3	4.6	5.0	----	31/545	411/14.5	13.2	10.8	3.1	13	261	KMJC-F
8. WKBF (C)	17/ 3.8	2.5	4.6	3.4	3.5	----	19/246	177/ 6.3	5.6	8.0	0.2	1	79	WKBF
9. KFMH-F (AOR)	12/ 2.7	3.4	1.7	4.2	1.3	----	34/425	215/ 7.6	6.4	5.9	2.9	12	209	KFMH-F
10. WGN (T)	7/ 1.6	2.7	1.7	1.4	1.0	----	34/558	144/ 5.1	6.3	4.1	1.7	7	137	WGN

12+ FM SHARE (METRO): 79.08% (310 of 392) (FAL 90: 78.35%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPXR-F>>	1 WXLP-F>>	1 WXLP-F	1 WLLR-AF	1 WLLR-AF>	1 WLLR-AF	1 WLLR-AF<	1 WLLR-AF	1 WLLR-AF<	1 WPXR-F	1 WOC
2 WXLP-F	2 WPXR-F>	2 WLLR-AF	2 WXLP-F	2 WXLP-F	2 WOC >	2 WOC	2 WXLP-F	2 WXLP-F	2 WXLP-F>	2 WLLR-F
3	3 WLLR-AF	3 WPXR-F	3 KUUL-F	KUUL-F	3 KUUL-F	3 WXLP-F<	3 WOC	3 WPXR-F>	3 WLLR-AF	3 WXLP-F
4	4 KRVR-F	4 KUUL-F	4 WPXR-F	4 KRVR-F	4 KRVR-F	4 WPXR-F	4 KRVR-F	4 KRVR-F	4 KUUL-F	4 WKBF
5	5 KMJC-F	5 KRVR-F	KRVR-F	5 WPXR-F	5	5 KUUL-F	5 KUUL-F	5 KUUL-F	5 KRVR-F	5
6	6	6	6	6	6	6	6 WPXR-F	6 WOC	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPXR-F>>	1 WPXR-F	1 KRVR-F>	1 WLLR-AF	1 WLLR-AF	1 WXLP-F>>	1 WXLP-F>>	1 WXLP-F>>	1 WXLP-F>>	1 WLLR-AF<
2 WXLP-F	2 KRVR-F	2 WXLP-F	WPXR-F	2 KRVR-F	2 WPXR-F>	2 WPXR-F	2 WLLR-AF>	2 WLLR-AF>	2 WXLP-F>
KMJC-F>	3 WXLP-F	3 WLLR-AF	3 KRVR-F	3 WPXR-F	3 KMJC-F	3 WLLR-AF	3 WPXR-F>	3 KUUL-F	3 KUUL-F>
4 WLLR-AF>	4 WLLR-AF	WPXR-F	4 KUUL-F	KUUL-F>>	4	4	4 KFMH-F	4 WPXR-F	4 KRVR-F
5 KRVR-F	5 KMJC-F	5 KUUL-F	5 WXLP-F	5 WXLP-F	5	5	5	5 KMJC-F	5
KFMH-F	6	6 KMJC-F	6 KMJC-F	KMJC-F	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		54 (1)	54 (1)	13.8	19.2
AOR/CLASSIC		71 (2)	71 (2)	18.1	18.0
AC/OLDIES/SOFT ROCK		66 (2)	66 (2)	16.8	18.0
MOR/VARIETY	3 (2)	4 (1)	7 (3)	1.8	0.9
COUNTRY	19 (2)	70 (1)	89 (3)	22.7	23.2
BLACK/URBAN					
BEAUTIFUL/EASY		41 (1)	41 (1)	10.5	7.5
NEWS/TALK	55 (2)		55 (2)	14.0	11.9
NOSTALGIA	5 (1)		5 (1)	1.3	
RELIGION/GOSPEL		4 (1)	4 (1)	1.0	0.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					0.7
	82 (7)	310 (9)	392 (16)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KQCS-F	93.5	Bettendorf	0.9/3.0/ 4/ 97
WKEI	1450	Kewanee	1.1/3.5/ 7/ 124
WMT	600	Cedar Rapids	0.5/3.0/ 21/ 290

RADIO STATIONS

WKBF ,	1270,	5 KW (DA-N) ,	Country	CBS,	$ 18.00	(Mc-Guild)
WOC ,	1420,	5 KW (DA-2) ,	News/Talk	NBC ABC,	$ 30.00	(Christal)
KFMH-F,	99.7,	50 KW @ 470 ,	AOR	,	$ 15.00	(---) (MUSCATINE)
KMJC-F,	96.1,	100 KW @ 981 ,	AC	UNIPWR,	$ 21.00	(Eastman) Arrow (CLINTON)
KRVR-F,	106.5,	60 KW @ 210 ,	EZ	,	$ 22.00	(Banner) Comm. Service
WXLP-F,	96.9,	50 KW @ 500 ,	AOR	SOURCE, UNIPWR,	$ 37.00	(Katz) Goodrich
KUUL-F,	103.7,	100 KW @ 1190 ,	Oldies	UNIULT,	$ 31.00	(Christal)
WLLR-F,	101.3,	50 KW @ 500 ,	Country	,	$ 50.00	(HNWH) Sconnix
WPXR-F,	98.9,	39 KW @ 900 ,	CHR	ABC,	$ 35.00	(Mc-Guild) Roth

American Radio Fall 1991, Copyright 1992

DAYTON

Arbitron Rank/Pop (12+): 47/823,100
MSA Rank/Pop: 54/944,000
ADI # 53
Average Person Ratings: 15.6
Market TSL: 20.50 hours

Stations: 25/21
Diaries: 1273/647:1/54.6%
Sample Target: 1240
% Below Line: 10.0
% Not Listed: 14.2

1991 Revenue: $21,200,000
HH Inc.: $31,515
Retail $: 7.0 Bil
Pop per Station: 39,195
#1 Biller: WHIO $3,200,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WHKO-F (C)	137/10.7	9.3	9.7	10.5	8.5	10.1	211/3268	1916/23.3	22.9	17.9	10.1	125	1535	WHKO-F
2. WHIO (N/T)	103/ 8.0	6.4	6.9	8.8	7.0	7.5	111/1584	1426/17.3	15.7	17.0	8.0	98	1525	WHIO
3. WGTZ-F (CHR)	96/ 7.5	9.7	9.2	8.5	9.1	8.7	125/2695	1916/23.3	24.3	25.3	12.2	150	2363	WGTZ-F
4. WWSN-F (AC)	87/ 6.8	6.2	6.6	7.5	6.5	6.8	103/1517	1178/14.3	14.0	13.9	4.1	51	787	WWSN-F
WTUE-F (AOR)	87/ 6.8	7.5	8.5	6.0	9.7	7.2	103/1737	1272/15.5	19.0	19.2	7.4	91	1506	WTUE-F
6. WLW (FS)	76/ 5.9	5.8	5.5	6.8	5.9	5.9	177/2862	1123/13.6	15.1	13.1	5.7	70	858	WLW
7. WVUD-F (SAC)	74/ 5.8	4.8	6.5	5.0	6.0	5.5	82/1282	1116/13.6	15.4	13.1	4.0	49	634	WVUD-F
8. WAZU-F (AOR)	71/ 5.5	4.1	5.8	4.6	6.0	5.0	101/1619	1123/13.6	15.2	13.9	8.4	103	1273	WAZU-F
9. WYMJ-F (O)	59/ 4.6	5.6	4.5	5.5	5.7	5.1	82/1172	1096/13.3	13.2	12.7	3.7	45	914	WYMJ-F
10. WDAO (B)	48/ 3.7	6.3	4.5	4.5	3.5	4.8	48/556	556/ 6.8	8.1	6.0	6.6	81	856	WDAO
11. WONE (C)	46/ 3.6	2.6	4.0	3.3	3.4	3.4	67/1060	764/ 9.3	7.8	8.0	2.5	31	432	WONE
12.														
13.														
14.														
15.														

12+ FM SHARE (METRO): 69.45% (766 of 1103) (FAL 90: 68.46%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQTZ-F>>	1 WTUE-F	1 WHKO-F	1 WHKO-F	1 WHKO-F	1 WHIO	1 WHIO	1 WHKO-F	1 WHKO-F>	1 WQTZ-F	1 WHIO
2 WZRZ-F	2 WQTZ-F	2 WTUE-F	2 WWSN-F	2 WWSN-F	2 WHKO-F	2 WHKO-F	2 WWSN-F	2 WTUE-F	2 WHKO-F	2 WHKO-F>>
WAZU-F	3 WHKO-F	3 WWSN-F	3 WTUE-F	3 WVUD-F	3 WLW >	3 WTUE-F	3 WLW <	WQTZ-F<	3 WHIO	3 WQTZ-F
4 WHKO-F	WAZU-F>	4 WQTZ-F	4 WVUD-F<	4 WTUE-F	4 WWSN-F	4 WWSN-F	4 WTUE-F	4 WWSN-F	4 WLW	WAZU-F
5	5 WWSN-F	5 WAZU-F	5 WLW	5 WLW	5 WYMJ-F<	5 WQTZ-F	5 WHIO <	5 WVUD-F<	6 WAZU-F	5
6	6 WVUD-F	6 WVUD-F	6 WYMJ-F	6 WYMJ-F	6 WVUD-F	6 WONE	6 WVUD-F	6 WAZU-F	6	6
7	7	7	WQTZ-F	7	7	7	7 WQTZ-F	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WQTZ-F	1 WQTZ-F	1 WHKO-F	1 WHKO-F<	1 WHKO-F	1 WTUE-F	1 WTUE-F>	1 WTUE-F>	1 WTUE-F	1 WLW
2 WAZU-F	2 WHKO-F	2 WWSN-F	2 WWSN-F	2 WWSN-F	2 WAZU-F	2 WAZU-F>	2 WAZU-F>	2 WAZU-F	2 WTUE-F
3 WTUE-F>	3 WWSN-F	WQTZ-F>	3 WQTZ-F	3 WVUD-F	3 WQTZ-F>	3 WQTZ-F	3 WHKO-F	3 WLW	3 WHKO-F
4 WWSN-F	4 WVUD-F	4 WVUD-F>	4 WVUD-F	4 WYMJ-F	4 WHKO-F	4 WHKO-F	4 WVUD-F	4 WHKO-F	4 WWSN-F
5 WVUD-F	5 WTUE-F	5 WTUE-F	5 WTUE-F	5 WQTZ-F	5 WDAO	5	5 WWSN-F	5 WQTZ-F<	5 WAZU-F<
WHKO-F	6 WAZU-F	6	6 WYMJ-F	6	6	6	WONE	6 WWSN-F	6 WVUD-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		111 (2)	111 (2)	10.1	12.8
AOR/CLASSIC		193 (4)	193 (4)	17.5	14.4
AC/OLDIES/SOFT ROCK	14 (1)	146 (2)	160 (3)	14.5	23.4
MOR/VARIETY	87 (2)		87 (2)	7.9	18.8
COUNTRY	46 (1)	176 (3)	222 (4)	20.1	18.0
BLACK/URBAN	48 (1)		48 (1)	4.4	5.7
BEAUTIFUL/EASY		93 (2)	93 (2)	8.4	4.1
NEWS/TALK	103 (1)		103 (1)	9.3	
NOSTALGIA	39 (3)		39 (3)	3.5	1.7
RELIGION/GOSPEL		15 (1)	15 (1)	1.4	1.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		32 (2)	32 (2)	2.9	
	337 (9)	766 (16)	1103 (25)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBLY	1600	Springfield	0.9/2.3/ 11/ 197
WCLR-F	95.7	Piqua/Dayton	1.5/4.3/ 32/ 539
WDJK-F	95.3	Xenia/Dayton	1.2/5.1/ 15/ 494
WFCJ-F	93.7	Miamisburg/Datn	1.2/3.8/ 19/ 441
WING	1410	Dayton	1.1/5.7/ 15/ 508
WIZE	1340	Springfield	1.6/3.0/ 23/ 279
WKSW-F	101.7	Urbana/Spngfld.	0.6/2.0/ 24/ 318
WPFB	910	Middletown	1.1/2.9/ 23/ 387
WPFB-F	105.9	Middletown	2.4/6.2/ 64/1118
WPTW	1570	Piqua	0.4/1.4/ 6/ 133
WROU-F	92.1	West Carrollton	1.2/2.1/ 15/ 180
WLSN-F	106.6	Greenville	1.3/2.6/ 26/ 401
WOFX-F	94.9	Fairfield	1.0/5.4/ 44/1008
WZRZ-F	96.5	Hamilton	1.7/4.6/ 51/ 851

RADIO STATIONS

WDAO, 1210, 1 KW (Days)	, Black	SBN, $ 25.00	(N/A)			
WHIO, 1290, 5 KW (DA-N)	, Full Service	CBS, $ 70.00	(Durpetti)	Cox		
WING, 1410, 5 KW (DA-N)	, News	SNN NBC, $ 30.00	(Katz)	Great Trails		
WONE, 980, 5 KW (DA-N)	, Country	ABC, $ 43.00	(Mc-Guild)	Summit		
WAZU-F, 102.9, 50 KW @ 492	, AOR	ABC, $ 44.00	(Christal)	Osborn (SPRINGFIELD)		
WCLR-F, 95.7, 50 KW @ 476	, EZ	, $ 22.00	(Regional)	(PIQUA)		
WFCJ-F, 93.7, 50 KW @ 492	, Religion	, $ 15.00	(---)	(MIAMISBURG)		
WQTZ-F, 92.9, 40 KW @ 551	, CHR	UNIPWR, $ 68.00	(Katz)	Great Trails		
WHKO-F, 99.1, 50 KW @ 1060	, Country	, $ 71.00	(Durpetti)	Cox		
WPFB-F, 105.9, 34 KW @ 593	, Country	, $ 20.00	(Roslin)	(MIDDLETOWN)		
WTUE-F, 104.7, 50 KW @ 500	, AOR	, $ 77.00	(Mc-Guild)	Summit		
WVUD-F, 99.9, 50 KW @ 500	, Soft AC	ABC, $ 40.00	(Torbet)	Univ. of Dayton		
WWSN-F, 107.7, 50 KW @ 420	, AC	, $ 70.00	(Eastman)	Stoner		
WYMJ-F, 103.9, 1.2 KW @ 522	, Oldies	, $ 37.00	(Eastman)			

Miscellaneous: WIZE (Springfield) sold by Great Trails for $560,000... WING From Oldies to News (Nov)...

American Radio Fall 1991, Copyright 1992

DAYTONA BEACH

Arbitron Rank/Pop (12+): 108/336,400
MSA Rank/Pop: 138/349,700
Orlando ADI
Average Person Ratings: 17.5
Market TSL: 23.25 hours

Stations: 23/9
Diaries: 783/430:1/44.8%
Sample Target: 770
% Below Line: 54.2
% Not Listed: 14.1

1991 Revenue: NA
HH Inc.: $31,979
Retail $: 2.9 Bil
Pop per Station: 37,377
#1 Biller: NA

12+ METRO		1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90		Birch Share	Birch AQH	Birch Cume	
1. WROD	(BB)	53/ 9.0	7.4	7.2	6.4	6.3	----	53/395	395/11.7	12.3	14.3					WROD
2. WGNE-F	(C)	48/ 8.1	6.6	9.1	7.2	2.9	----	48/619	579/17.2	13.5	12.4					WGNE-F
3. WJHM-F	(B)	46/ 7.8	7.4	7.9	6.0	6.8	----	68/774	560/16.6	14.7	15.2					WJHM-F
4. WMGF-F	(AC)	42/ 7.1	3.7	4.7	5.2	5.2	----	67/857	469/13.9	10.2	10.1					WMGF-F
5. WOCL-F	(O)	41/ 7.0	7.4	5.6	7.4	8.0	----	65/1122	603/17.9	14.6	12.2					WOCL-F
6. WWKA-F	(C)	38/ 6.5	7.7	8.0	10.8	6.4	----	98/1253	532/15.8	16.3	17.0					WWKA-F
7. WDIZ-F	(AOR)	36/ 6.1	6.3	4.0	5.0	4.6	----	43/632	462/13.7	14.6	11.6					WDIZ-F
8. WHTQ-F	(AOR)	35/ 5.9	5.5	4.2	7.2	8.2	----	45/869	550/16.3	13.8	12.1					WHTQ-F
9. WWLV-F	(SAC)	28/ 4.8	10.0	9.3	12.6	17.9	----	47/832	480/14.3	19.4	20.1					WWLV-F
10. WSTF-F	(AC)	24/ 4.1	3.5	3.1	2.2	4.3	----	37/604	410/12.2	10.0	9.0					WSTF-F
11. WNDB	(N/T)	23/ 3.9	3.9	3.3	3.2	3.2	----	26/347	300/ 8.9	9.2	7.8					WNDB
12. WNFI-F	(CHR)	17/ 2.9	2.2	3.0	1.8	3.4	----	25/406	261/ 7.8	9.8	10.4					WNFI-F
13.																
14.																
15.																

12+ FM SHARE (METRO): 77.87% (394 of 506) (FAL 90: 79.35%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	WJHM-F>>	WHTQ-F	WDIZ-F	WGNE-F	WGNE-F	WROD >	WROD	WMGF-F<	WGNE-F	WJHM-F>	WNDB >
2	WNFI-F	WDIZ-F>	WGNE-F<	WOCL-F	WOCL-F	WMGF-F	WGNE-F	WROD	WJHM-F<	WMGF-F	WHTQ-F
3	WZTU-F	WJHM-F>	WHTQ-F	WDIZ-F	WMGF-F	WGNE-F<	WJHM-F<	WGNE-F	WHTQ-F	WNDB	WOCL-F
	WGNE-F	WSTF-F	WOCL-F	WMGF-F	WDIZ-F	WWKA-F	WWKA-F	WOCL-F	WROD <	WHTQ-F	WMGF-F
5		WGNE-F	WJHM-F	WHTQ-F	WHTQ-F	WOCL-F	WOCL-F	WWKA-F<	WMGF-F	WGNE-F<	
6								WDIZ-F		WROD	

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	WGNE-F>	WSTF-F	WSTF-F>	WMGF-F	WMGF-F	WDIZ-F	WHTQ-F<	WHTQ-F	WDIZ-F<	WOCL-F
2	WHTQ-F>	WGNE-F	WMGF-F	WGNE-F>	WGNE-F	WJHM-F	WDIZ-F>>	WDIZ-F>>	WHTQ-F>	WHTQ-F
3	WOCL-F	WJHM-F	WJHM-F	WJHM-F	WOCL-F	WHTQ-F>>	WJHM-F	WJHM-F	WOCL-F	WGNE-F
	WJHM-F	WMGF-F	WNFI-F	WSTF-F	WSTF-F				WGNE-F	WDIZ-F
	WDIZ-F	WHTQ-F	WGNE-F	WDIZ-F	WWLV-F				WJHM-F	
	WWLV-F		WHTQ-F	WWLV-F						

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		23 (2)	23 (2)	4.5	8.7
AOR/CLASSIC		71 (2)	71 (2)	14.0	9.5
AC/OLDIES/SOFT ROCK		138 (6)	138 (6)	27.3	17.6
MOR/VARIETY	11 (1)		11 (1)	2.2	3.0
COUNTRY	4 (1)	86 (2)	90 (3)	17.8	19.8
BLACK/URBAN	5 (1)	46 (1)	51 (2)	10.1	13.4
BEAUTIFUL/EASY		28 (1)	28 (1)	5.5	14.2
NEWS/TALK	23 (1)		23 (1)	4.5	4.3
NOSTALGIA	59 (2)		59 (2)	11.7	8.3
RELIGION/GOSPEL	3 (1)		3 (1)	0.6	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		2 (1)	2 (1)	0.4	0.4
UNKNOWN/OTHERS	7 (1)		7 (1)	1.4	0.8
	112 (8)	394 (15)	506 (23)		

OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME TSA
WELE	1380	Ormond Beach	0.7/1.6/ 4/ 55
WMFJ	1450	Daytona Beach	0.5/1.9/ 3/ 63
WPUL	1590	S. Daytona	0.8/1.6/ 5/ 55
WSBB	1230	New Smyrna Bch	1.0/4.6/ 6/ 156
WDBO	580	Orlando	1.9/5.8/ 15/ 352
WLOQ-F	103.1	Winter Pk/Orlnd	0.3/1.5/ 2/ 64
WMMO-F	98.9	Orlando	1.2/4.2/ 9/ 231
WOMX-F	105.1	Orlando	2.0/13.2/ 19/ 602
WTRR	1400	Sanford/Orlando	1.2/1.8/ 7/ 59
WXXL-F	106.7	Leesburg	1.0/5.4/ 19/ 355
WZTU-F	104.1	Cocoa Beach	2.0/8.4/ 22/ 467

RADIO STATIONS

WNDB ,	1150,	1 KW (DA-N)	, Talk	CBS ABC, $20.00	(Torbet)	Root
WPUL ,	1590,	1 KW (DAYS)	, Black	SMN SBN, $15.00	(K & P)	
WROD ,	1340,	1 KW	, Nostalgia	ABC UNIULT, $22.00	(Regional)	
WNFI-F,	99.9,	100 KW @ 1249	, CHR	ABC UNISUP, $56.00	(Katz)	(PALATKA)
WWLV-F,	94.5,	100 KW @ 1470	, EZ/Btfl	, $30.00	(Torbet)	Root

Other ranked stations -- See Orlando or Melbourne

Miscellaneous: WSBB sold for $50,000... WXVQ sold for $325,000...

American Radio Fall 1991, Copyright 1992

DENVER

Arbitron Rank/Pop (12+): 24/1,534,800
MSA Rank/Pop: 27/1,930,000
ADI # 21
Average Person Ratings: 17.1
Market TSL: 22.25 hours

Stations: 32/32
Diaries: 1746/879:1/52.4%
Sample Target: 1720
% Below Line: 0.0
% Not Listed: 11.4

1991 Revenue: $58,600,000
HH Inc.: $33,625
Retail $: 15.5 Bil
Pop per Station: 47,962
#1 Biller: KOA $10,700,000

	12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1.	KOA	(N/T)	255/ 9.7	7.0	6.6	9.6	7.9	8.2	334/5690	4183/27.3	17.4	24.7	6.3	174	2608	KOA
2.	KYGO-F	(C)	217/ 8.3	9.6	11.3	7.1	8.3	9.1	267/3386	2663/17.4	20.8	15.8	12.4	340	2620	KYGO-F
3.	KOSI-F	(SAC)	184/ 7.0	6.6	6.8	7.4	6.0	6.9	207/2884	2543/16.6	16.5	15.3	3.2	88	1597	KOSI-F
4.	KBCO-AF	(AOR)	160/ 6.4	4.2	7.6	6.4	5.1	6.2	186/2558	2176/14.2	14.7	13.7	6.2	166	1931	KBCO-AF
5.	KBPI-F	(AOR)	166/ 6.3	7.1	6.0	6.2	5.6	6.4	198/2721	2144/14.0	14.5	15.0	9.8	269	3090	KBPI-F
6.	KXKL-AF	(O)	150/ 5.7	7.9	5.7	5.7	4.7	6.3	199/3245	2520/16.4	17.5	15.4	5.5	148	2209	KXKL-AF
7.	KHOW-AF	(AC)	145/ 5.6	4.9	4.5	5.2	5.8	5.1	175/2989	2579/16.8	14.1	16.2	3.4	85	1242	KHOW-AF
8.	KQKS-F	(CHR)	121/ 4.6	6.5	4.7	5.4	5.7	5.3	136/2403	2093/13.6	14.9	16.0	8.9	244	2941	KQKS-F
9.	KRFX-F	(CL AOR)	113/ 4.3	3.1	3.8	5.2	5.0	4.1	139/2464	2016/13.1	11.7	13.7	5.0	137	2012	KRFX-F
10.	KAZY-F	(AOR)	105/ 4.0	4.4	4.3	2.7	3.5	3.9	140/2405	1943/12.7	11.7	12.5	3.4	93	1680	KAZY-F
11.	KHIH-F	(J/NA)	96/ 3.7	2.1	2.3	3.9	2.6	3.0	105/1525	1357/ 8.8	7.2	7.2	3.2	87	1157	KHIH-F
12.	KMJI-F	(AC)	83/ 3.2	3.9	4.1	4.8	5.6	4.0	94/1763	1563/10.2	12.4	11.3	3.6	99	1390	KMJI-F
13.	KVOD-F	(CL)	77/ 2.9	2.3	3.0	2.2	3.5	2.6	84/1341	1193/ 7.8	7.3	8.6	1.4	39	844	KVOD-F
14.	KEZW	(BB)	68/ 2.6	2.8	2.8	2.7	3.5	2.7	78/1017	924/ 6.0	5.1	7.0	1.2	34	705	KEZW
15.	KRXY-F	(CHR)	66/ 2.5	3.9	3.3	3.9	4.2	3.4	81/1536	1375/ 8.5	12.8	15.0	3.2	88	1783	KRXY-F
16.	KYBG-AF	(S/T)	63/ 2.5	2.2	1.8	2.5	2.1	2.3	66/1158	1054/ 6.9	5.8	7.4	1.8	48	556	KYBG-AF
17.	KRZN	(BB)	60/ 2.3	2.0	1.4	1.2	0.5	1.7	74/1153	826/ 5.4	3.6	1.6	1.1	29	580	KRZN
18.	KTCL-F	(AOR)	55/ 2.1	1.8	1.5	1.6	1.8	1.8	70/1086	764/ 5.0	4.4	4.5	2.5	68	681	KTCL-F
19.	KYGO	(C)	30/ 1.1	2.4	1.4	1.7	2.1	1.7	57/944	650/ 4.2	4.6	5.1	3.6	99	958	KYGO
20.																

12+ FM SHARE (METRO): 74.21% (1724 of 2323) (FAL 90: 75.77%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	KQKS-F>>	1 KBPI-F	1 KBCO-AF	1 KBCO-AF	1 KYGO-F	1 KOA >	1 KOA	1 KOSI-F	1 KYGO-F	1 KBPI-F	1 KOA >>
2	KBPI-F>>	2 KBCO-AF	2 KYGO-F	2 KYGO-F<	2 KBCO-AF	2 KYGO-F	2 KYGO-F	2 KOA	2 KOSI-F	2 KQKS-F	2 KYGO-F>>
3		3 KRFX-F	3 KOSI-F	3 KOSI-F	KOSI-F	3 KOSI-F	3 KHOW-AF	3 KYGO-F>	KBPI-F	3 KYGO-F	3 KBPI-F
4		4 KAZY-F<	4 KXKL-AF	4 KXKL-AF	4 KOA <	4 KHOW-AF<	4 KOSI-F	4 KBCO-AF<	4 KOA <	KOA >	4 KOSI-F
5		5 KYGO-F	KBPI-F	5 KHOW-AF<	5 KXKL-AF<	5 KXKL-AF>	5 KXKL-AF<	5 KXKL-AF<	5 KBCO-AF	5 KRFX-F	5 KHOW-F
6		6 KOSI-F	6 KHOW-AF	6 KOA	6 KHOW-AF	6 KVOD-F	6 KBCO-AF<	6 KBPI-F	6 KXKL-AF	6 KXKL-AF	6 KXLT-F
7		7 KQKS-F	KRFX-F	7 KRFX-F	7 KRFX-F	7 KBCO-AF	7 KBPI-F	7 KHOW-AF	7 KHOW-AF	7 KBCO-AF	7 KAZY-F
8		8	8	8 KHIH-F	8	8 KEZW	8	8	8 KQKS-F	KAZY-F	8
9		9	9	9	9	9 KHIH-F	9	9	9	9	9

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1	KBPI-F<	1 KBCO-AF	1 KBCO-AF	1 KYGO-F<	1 KOSI-F<
2	KQKS-F>	KBPI-F	2 KOSI-F	2 KOSI-F	2 KYGO-F
3	KYGO-F>	3 KOSI-F	3 KXLT-F	3 KXKL-AF	3 KXKL-AF
4	KXKL-AF	4 KYGO-F	4 KYGO-F	4 KBCO-AF	4 KHOW-AF
5	KOSI-F	5 KXLT-F	5 KBPI-F	5 KHOW-AF	KBCO-AF
	KAZY-F	6 KQKS-F	6 KMJI-F	6 KBPI-F<	6 KOA
7	KTCL-F	7 KMJI-F	7 KHOW-AF	7 KMJI-F	7 KMJI-F<
8	KXLT-F	KAZY-F<	KAZY-F	8	8 KHIH-F
9		9 KXKL-AF	9	9	9

	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	KBPI-F>>	1 KBPI-F	1 KRFX-F	1 KBCO-AF	1 KBCO-AF
2	KTCL-F	2 KRFX-F	2 KBCO-AF	2 KBPI-F	2 KOA
	KQKS-F	3 KAZY-F<	KBPI-F	3 KRFX-F	3 KYGO-F
	KLZ	4 KBCO-AF>	4 KAZY-F	4 KOA	4 KRFX-F
	KAZY-F	5 KTCL-F	5 KYGO-F<	5 KAZY-F<	5 KOSI-F
6	KRFX-F	6 KYGO-F	6 KOA	6 KYGO-F	6 KHOW-AF<
7	KBCO-AF	7 KOA	7 KOSI-F	7 KXKL-AF	7 KXKL-AF
	KRXY-F	8	8 KTCL-F	8	8
9		9	9	9	9

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		187 (2)	187 (2)	8.0	12.1
AOR/CLASSIC	25 (4)	597 (5)	622 (9)	26.8	26.0
AC/OLDIES/SOFT ROCK	34 (2)	344 (3)	378 (5)	16.3	18.8
MOR/VARIETY					2.4
COUNTRY	30 (1)	235 (2)	265 (3)	11.4	11.5
BLACK/URBAN	16 (1)		16 (1)	0.7	0.6
BEAUTIFUL/EASY		184 (1)	184 (1)	7.9	7.5
NEWS/TALK	337 (4)	4 (1)	341 (5)	14.7	11.2
NOSTALGIA	128 (2)		128 (2)	5.5	3.7
RELIGION/GOSPEL	15 (1)		15 (1)	0.6	0.6
SPANISH	14 (1)		14 (1)	0.6	1.0
CLASSICAL		77 (1)	77 (1)	3.3	2.7
JAZZ/NEW AGE		96 (1)	96 (1)	4.1	1.8
UNKNOWN/OTHERS					
	599 (16)	1724 (16)	2323 (32)		

OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME
KBNO	1220	Denver	0.5/1.5/ 14/ 232
KDEN	1340	Denver	0.4/2.7/ 11/ 413
KDHT-F	92.5	Greeley	0.7/2.2/ 27/ 520
KDKO	1510	Littleton/Denve	0.6/2.4/ 16/ 366
KJME	1390	Denver	
KLTT	800	Brighton	
KLZ	560	Denver	0.9/1.9/ 28/ 400
KNUS	710	Denver	0.5/2.0/ 15/ 509
KRKS	990	Denver	0.6/1.8/ 17/ 350

American Radio Fall 1991, Copyright 1992

DENVER

RADIO STATIONS

AM STATIONS

KBNO, 1220, 1 KW/17 W	, HISPANIC	, $ 30.00 (Lotus)			
KDEN, 1340, 1 KW	, TALK	ABC MBS, $ 35.00 (Savalli)			
KDKO, 1510, 10 KW/1.3 KW(DA-2),	BLACK	, $ 37.00 (---)			
KEZW, 1430, 5 KW (DA-N)	, NOSTALGIA	SMN, $ 40.00 (Torbet)			
KHOW, 630, 5 KW (DA-N)	, SAC	MBS NBC, $ 170.00 (Banner)		Viacom	
KLTT, 800, 1 KW (DAYS, DA)	, RELIGION	, $ 18.00 (---)		Hartenson	
KLZ , 560, 5 KW (DA-1)	, AOR	SMN UNIPWR, $ 55.00 (McGuild)		Summit	
KNUS, 710, 5 KW (DA-1)	, TALK	BRN ABC, $ 34.00 (---)			
KOA , 850, 50 KW	, NEWS/TALK	ABC CBS, $ 150.00 (Eastman)		Jacor	
KQXI, 1550, 10 KW (DA-1)	, RELIGION	, $ 25.00 (---)		Mid America Gospel	
KRXY, 1600, 5 KW (DA-N)	, SEE KRXY-F				
KRZN, 760, 5 KW/1 KW (DA-1)	, OLDIES	, $ 37.00 (---)		Genesis	
KXKL, 1280, 5 KW (DA-2)	, SEE KXKL-F				
KYBG, 1090, 50 KW/500 W (DA-2),	SPORTS TALK	APR NBC, $ 25.00 (Banner)		Century	
KYGO, 950, 5 KW (DA-N)	, SEE KYGO-F				

FM STATIONS

KAZY, 106.7, 100 KW @ 987, AOR	ABC, $ 85.00 (McGuild)		Summit	
KBCO, 97.3, 100 KW @ 1541, AOR	, $ 160.00 (HMR)		Noble	(BOULDER)
KBPI, 105.9, 100 KW @ 1470, AOR	SOURCE, $ 90.00 (Banner)		Great American	
KHIH, 94.7, 100 KW @ 984, JAZZ/NAC	SMN, $ 65.00 (HNWH)		Adams	(BOULDER)
KOSI, 101.1, 100 KW @ 1624, EZ	, $ 80.00 (Torbet)			
KQKS, 104.3, 5 KW @ 1430, CHR	, $ 72.00 (HNWH)		Western Cities (LONGMOUNT)	
KRFX, 103.5, 100 KW @ 1045, OLDIES	CBS, $ 64.00 (Eastman)		Jacor	
KRXY, 107.5, 100 KW @ 1198, CHR	, $ 84.00 (Katz)		Cap Cities/ABC	
KHOW, 95.7, 100 KW @ 1608, SOFT AC	MBS, $ 67.00 (Banner)		Viacom	
KTCL, 93.3, 100 KW @ 1330, AOR	, $ 44.00 (McGuild)			(FT COLLINS)
KVOD, 99.5, 100 KW @ 282, CLASSICAL	, $ 70.00 (Katz)		Henry	
KXKL, 105.1, 100 KW @ 1169, OLDIES	, $ 140.00 (Durpetti)		Shamrock	
KMJI, 100.3, 100 KW @ 330, AC	, $ 86.00 (Christal)		Genesis	
KYBG, 92.1, .8 KW @ 616, EZ	NBC APR, $ 30.00 (Banner)		Century (CASTLE ROCK)	
KYGO, 98.5, 100 KW @ 1821, COUNTRY	UNIULT, $ 107.00 (CBS)		Jeff-Pilot	

Miscellaneous: KRKS 23.5% sold for $260,000... KDHT-F from AOR to Country (Sep)... KXLT-F changes back to KMJI-F (Nov)...

American Radio Fall 1991, Copyright 1992

DES MOINES

Arbitron Rank/Pop (12+): 111/327,600
MSA Rank/Pop: 123/398,000
ADI # 70
Average Person Ratings: 15.6
Market TSL: 20.25 hours

Stations: 13/13
Diaries: 790/415:1/58.0%
Sample Target: 790
% Below Line: 0.0
% Not Listed: 10.5

1991 Revenue: $13,500,000
HH Inc.: $31,632
Retail $: 3.7 Bil
Pop per Station: 25,200
#1 Biller: WHO $3,200,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1.	KGGO-F	(AOR)	92/18.0	15.2	19.0	13.1	11.6	16.3	151/1818	968/29.5	30.6	25.3	20.6	108	1105	KGGO-F
2.	KJJY-F	(C)	75/14.6	9.5	14.2	12.1	10.9	12.6	119/1485	916/27.6	24.9	19.7	13.7	72	794	KJJY-F
3.	WHO	(FS/T)	66/12.9	15.0	11.1	12.9	15.0	13.0	202/2691	974/29.7	23.0	28.9	14.7	77	964	WHO
4.	KRNQ-F	(CHR)	59/11.5	16.9	14.2	16.3	15.3	14.7	144/2212	1022/31.2	31.1	32.1	16.2	85	997	KRNQ-F
5.	KRNT	(BB)	38/ 7.4	6.3	5.8	6.4	5.9	6.5	46/672	457/13.9	13.4	15.6	4.8	25	399	KRNT
	KLYF-F	(SAC)	38/ 7.4	6.6	10.1	9.1	9.2	8.3	79/1192	532/16.2	19.0	19.2	5.0	26	400	KLYF-F
7.	KIOA-F	(O)	35/ 6.8	6.8	5.6	5.8	4.8	6.3	66/1102	591/18.0	13.3	13.1	5.5	29	469	KIOA-F
8.	KDMG-F	(CL AOR)	19/ 3.7	4.0	4.5	3.6	3.5	4.0	28/479	338/10.3	10.1	12.4	6.3	33	357	KDMG-F
9.	KMXD-F	(EZ)	10/ 2.0	0.8	----	----	----	0.7	11/216	179/ 5.5	0.0	0.0	1.5	8	162	KMXD-F
10.	KIOA	(O)	9/ 1.8	2.5	1.0	2.0	3.0	1.8	18/541	252/ 7.7	5.8	9.5	2.1	11	264	KIOA
11.	KDLS	(C)	6/ 1.2	----	----	----	----	1.3	15/116	47/ 1.4	0.0	1.3	0.4	2	34	KDLS
	KEZT-F	(SAC)	6/ 1.2	4.2	3.1	6.0	5.7	3.6	18/367	193/ 5.9	11.2	11.0	1.0	5	120	KEZT-F
13.	KWKY	(REL)	5/ 1.0	0.9	----	1.0	0.4	0.7	7/165	143/ 4.4	0.0	2.9	0.6	3	111	KWKY
14.																
15.																

12+ FM SHARE (METRO): 72.93% (334 of 458) (FAL 90: 69.10%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KRNQ-F>>	1 KGGO-F>>	1 KGGO-F>>	1 KGGO-F>	1 KGGO-F	1 KGGO-F	1 WHO	1 KGGO-F	1 KGGO-F	1 KGGO-F	1 WHO <
2 KGGO-F>>	2 KRNQ-F>	2 KRNQ-F	2 KJJY-F	2 KJJY-F	2 KJJY-F	2 KGGO-F<	2 KJJY-F	2 KJJY-F	2 KRNQ-F	2 KIOA-F
3	3 KJJY-F	KJJY-F	3 KIOA-F	3 WHO	3 WHO	3 KJJY-F	3 WHO >	3 KRNQ-F>	3 KJJY-F	3 KGGO-F
4	4 KLYF-F	4 KLYF-F	4 WHO	4 KIOA-F	4 KIOA-F	4 KRNQ-F	4 KLYF-F>	4 WHO	4 WHO	4 KRNQ-F
5	5	KIOA-F	KLYF-F	5 KLYF-F	5 KLYF-F	5 KRNT	5 KRNT	5 KLYF-F	5	5 KJJY-F
6	6	6 WHO	6 KRNQ-F	6 KRNQ-F	6 KRNQ-F	6	6 KRNQ-F	6 KIOA-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KGGO-F	1 KGGO-F	1 KGGO-F	1 KGGO-F	1 KJJY-F
2 KRNQ-F>>	2 KRNQ-F>>	2 KRNQ-F	2 KRNQ-F	2 KLYF-F
3 KJJY-F	3 KLYF-F	3 KLYF-F	3 KLYF-F	KGGO-F
4 KLYF-F	4 KJJY-F	4 KJJY-F>>	4 KJJY-F	4 KRNQ-F>
5	5	5	5	5 WHO
6	6	6	6	6 KIOA-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KGGO-F>>	1 KGGO-F>>	1 KGGO-F>>	1 KGGO-F>>	1 KGGO-F>
2 KRNQ-F	2 KRNQ-F	2 WHO	2 KJJY-F	2 WHO
3 KJJY-F	KJJY-F	KJJY-F	KIOA-F	3 KIOA-F
4	4	4 KRNQ-F	4 WHO >	4 KJJY-F>
5	5	KIOA-F	5 KRNQ-F	5 KLYF-F
6	6	6 KLYF-F	6	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		59 (1)	59 (1)	12.9	17.3		
AOR/CLASSIC		111 (2)	111 (2)	24.2	13.8		
AC/OLDIES/SOFT ROCK	9 (1)	35 (1)	44 (2)	9.6	23.2		
MOR/VARIETY	66 (1)		66 (1)	14.4	16.9		
COUNTRY	6 (1)	75 (1)	81 (2)	17.7	13.8		
BLACK/URBAN							
BEAUTIFUL/EASY		54 (3)	54 (3)	11.8	6.5		
NEWS/TALK							
NOSTALGIA	38 (1)		38 (1)	8.3	6.7		
RELIGION/GOSPEL	5 (1)		5 (1)	1.1	0.4		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS					1.5		
	124 (5)	334 (8)	458 (13)				

RADIO STATIONS

KIOA, 940, 10 KW/5 KW (DA-2), OLDIES ABC , $ 25.00 (Banner) Midwest
KRNT, 1350, 5 KW (DA-N) , NOSTALGIA CBS, UNISUP , $ 23.00 (Katz) Saga
WHO , 1040, 50 KW , FULL SER/TALK ABC , $ 64.00 (Christal) Palmer

KDMG-F, 103.3, 100 KW @ 745, CL AOR UNIPWR , $ 22.00 (HNWH) (PELLA)
KIOA-F, 93.3, 100 KW @ 1063, OLDIES , $ 27.00 (Banner) Midwest
KEZT-F, 104.1, 100 KW @ 1009, EZ , $ 20.00 (HNWH) (AMES)
KGGO-F, 94.9, 100 KW @ 1066, AOR SOURCE , $ 57.00 (Eastman) Stoner

KJJY-F, 92.5, 41 KW @ 541, COUNTRY , $ 40.00 (McGuild) Fuller-Jeffrey
KLYF-F, 100.3, 100 KW @ 1700, SOFT AC , $ 42.00 (Christal) Palmer
KRNQ-F, 102.5, 100 KW @ 1248, CHR ABC , $ 41.00 (Katz) Saga

Miscellaneous: KDMG-F (Pella) sold for $1,430,000 (Skidelsky)...

American Radio Fall 1991, Copyright 1992

DETROIT

Arbitron Rank/Pop (12+): 6/3,611,500
MSA Rank/Pop: 5/4,660,000
ADI # 9
Average Person Ratings: 17.9
Market TSL: 23.25 hours

Stations: 34/31
Diaries: 2630/1373:1/51.1%
Sample Target: 2560
% Below Line: 1.1
% Not Listed: 8.0

1991 Revenue: $117,300,000
HH Inc.: $34,932
Retail $: 37.0 Bil
Pop per Station: 116,500
#1 Biller: WJR $17,000,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90		Birch Share	Birch AQH	Birch Cume	
1. WJR	(FS)	600/ 9.3	9.3	8.0	8.3	7.8	8.7	784/11039	8097/22.4	21.0	20.9		7.5	496	6347	WJR
2. WJLB-F	(B)	427/ 6.6	6.2	6.3	7.2	7.2	6.6	454/5470	4960/13.7	14.4	14.1		8.8	577	5869	WJLB-F
3. WWJ	(N/T)	409/ 6.3	4.4	5.7	5.9	6.0	5.6	431/7844	7178/19.9	17.8	19.7		4.8	318	4452	WWJ
4. WWWW-F	(C)	341/ 5.3	6.1	6.3	5.1	4.8	5.7	370/5437	4876/13.5	13.7	11.5		7.4	487	5148	WWWW-F
5. WKQI-F	(AC)	307/ 4.7	5.0	4.7	3.9	3.5	4.6	324/6106	5668/15.7	16.7	14.7		3.6	237	4429	WKQI-F
6. WOMC-F	(O)	294/ 4.5	5.4	3.9	2.9	3.6	4.2	309/5638	5268/14.6	12.3	11.1		3.3	218	3202	WOMC-F
7. WHYT-F	(CHR)	282/ 4.4	4.7	4.5	4.2	4.9	4.4	300/6628	6021/16.7	16.5	18.4		5.2	340	6950	WHYT-F
8. WLLZ-F	(AOR)	280/ 4.3	4.2	3.4	3.7	3.8	3.9	297/5647	5128/14.2	13.1	12.6		4.9	326	5838	WLLZ-F
9. WXYT	(T)	276/ 4.3	3.7	3.7	4.5	3.2	4.1	289/3426	3266/ 9.0	7.8	7.9		4.1	268	3073	WXYT
10. WJOI-F	(EZ)	251/ 3.9	3.6	5.1	5.4	4.6	4.5	270/4073	3787/10.5	11.1	10.7		3.0	200	2540	WJOI-F
11. WCSX-F	(CL AOR)	248/ 3.8	4.1	3.5	4.1	3.4	3.9	273/5320	4716/13.1	12.6	12.3		4.3	285	4472	WCSX-F
12. WLTI-F	(SAC)	247/ 3.8	3.3	3.7	5.1	4.3	4.0	259/4466	4131/11.4	11.2	11.0		3.6	239	2541	WLTI-F
13. WMXD-F	(B)	246/ 3.8	3.5	2.7	1.7	2.0	2.9	250/3094	2990/ 8.3	7.4	6.2		4.2	279	3202	WMXD-F
14. WNIC-F	(AC)	221/ 3.4	3.2	3.5	3.8	4.1	3.5	238/4125	3781/10.5	11.3	12.3		2.6	172	2947	WNIC-F
15. WJZZ-F	(J)	204/ 3.1	3.6	3.8	3.4	4.4	3.5	211/3335	3172/ 8.8	10.7	10.7		3.3	217	3211	WJZZ-F
16. CKLW	(BB)	189/ 2.9	3.1	2.7	2.5	3.3	2.8	247/3818	3012/ 8.3	7.2	8.2		2.2	142	1666	CKLW
17. WRIF-F	(AOR)	183/ 2.8	3.9	4.4	3.7	3.9	3.7	214/5006	4329/12.0	12.9	11.6		4.9	322	4895	WRIF-F
18. WDFX-F	(CHR)	148/ 2.3	2.7	2.9	3.6	2.8	2.9	157/4029	3771/10.4	13.7	13.1		3.2	210	5262	WDFX-F
19. WQRS-F	(CL)	123/ 1.9	2.2	1.7	2.0	2.0	2.0	132/2373	2140/ 5.9	6.0	5.6		1.7	115	1515	WQRS-F
20. CIMX-F	(AOR)	98/ 1.5	1.6	0.6	0.6	0.5	1.1	116/1818	1477/ 4.1	2.6	3.5		2.5	165	1938	CIMX-F
21. WCXI	(C)	68/ 1.0	1.4	1.4	0.9	1.5	1.2	79/1406	1200/ 3.3	3.7	4.0		1.0	67	668	WCXI
22. WMUZ-F	(REL)	65/ 1.0	0.7	1.2	0.6	0.9	0.9	72/1128	993/ 2.7	2.7	3.0		1.0	68	1361	WMUZ-F
23. WQBH	(B)	64/ 1.0	1.3	1.1	1.0	0.9	1.1	64/1204	1201/ 3.3	3.2	2.8		1.2	78	626	WQBH
24. WGPR-F	(B)	60/ 0.9	0.9	1.3	1.2	1.5	1.1	60/1689	1610/ 4.5	5.4	6.1		0.8	51	1270	WGPR-F
25. WMKM	(B)	56/ 0.9	0.4	0.5	0.4	0.6	0.6	56/816	809/ 2.2	1.8	1.6					WMKM

12+ FM SHARE (METRO): 70.46% (4202 of 5964) (FAL 90: 72.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHYT-F>	1 WJLB-F	1 WJLB-F	1 WOMC-F<	1 WOMC-F<	1 WJR >	1 WJR >	1 WJR >	1 WJR	1 WJLB-F	1 WJR >>
2 WJLB-F>	2 WLLZ-F	2 WLLZ-F	2 WKQI-F<	2 WWWW-F	2 WWJ >	2 WWJ	2 WXYT	2 WJLB-F	2 WJR	2 WWJ
3 WDFX-F	3 WCSX-F	3 WCSX-F	3 WJLB-F	WKQI-F<	3 WXYT <	3 WKQI-F	3 WJLB-F<	3 WWWW-F	3 WHYT-F	3 WJLB-F>>
4	4 WRIF-F<	4 WRIF-F<	4 WCSX-F<	4 WJLB-F	4 WWWW-F<	4 WJLB-F	4 WWWW-F<	4 WWJ	4 WMXD-F	4 WXYT >>
5	5 WKQI-F	5 WKQI-F	5 WWWW-F	5 WJR <	5 WJOI-F	5 WWWW-F	5 WOMC-F	WOMC-F<	5 WLLZ-F	5 WCSX-F<
6	6 WHYT-F<	6 WHYT-F<	6 WJR <	6 WCSX-F	6 WOMC-F	6 WXYT <	WKQI-F<	6 WLLZ-F<	6 WWJ	6 WWWW-F
7	7 WMXD-F	7 WMXD-F	7 WNIC-F<	7 WNIC-F	7 CKLW-F	7 WLLZ-F	7 WWJ	7 WHYT-F	7 WNIC-F	7
8	8	8	8 WLLZ-F	WLTI-F	8	8	8	8 WKQI-F	8 WOMC-F	8
9	9	9	WJZZ-F	9	9	9	9	WCSX-F	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WJLB-F	1 WJLB-F	1 WKQI-F	1 WJLB-F	1 WKQI-F
2 WMXD-F	2 WKQI-F	2 WJLB-F	2 WKQI-F	2 WJLB-F
3 WHYT-F<	3 WNIC-F	3 WNIC-F	3 WNIC-F<	3 WWWW-F
4 WNIC-F	4 WMXD-F	4 WCSX-F	4 WMXD-F	WOMC-F
5 WDFX-F	5 WHYT-F	5 WLLZ-F<	5 WWWW-F	5 WLTI-F
6 WLLZ-F	6 WLLZ-F	6 WOMC-F	WOMC-F	6 WNIC-F
7 WWWW-F	7 WCSX-F	7 WHYT-F	7 WLTI-F	7 WMXD-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLLZ-F<	1 WLLZ-F	1 WCSX-F>	1 WLLZ-F	1 WCSX-F
2 WRIF-F>	2 WRIF-F	2 WLLZ-F	2 WCSX-F	2 WJR <
3 WJLB-F	3 WCSX-F	3 WJLB-F<	3 WRIF-F<	3 WOMC-F<
4 WHYT-F>	4 WJLB-F>	4 WRIF-F	4 WOMC-F	4 WWWW-F
5 WCSX-F	5 WHYT-F<	5 WWWW-F	WJLB-F	5 WLLZ-F<
6 WMXD-F<	6 WWWW-F	6 WWJ	6 WJR	6 WWJ
7 WKQI-F	7 WKQI-F	WKQI-F	7 WWWW-F	7 WJZZ-F
		CIMX-F	WJZZ-F	8 WJLB-F

American Radio Fall 1991, Copyright 1992

DETROIT

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		430 (2)	430 (2)	7.2	15.1	CKLW-F	93.9	Windsor	0.7/4.1/ 58/1795
AOR/CLASSIC		809 (4)	809 (4)	13.6	12.1	WCHB	1200	Taylor	0.5/2.0/ 36/ 770
AC/OLDIES/SOFT ROCK	20 (1)	890 (5)	910 (6)	15.3	17.9	WHND	560	Monroe/Detroit	0.3/1.0/ 21/ 409
MOR/VARIETY	600 (1)		600 (1)	10.1	9.8	WMTG	1310	Dearborn/Detrt	0.7/2.0/ 49/ 977
COUNTRY	68 (1)	364 (2)	432 (3)	7.2	6.0	WSAQ-F	107.1	Port Huron	0.4/0.9/ 26/ 367
BLACK/URBAN	200 (4)	733 (3)	933 (7)	15.6	13.2	WXCD-F	102.7	Mt. Clemens	0.5/1.9/ 33/ 723
BEAUTIFUL/EASY		498 (2)	498 (2)	8.4	5.2				
NEWS/TALK	685 (2)		685 (2)	11.5	9.5	WBTI-F	96.9	Lexington	0.4/0.5/ 43/ 319
NOSTALGIA	189 (1)		189 (1)	3.2	3.2	WCRZ-F	107.9	Flint	0.3/0.9/108/1378
RELIGION/GOSPEL		65 (1)	65 (1)	1.1	1.0	WKCQ-F	98.1	Saginaw	0.4/0.7/ 83/1024
SPANISH									
CLASSICAL		123 (1)	123 (1)	2.1	1.7				
JAZZ/NEW AGE		236 (2)	236 (2)	4.0	4.5				
UNKNOWN/OTHERS		54 (2)	54 (2)	0.9	0.9				
	1762 (10)	4202 (24)	5964 (34)						

RADIO STATIONS

AM STATIONS

WCXI, 1130, 50 KW/10 KW (DA-2),	COUNTRY	UNIULT APR,	$ 50.00 (Eastman)	Shamrock	
WCHB, 1440, 1 KW (DA-2) ,	GOSPEL	NBN,	$ 30.00 (McGuild)		
WHND, 560, 500 W (DAYS,DA) ,	OLDIES	UNIPWR,	$ N/A (McGuild)	Greater Media (MONROE)	
WJR , 760, 50 KW ,	FULL SERVICE	ABC,	$ 260.00 (Katz)	Cap Cities/ABC	
WMTG, 1310, 5 KW (DA-2) ,	BLACK OLDIES	SMN,	$ N/A (McGuild)		
WQBH, 1400, 1 KW ,	BLACK	,	$ 45.00 (Patt)		
WWJ , 950, 5 KW (DA-N) ,	NEWS	CBS,	$ 155.00 (CBS)	CBS	
WXYT, 1270, 5 KW (DA-N) ,	TALK	NBC CNN,	$ 75.00 (Durpetti)		
CKLW, 800, 50 KW (DA-2) ,	NOSTALGIA	UNISUP,	$ 70.00 (Banner)		(WINDSOR)

FM STATIONS

WCSX, 94.7, 13 KW @ 950,	CLASSIC AOR	UNIPWR,	$ 130.00 (McGuild)	Greater Media	
WDFX, 99.5, 21 KW @ 755,	CHR	SOURCE,	$ 100.00 (MMR)	Hoker	
WGPR, 107.5, 50 KW @ 375,	BLACK	SBN,	$ 55.00 (Lazar)		
WHYT, 96.3, 20 KW @ 786,	CHR	ABC,	$ 100.00 (Katz)	Cap Cities/ABC	
WJLB, 97.9, 50 KW @ 490,	BLACK	,	$ 170.00 (MMR)	Booth	
WJOI, 97.1, 12 KW @ 890,	EZ	,	$ 104.00 (CBS)	CBS	
WJZZ, 105.9, 20 KW @ 724,	JAZZ	,	$ 80.00 (Torbet)		
WKQI, 95.5, 100 KW @ 428,	AC	,	$ 132.00 (HNWH)	Brdcst. Partners	
WXCD, 102.7, 50 KW @ 500,	JAZZ/NAC	MBS,	$ 80.00 (Durpetti)	Ragan Henry	
WLLZ, 98.7, 50 KW @ 480,	AOR	,	$ 160.00 (Group W)	Westinghouse	
WLTI, 93.1, 28 KW @ 668,	SOFT AC	,	$ 90.00 (Christal)	Viacom	
WMUZ, 103.5, 50 KW @ 465,	RELIGION	,	$ 40.00 (---)	Crawford	
WMXD, 92.3, 21 KW @ 700,	AC/URBAN	,	$ 70.00 (Durpetti)		
WNIC, 100.3, 32 KW @ 600,	AC	,	$ 168.00 (McGuild)	Fairmont	
WOMC, 104.3, 190 KW @ 360,	OLDIES	UNIULT,	$ 140.00 (Torbet)	Infinity	
WQRS, 105.1, 20 KW @ 784,	CLASSICAL	,	$ 80.00 (CMBS)	Marlin	
WRIF, 101.1, 27 KW @ 880,	AOR	ABC,	$ 110.00 (Banner)	Great American	
WWWW, 106.7, 81 KW @ 510,	COUNTRY	APR UNIULT,	$ 150.00 (Eastman)	Shamrock	
CKLW, 93.9, 100 KW @ 655,	OLDIES	,	$ 65.00 (Banner)		

Miscellaneous: CKWR-F changes to CKLW-F (Sep)...

American Radio Fall 1991, Copyright 1992

EL PASO

Arbitron Rank/Pop (12+): 78/481,200
MSA Rank/Pop: 86/600,000
ADI # 100
Average Person Ratings: 17.4
Market TSL: 23.25 hours

Stations: 25/17
Diaries: 917/525:1/47.6%
Sample Target: 930
% Below Line: 6.8
% Not Listed: 9.0

1991 Revenue: $11,700,000
HH Inc.: $26,336
Retail $: 3.8 Bil
Pop per Station: 28,305
#1 Biller: KHEY-AF $3,200,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1.	KHEY-F	(C)	131/15.7	16.1	16.8	15.0	13.7	15.9	149/1888	1531/31.8	29.3	27.7	16.4	149	1379	KHEY-F
2.	KPRR-F	(CHR)	109/13.0	11.5	12.4	10.5	11.5	11.9	113/1344	1256/26.1	30.1	27.7	15.0	137	1490	KPRR-F
3.	KLAQ-F	(AOR)	66/ 7.9	6.6	7.5	11.3	10.2	8.3	79/1237	940/19.5	18.8	23.8	10.3	94	1367	KLAQ-F
4.	KAMZ-F	(AC)	65/ 7.8	7.5	9.8	10.5	7.6	8.9	71/1094	1002/20.8	21.4	20.6	9.0	82	1026	KAMZ-F
5.	KBNA-AF	(SP)	55/ 6.6	6.9	4.9	6.2	7.2	6.1	57/867	809/16.8	15.3	17.2	6.6	44	477	KBNA-AF
6.	KOFX-F	(O)	52/ 6.2	7.1	5.2	5.0	4.3	5.9	64/1067	866/18.0	14.2	11.9	6.1	56	758	KOFX-F
7.	KAMA-AF	(SP)	48/ 5.7	4.8	6.6	6.1	9.1	5.8	48/672	666/13.8	17.1	22.8	5.6	26	532	KAMA-AF
8.	KEZB-F	(AC)	39/ 4.7	7.5	4.6	3.5	4.4	5.1	41/850	775/16.1	17.4	17.4	4.1	37	764	KEZB-F
9.	KTSM	(N/T)	34/ 4.1	4.3	3.2	4.6	3.0	4.1	39/513	472/ 9.8	8.5	5.4	3.3	30	434	KTSM
10.	KTSM-F	(SAC)	33/ 3.9	6.9	5.1	5.5	5.8	5.3	59/879	579/12.0	12.7	13.0	2.7	25	439	KTSM-F
11.	KROD	(O)	21/ 2.5	2.2	3.5	2.5	4.0	2.7	29/617	467/ 9.7	11.7	11.2	2.1	19	378	KROD
12.	KVIV	(SP)	20/ 2.4	2.2	0.4	----	----	1.3	22/142	123/ 2.6	1.2	0.0				KVIV
	KHEY	(C)	20/ 2.4	2.0	2.0	3.2	2.5	2.4	20/448	378/ 7.9	6.3	9.4	3.4	31	257	KHEY
14.																
15.																

12+ FM SHARE (METRO): 78.22% (596 of 762) (FAL 90: 81.18%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPRR-F››	1 KHEY-F	1 KHEY-F›	1 KHEY-F›	1 KHEY-F›	1 KHEY-F›	1 KHEY-F›	1 KHEY-F›	1 KHEY-F	1 KPRR-F›	1 KHEY-F››
2 KAMZ-F	2 KLAQ-F‹	2 KPRR-F	2 KPRR-F	2 KOFX-F‹	2 KBNA-AF‹	2 KPRR-F›	2 KLAQ-F	2 KPRR-F›	2 KAMZ-F	2 KPRR-F
3 KEZB-F	3 KPRR-F›	3 KLAQ-F	KOFX-F	3 KPRR-F‹	3 KAMA-AF	3 KBNA-AF	3 KPRR-F	3 KLAQ-F	3 KHEY-F›	3 KBNA-F
4	4 KOFX-F›	4 KOFX-F	4 KAMZ-F	4 KAMZ-F	4 KTSM	4 KAMZ-F	4 KOFX-F	4 KOFX-F›	4 KEZB-F›	KAMZ-F
5	5 KAMZ-F	5 KAMZ-F›	5 KBNA-AF	5 KBNA-AF	5 KAMZ-F	5 KAMA-AF‹	5 KTSM	5 KAMZ-F	5 KLAQ-F	5 KTSM-F
6	6	6 KBNA-AF	6	6	6	6 KLAQ-F	6 KBNA-AF	6 KAMA-AF	6	KROD

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KHEY-F››	1 KHEY-F	1 KPRR-F	1 KHEY-F›	1 KHEY-F›
2 KPRR-F›	2 KPRR-F›	2 KHEY-F	2 KPRR-F	2 KPRR-F‹
3 KLAQ-F	3 KAMZ-F	3 KAMZ-F›	3 KAMZ-F	3 KBNA-AF
4 KOFX-F	4 KOFX-F	4 KOFX-F	4 KBNA-AF	4 KAMZ-F›
5 KEZB-F	5 KEZB-F	KEZB-F	5 KEZB-F	5 KAMA-AF
KAMZ-F	6	6 KBNA-AF	6 KAMA-AF	6
7	7	KTSM-F	KOFX-F	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KLAQ-F››	1 KLAQ-F›	1 KOFX-F	1 KHEY-F‹	1 KHEY-F
2 KPRR-F	2 KHEY-F›	2 KLAQ-F	2 KLAQ-F›	2 KOFX-F
KHEY-F››	3 KPRR-F	KHEY-F›	3 KOFX-F	3 KLAQ-F›
4 KAMA-AF	KOFX-F	4 KPRR-F	4 KPRR-F›	4 KAMZ-F
5	5	5	5 KAMZ-F	5 KPRR-F
6	6	6	6	6 KTSM
7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		109 (1)	109 (1)	14.3	19.2
AOR/CLASSIC		66 (1)	66 (1)	8.7	12.0
AC/OLDIES/SOFT ROCK	21 (1)	156 (3)	177 (4)	23.2	22.6
MOR/VARIETY					
COUNTRY	20 (1)	131 (1)	151 (2)	19.8	18.4
BLACK/URBAN					
BEAUTIFUL/EASY		33 (1)	33 (1)	4.3	6.0
NEWS/TALK	34 (1)		34 (1)	4.5	4.3
NOSTALGIA					
RELIGION/GOSPEL	6 (1)		6 (1)	0.8	0.4
SPANISH	85 (7)	101 (7)	186 (14)	24.4	16.5
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					0.5
	166 (11)	596 (14)	762 (25)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KELP	1590	El Paso	0.7/2.6/ 7/ 167
KEZB	1150	El Paso	0.7/2.3/ 6/ 112
XEFV	1000	Ciudad Juarez	0.4/2.4/ 3/ 114
XEJ	970	Ciudad Juarez	1.0/3.3/ 9/ 164
XEP	1300	Ciudad Juarez	0.6/2.1/ 5/ 99
XHGU-F	105.9	Ciudad Juarez	0.6/2.6/ 6/ 148
XHH -F	100.7	Ciudad Juarez	1.0/1.8/ 8/ 88
XHIM-F	105.1	Ciudad Juarez	1.6/4.9/ 13/ 236
XHNZ-F	107.5	Ciudad Juarez	0.7/2.9/ 6/ 141
XHPX-F	98.3	Ciudad Juarez	1.1/2.8/ 9/ 136

RADIO STATIONS

KAMA,	750,	10 KW/1 KW (DA-2),	HISPANIC	,	$ 28.00 (Eastman)	Pinnacle
KBNA,	920,	1 KW/500 W (DA-N),	SEE KBNA-F			
KHEY,	690,	10 KW (DA-2)	, COUNTRY	ABC ,	$ SEE FM (Katz)	Ragan Henry
KROD,	600,	5 KW (DA-2	, NOSTALGIA	ABC ,	$ 17.00 (HNWH)	
KTSM,	1380,	5 KW/500 W	, TALK/NEWS	TALKNT CBS ,	$ 19.00 (HNWH)	
KAMZ-F,	93.1,	30 KW @ 1189	, AC		$ 32.00 (Eastman)	Pinnacle
KBNA-F,	97.5,	100 KW @ 1088	, HISPANIC		$ 35.00 (Katz Hisp)	Tichenor
KEZB-F,	93.9,	100 KW @ 1207	, AC	ABC,	$ 30.00 (Schubert)	
KHEY-F,	96.3,	100 KW @ 1388	, COUNTRY		$ 65.00 (Katz)	
KLAQ-F,	95.5,	100 KW @ 1388	, AOR	UNIPWR ABC,	$ 40.00 (HNWH)	
KAMA-F,	94.7,	61 KW @ 981	, HISPANIC		$ 27.00 (N/A)	
KOFX-F,	92.3,	100 KW @ 1860	, CL AOR	UNIPWR,	$ 30.00 (Mc-Guild)	
KPRR-F,	102.1,	100 KW @ 1190	– , CHR		$ 39.00 (Durpetti)	
KTSM-F,	99.9,	100 KW @ 1820	, EZ	NBC CBS,	$ 27.00 (HNWH)	

American Radio Fall 1991, Copyright 1992

ERIE

Arbitron Rank/Pop (12+): 145/225,900
MSA Rank/Pop: 185/281,000
ADI # 140
Average Person Ratings: 15.0
Market TSL: 19.75 hours

Stations: 14/11
Diaries: 638/364:1/56.9%
Sample Target: 680
% Below Line: 3.3
% Not Listed: 13.9

1991 Revenue: $5,800,000
HH Inc.: $31,966
Retail $: 1.9 Bil
Pop per Station: 20,536
#1 Biller: WRIE/WXKC-F $1,400,000

12+ METRO		1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90		Birch Share	Birch AQH	Birch Cume	
1. WXKC-F	(AC)	50/14.8	14.6	15.0	15.5	13.7	----	67/857	731/32.4	31.0	32.1		10.2	34	670	WXKC-F
2. WRKT-F	(AOR)	47/13.9	16.7	17.0	14.7	14.2	----	49/591	545/24.1	27.0	25.4		16.4	61	713	WRKT-F
WJET-F	(CHR)	47/13.9	17.3	17.9	19.8	19.4	----	49/866	798/35.3	38.7	34.7		21.7	72	920	WJET-F
4. WMXE-F	(AC)	39/11.5	9.4	8.1	9.9	8.9	----	54/911	711/31.5	29.4	21.0		12.7	42	731	WMXE-F
5. WXTA-F	(C)	28/ 8.3	10.0	4.3	5.3	2.4	----	30/426	382/16.9	17.2	9.9		7.2	24	360	WXTA-F
6. WEYZ	(BB)	25/ 7.4	6.6	8.4	8.6	8.6	----	25/309	309/13.7	14.7	12.9		6.6	22	312	WEYZ
7. WLKK	(N/T)	20/ 6.0	5.1	2.8	2.8	2.2	----	20/290	280/12.4	12.0	6.7		3.0	10	202	WLKK
8. WRIE	(O)	9/ 2.7	2.2	3.7	2.8	2.7	----	9/212	198/ 8.8	8.1	10.0		2.1	7	106	WRIE
9. WREO-F	(J/NA)	8/ 1.8	1.3	1.4	1.8	3.5	----	9/253	129/ 5.7	3.6	5.8					WREO-F
10. WPSE	(?)	5/ 1.5	----	0.9	----	----	----	5/96	96/ 4.2	0.0	3.6					WPSE
WZPR-F	(C)	5/ 1.5	2.7	3.7	3.3	3.8	----	59/637	110/ 4.9	7.1	7.1		1.5	5	126	WZPR-F
WCTL-F	(REL)	5/ 1.5	1.1	2.0	1.3	3.2	----	7/97	71/ 3.1	3.3	4.0		1.2	4	107	WCTL-F
13.																
14.																
15.																

12+ FM SHARE (METRO): 79.04% (230 of 291) (FAL 90: 81.38%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJET-F	1 WRKT-F	1 WRKT-F	1 WXKC-F	1 WXKC-F>	1 WXKC-F>	1 WJET-F	1 WRKT-F	1 WRKT-F<	1 WJET-F>	1 WJET-F>
2 WMXE-F>>	2 WJET-F>>	2 WXKC-F	2 WRKT-F	2 WRKT-F	2 WEYZ	2 WXKC-F	2 WXKC-F	2 WXKC-F<	2 WRKT-F	2 WRKT-F
3 WRKT-F	3 WMXE-F	3 WJET-F	3 WMXE-F	3 WMXE-F	3 WXTA-F	3 WRKT-F	3 WMXE-F	3 WMXE-F	3 WMXE-F	3 WXKC-F
4	4 WXKC-F	4 WMXE-F	4 WJET-F	4 WJET-F	4 WMXE-F	4 WMXE-F	4 WJET-F	4 WJET-F	4 WXKC-F	4
5	5	5	5	5	5 WLKK	5	5	5	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WJET-F>>	1 WJET-F>	1 WRKT-F	1 WJET-F	1 WXKC-F
2 WMXE-F	2 WRKT-F	2 WXKC-F>	2 WXKC-F	2 WMXE-F>
3 WRKT-F>>	3 WMXE-F	3 WMXE-F	WMXE-F>	3 WJET-F>
4 WXKC-F	4 WXKC-F	WJET-F	4 WRKT-F	4 WXTA-F
5	5	5 WXTA-F	5	WRKT-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRKT-F>>	1 WRKT-F>>	1 WRKT-F>>	1 WRKT-F>>	1 WRKT-F
2 WJET-F>>	2 WJET-F>>	2 WXKC-F	2 WXKC-F>	2 WXKC-F>>
3 WLKK	3 WXKC-F	WMXE-F	3 WJET-F>	3 WXTA-F
4	WMXE-F	WJET-F>	4 WMXE-F	WMXE-F
5	5	5 WXTA-F	5	5 WJET-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		47 (1)	47 (1)	16.2	25.6
AOR/CLASSIC		47 (1)	47 (1)	16.2	20.3
AC/OLDIES/SOFT ROCK	9 (1)	89 (2)	98 (3)	33.7	22.4
MOR/VARIETY	2 (1)		2 (1)	0.7	
COUNTRY		33 (2)	33 (2)	11.3	9.7
BLACK/URBAN					
BEAUTIFUL/EASY					
NEWS/TALK	20 (1)		20 (1)	6.9	3.1
NOSTALGIA	25 (1)		25 (1)	8.6	10.0
RELIGION/GOSPEL		5 (1)	5 (1)	1.7	2.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		6 (1)	6 (1)	2.1	1.7
UNKNOWN/OTHERS	5 (1)	3 (1)	8 (2)	2.7	1.7
	61 (5)	230 (9)	291 (14)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WJR	760	Detroit	0.6/2.0/ 3/ 81
WRRN-F	92.3	Warren	0.9/1.7/ 9/ 147

RADIO STATIONS

WEYZ ,	1450, 5 KW (DA-2)	, Nostalgia	ABC, $16.00	(Katz)	Burbach	
WLKK ,	1400, 1 KW	, Talk	SMN, $10.00	(Roslin)		
WRIE ,	1260, 5 KW (DA-2)	, Oldies	SMN, $12.00	(Christal)		
WMXE-F,	103.7, 50 KW @ 500	, AC	ABC, $26.00	(Katz)	Burbach	
WCTL-F,	106.3, 3 KW @ 300	, Religion	, $ 6.00	(---)	(UNION CITY)	
WJET-F,	102.3, .5 KW @ 670	, CHR	, $32.00	(Banner)	Myron Jones	
WRKT-F,	100.9, 3 KW @ 262	, AOR	, $25.00	(Eastman)	(NORTH EAST)	
WXKC-F,	99.9, 50 KW @ 500	, AC	, $39.00	(Christal)		
WXTA-F,	97.9, 6 KW @ 500	, Country	UNIULT, $17.00	(Torbet)	(EDINBORO)	
WZPR-F,	100.3, 20 KW @ 568	, Country	ABC E, $16.00	(Crawford)	(MEADVILLE)	
WREO-F,	97.1, 50 KW @ 500	, EZ	APR, $14.00	(---)	(ASHTABULA, OH)	

American Radio Fall 1991, Copyright 1992

EUGENE

Arbitron Rank/Pop (12+): 141/237,600
MSA Rank/Pop: 158/270,000
ADI # 117
Average Person Ratings: 14.2
Market TSL: 19.75 hours

Stations: 17/15
Diaries: 691/344:1/53.5%
Sample Target: 690
% Below Line: 1.8
% Not Listed: 20.4

1991 Revenue: $7,400,000
HH Inc.: $26,747
Retail $: 2.3 Bil
Pop per Station: 15,840
91 Biller: KUGN-AF $2,000,000

12+ METRO		1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KUGN-F	(C)	46/13.6	14.1	15.6	14.3	14.0	----	51/568	463/19.5	21.0	21.3	15.6	57	523	KUGN-F
2. KMGE-F	(AC)	42/12.4	9.9	12.9	8.4	9.1	----	47/657	572/24.1	20.2	21.8	7.9	29	578	KMGE-F
3. KSND-F	(CHR)	34/10.1	8.7	9.0	9.9	10.0	----	38/583	518/21.8	20.1	19.9	13.4	49	518	KSND-F
4. KPNW	(FS/N/T)	22/ 6.6	5.4	5.4	4.3	6.1	----	41/587	373/15.7	13.0	17.2	4.1	15	232	KPNW
KLCX-F	(AOR)	22/ 6.6	6.0	7.5	8.7	8.2	----	48/634	309/13.0	12.3	13.4	8.2	30	358	KLCX-F
6. KUGN	(FS)	21/ 6.2	8.1	6.6	8.1	7.9	----	26/581	457/19.2	18.4	17.9	6.3	23	350	KUGN
7. KZEL-F	(AOR)	16/ 4.7	9.0	7.8	9.9	8.1	----	19/508	364/15.3	18.9	16.5	5.5	20	516	KZEL-F
KPNW-F	(SAC)	16/ 4.7	4.8	4.5	6.5	7.9	----	33/575	297/12.5	14.2	15.1	5.2	19	306	KPNW-F
9. KAVE-F	(AOR)	14/ 4.1	4.5	2.1	0.6	----	----	18/306	267/11.2	12.5	8.4	3.8	14	270	KAVE-F
10. KEED	(C)	8/ 2.4	3.3	2.4	1.9	2.7	----	9/152	127/ 5.3	6.3	7.0	1.1	4	248	KEED
11. KKXO	(O)	6/ 1.8	2.1	----	1.2	2.7	----	6/130	130/ 5.5	5.2	0.0	1.1	4	67	KKXO
12. KHNN	(AOR)	5/ 1.5	1.8	----	----	----	----	5/73	73/ 3.1	2.5	0.0	1.6	6	74	KHNN
KDUK	(BB)	5/ 1.5	1.8	0.6	4.0	3.6	----	5/132	109/ 4.6	7.0	4.0	2.2	8	92	KDUK
14.															
15.															

12+ FM SHARE (METRO): 72.86% (196 of 269) (FAL 90: 79.53%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	KSND-F››	KMGE-F›	KMGE-F›	KMGE-F	KMGE-F‹	KUGN-F›	KUGN-F	KMGE-F	KMGE-F‹	KSND-F›	KUGN-F›
2		KSND-F	KUGN-F	KUGN-F›	KUGN-F››	KMGE-F‹	KMGE-F	KUGN-F›	KUGN-F	KUGN-F	KUGN
3		KLCX-F	KLCX-F	KLCX-F	KLCX-F	KUGN	KSND-F‹	KPNW ‹	KSND-F	KMGE-F	KMGE-F
4		KUGN-F	KSND-F	KZEL-F	KZEL-F	KPNW ›	KUGN	KPNW-F	KLCX-F	KLCX-F	KLCX-F
5		KZEL-F	KZEL-F	KAVE-F	KPNW-F	KPNW-F	KPNW	KLCX-F‹	KUGN	KPNW	KPNW
6		KAVE-F			KPNW			KSND-F	KZEL-F		
7					KAVE-F						

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	KMGE-F››	KMGE-F›	KMGE-F›	KMGE-F››	KMGE-F	KLCX-F›	KLCX-F	KUGN-F	KMGE-F	KUGN-F
2	KSND-F››	KSND-F	KZEL-F	KUGN-F	KUGN-F›	KUGN-F	KUGN-F›	KSND-F	KUGN-F	KMGE-F›
3	KZEL-F	KZEL-F›	KUGN-F	KSND-F	KPNW-F›	KMGE-F	KZEL-F	KLCX-F	KLCX-F›	KLCX-F
	KLCX-F	KUGN-F	KSND-F	KZEL-F	KZEL-F	KHNN ›	KSND-F	KAVE-F	KAVE-F	KPNW
5		KLCX-F	KAVE-F	KPNW-F	KSND-F	KZEL-F	KMGE-F	KZEL-F›	KZEL-F	KAVE-F
6		KAVE-F	KPNW-F				KAVE-F	KMGE-F		
7			KLCX-F							

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		34 (1)	34 (1)	12.6	11.8
AOR/CLASSIC	5 (1)	52 (3)	57 (4)	21.2	22.8
AC/OLDIES/SOFT ROCK	6 (1)	42 (1)	48 (2)	17.8	23.6
MOR/VARIETY	43 (2)		43 (2)	16.0	15.7
COUNTRY	12 (2)	49 (2)	61 (4)	22.7	25.2
BLACK/URBAN					
BEAUTIFUL/EASY		16 (1)	16 (1)	5.9	
NEWS/TALK					
NOSTALGIA	5 (1)		5 (1)	1.9	
RELIGION/GOSPEL	2 (1)	3 (1)	5 (2)	1.9	0.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	73 (8)	196 (9)	269 (17)		

OTHER RATED STATIONS

			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KNND	1400	Cottage Grove	1.2/1.6/ 4/ 51
KORE	1050	Springfld/Eug.	0.6/3.3/ 2/ 78
KFAT-F	106.1	Corvallis	0.9/2.9/ 33/ 309
KMPE-F	107.9	Albany	0.9/2.0/ 12/ 156

RADIO STATIONS

KDUK, 1290, 5 KW/1 KW (DA-N) , NOSTALGIA , $ 13.00 (McGuild) Pacific Telecom
KEED, 1600, 5 KW/1 KW (DA-N) , COUNTRY , $ 10.00 (MMR) Comm. Pacific
KKXO, 1460, 1 KW , OLDIES UNISUP,UNIULT, $ 11.00 (Eastman)
KPNW, 1120, 50 KW (DA-1) , MOR/AC ABC , $ 17.00 (Katz) Pacific NW
KUGN, 590, 5 KW/1 KW (DA-N) , MOR/FULL SER. CBS MBS , $ 27.00 (Torbet)

KLCX-F, 104.7, 62 KW @ 2328, AOR , $ 24.00(McGuild) Pacific Telecom
KMGE-F, 94.5, 100 KW @ 1299, AC , $ 28.00 (Eastman)
KPNW-F, 99.1, 100 KW @ 1620, SOFT AC , $ 26.00 (Katz) Pacific NW
KSND-F, 93.1, 100 KW @ 984, CHR , $ 32.00 (MMR) Comm. Pacific
KUGN-F, 97.9, 100 KW @ 785, COUNTRY MBS, UNISUP , $ 39.00 (Torbet)
KAVE-F, 95.3, 1.6 KW @ 400, AOR , $ 13.00 (---) (CRESWELL)
KZEL-F, 96.1, 43 KW @ 870, AOR NBC, SOURCE , $ 27.00 (Christal)

American Radio Fall 1991, Copyright 1992

EVANSVILLE

Arbitron Rank/Pop (12+): 144/230,600
MSA Rank/Pop: 162/285,000
ADI # 93
Average Person Ratings: 16.7
Market TSL: 22.00 hours

Stations: 15/13
Diaries: 725/318:1/58.8%
Sample Target: 700
% Below Line: 8.0
% Not Listed: 13.2

1991 Revenue: $10,200,000
HH Inc.: $30,062
Retail $: 2.1 Bil
Pop per Station: 17,738
#1 Biller: WIKY-AF $2,000,000

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WIKY-F (FS)	74/19.2	15.1	17.9	17.2	----	----	99/1227	851/36.9	28.1	33.3	12.7	48	755	WIKY-F
2. WYNG-F (C)	58/15.0	15.8	12.0	13.5	----	----	85/894	570/24.7	26.8	23.3	15.1	57	685	WYNG-F
3. WSTO-F (CHR)	46/11.9	15.3	18.9	18.4	----	----	123/1755	811/35.2	34.9	40.3	14.9	56	913	WSTO-F
4. WKDQ-F (AC)	38/ 9.8	11.2	14.3	12.7	----	----	70/1074	537/23.3	23.3	28.0	8.0	30	383	WKDQ-F
5. WBKR-F (C)	29/ 7.5	6.0	3.3	4.2	----	----	124/1438	398/17.3	16.2	10.7	4.8	18	380	WBKR-F
6. WQBF-F (AOR)	22/ 5.7	3.1	4.9	4.4	----	----	25/444	286/12.4	10.8	11.8	5.0	19	340	WQBF-F
7. WWOK (BB)	21/ 5.4	5.7	7.4	7.8	----	----	24/317	263/11.4	9.3	11.5	3.2	12	171	WWOK
8. WRBT-F (CL AOR)	14/ 3.6	6.5	4.9	5.1	----	----	43/538	247/10.7	15.2	15.7	6.9	26	358	WRBT-F
9. WIKY (O)	8/ 2.1	1.4	1.0	3.4	----	----	8/150	136/ 5.9	5.7	5.9	0.5	2	130	WIKY
10. WSYZ-F (CHR)	7/ 1.8	3.3	----	----	----	----	8/258	192/ 8.3	9.2	0.0	5.0	19	387	WSYZ-F

12+ FM SHARE (METRO): 87.16% (292 of 335) (FAL 90: 86.46%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WSTO-F››	1 WSTO-F	1 WYNG-F	1 WYNG-F‹	1 WIKY-F‹	1 WIKY-F›	1 WIKY-F›	1 WIKY-F›	1 WIKY-F	1 WSTO-F	1 WIKY-F››
2 WSYZ-F	2 WYNG-F	WIKY-F	2 WIKY-F‹	2 WYNG-F	2 WYNG-F›	2 WYNG-F	2 WYNG-F›	2 WYNG-F	2 WYNG-F›	2 WYNG-F
3	3 WKDQ-F	3 WKDQ-F	3 WKDQ-F›	3 WKDQ-F›	3 WBKR-F	3 WSTO-F	3 WSTO-F‹	3 WSTO-F	3 WIKY-F	WSTO-F
4	4 WIKY-F	4 WSTO-F	4 WSTO-F	4 WSTO-F	4 WWOK	4 WKDQ-F›	4 WKDQ-F	4 WKDQ-F	4 WKDQ-F	4 WSON
5	5 WQBF-F	5	5	5 WBKR-F	5 WKDQ-F	5 WBKR-F	5	5	5 WBKR-F	5
6	6	6	6	6	6	6	6	6	WQBF-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WSTO-F››	1 WSTO-F›	1 WYNG-F	1 WIKY-F	1 WIKY-F
2 WIKY-F›	2 WIKY-F	WSTO-F	2 WYNG-F	2 WYNG-F
3 WQBF-F›	3 WYNG-F	3 WKDQ-F	WSTO-F‹	3 WKDQ-F
4 WBKR-F	4 WKDQ-F	WIKY-F	4 WKDQ-F	4 WSTO-F
WYNG-F	5	5	5	
WSYZ-F	6	6	6	6
WKDQ-F				

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WSTO-F	1 WYNG-F	1 WYNG-F	1 WYNG-F	1 WYNG-F
2 WYNG-F	2 WSTO-F	WKDQ-F	2 WKDQ-F	2 WKDQ-F
WQBF-F›	WKDQ-F	3 WQBF-F	3 WIKY-F	WIKY-F›
4 WKDQ-F	WQBF-F›	4 WSTO-F	4 WSTO-F	4 WRBT-F
WIKY-F	5 WRBT-F	WRBT-F››	WQBF-F	5 WBKR-F
6	6	6	6 WRBT-F	WQBF-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		53 (2)	53 (2)	15.8	25.1
AOR/CLASSIC	-	36 (2)	36 (2)	10.7	11.0
AC/OLDIES/SOFT ROCK	8 (1)	38 (1)	46 (2)	13.7	17.3
MOR/VARIETY		74 (1)	74 (1)	22.1	20.2
COUNTRY		87 (2)	87 (2)	26.0	14.1
BLACK/URBAN					
BEAUTIFUL/EASY					
NEWS/TALK	5 (1)		5 (1)	1.5	
NOSTALGIA	26 (2)		26 (2)	7.8	10.4
RELIGION/GOSPEL	4 (1)		4 (1)	1.2	2.0
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		4 (2)	4 (2)	1.2	
	43 (5)	292 (10)	335 (15)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBNL-F	107.1	Boonville	0.5/1.3/ 2/ 31
WGAB	1160	Newburgh/Evnsvl	1.3/1.5/ 8/ 64
WSON	860	Henderson	1.3/5.2/ 9/ 177
WVHI	1330	Evansville	1.0/3.3/ 4/ 82
WRUL-F	97.3	Carmi	0.5/2.2/ 18/ 247

RADIO STATIONS

WIKY, 1400, 1 KW SEE WIKY-F
WSON, 860, 500 W , NOSTALGIA SMN, $ 10.00 (---) (HENDRICKSON,KY)
WWOK, 1280, 5 KW/1 KW (DA-N), NOSTALGIA UNISUP UNIULT, $ 14.00 (Katz)

WQBF-F, 103.1, 1.7 KW @ 440, AOR ABC,SOURCE, $ 17.00 (Katz) (HENRICKSON, KY)
WIKY-F, 104.1, 39 KW @ 580, MOR/FULL SER. MBS , $ 55.00 (Christal) South Central
WKDQ-F, 99.5, 100 KW @ 500, AC ABC , $ 39.00 (McGuild) (HENRICKSON, KY)
WRBT-F, 94.9, 50 KW @ 420, CL AOR , $ 15.00 (---) (MOUNT CARMEL, IL)
WSTO-F, 96.1, 100 KW @ 1000, CHR UNISUP UNIULT , $ 48.00 (Banner) (OWENSBORO)
WYNG-F, 105.3, 50 KW @ 500, COUNTRY UNIULT , $ 40.00 (HMMH) Pinnacle

WBKR-F, See Owensboro in 1991 Small Market Edition...

American Radio Fall 1991, Copyright 1992

FAYETTEVILLE, NC

Arbitron Rank/Pop (12+): 120/306,900

MSA Rank/Pop: 164/265,000
Raleigh ADI
Average Person Ratings: 16.5
Market TSL: 22.00 hours

Stations: 19/13
Diaries: 767/400:1/47.6%
Sample Target: 760
% Below Line: 7.9
% Not Listed: 13.1

1991 Revenue: $7,200,000
HH Inc.: $26,045
Retail $: 1.7 Bil
Pop per Station: 23,607
#1 Biller: WKML-F $2,050,000

12+ METRO		1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90		Birch Share	Birch AQH	Birch Cume	
1. WZFX-F	(B)	104/20.6	20.9	19.3	23.6	----	----	215/1768	894/29.1	31.2	32.0		32.2	241	2050	WZFX-F
2. WKML-F	(C)	91/18.0	16.0	16.2	14.5	----	----	210/1865	864/28.2	23.4	23.2		15.2	114	1631	WKML-F
3. WQSM-F	(AC)	42/ 8.3	8.2	11.6	12.9	----	----	47/829	640/20.9	20.7	19.3		4.5	34	577	WQSM-F
4. WFNC	(N/T)	33/ 6.5	4.1	4.9	5.3	----	----	37/383	338/11.0	7.4	9.2		2.5	19	286	WFNC
5. WRCQ-F	(CL AOR)	32/ 6.3	4.7	6.9	7.1	----	----	40/533	406/13.2	13.2	12.8		5.2	39	519	WRCQ-F
6. WMXF-F	(CHR)	28/ 5.5	8.0	7.5	4.8	----	----	42/826	558/18.2	19.1	17.2		9.9	74	968	WMXF-F
7. WSTS-F	(G)	21/ 4.2	4.3	3.0	0.6	----	----	29/325	170/ 5.5	5.3	6.2		1.9	14	237	WSTS-F
8. WFMO	(G)	20/ 4.0	3.1	1.2	1.4	----	----	20/91	91/ 3.0	2.4	2.0					WFMO
9. WIDU	(G)	15/ 3.0	3.1	4.3	3.0	----	----	15/197	164/ 5.3	4.7	8.0		2.1	16	190	WIDU
10.																

12+ FM SHARE (METRO): 82.92% (364 of 439) (FAL 90: 84.85%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZFX-F>>	1 WZFX-F>>	1 WZFX-F	1 WZFX-F<	1 WKML-F	1 WKML-F>>	1 WKML-F	1 WKML-F	1 WZFX-F	1 WZFX-F>>	1 WZFX-F
2 WMXF-F>	2 WKML-F	2 WKML-F>	2 WKML-F>>	2 WZFX-F>	2 WFNC	2 WZFX-F>	2 WZFX-F>	2 WKML-F>>	2 WKML-F>	2 WKML-F
3	3 WRCQ-F>	3 WRCQ-F	3 WQSM-F	3 WQSM-F>	3 WZFX-F	3 WFNC	3 WQSM-F	3 WQSM-F	3 WQSM-F	3
4	4 WQSM-F	4 WQSM-F>	4 WRCQ-F	4 WRCQ-F	WQSM-F	4 WQSM-F	4 WRCQ-F	4 WRCQ-F	4 WMXF-F	4
5	WMXF-F	5 WMXF-F	5	5 WMXF-F	5	5	WFNC	5	5 WRCQ-F	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WZFX-F>>	1 WZFX-F>>	1 WZFX-F>>	1 WZFX-F>>	1 WKML-F
2 WRCQ-F	2 WKML-F	2 WKML-F>	2 WKML-F>	2 WZFX-F
WMXF-F	3 WRCQ-F	3 WQSM-F	3 WQSM-F>	3 WQSM-F
4 WKML-F	4 WQSM-F	4 WRCQ-F>	4 WRCQ-F	4
5	5 WMXF-F	5 WMXF-F	5 WMXF-F	5

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRCQ-F	1 WZFX-F	1 WZFX-F	1 WKML-F	1 WKML-F
2 WZFX-F	2 WKML-F<	2 WKML-F>	2 WZFX-F>	2 WZFX-F>>
3 WKML-F>	3 WRCQ-F	3 WRCQ-F>	3 WRCQ-F>	3 WRCQ-F
4 WQSM-F	4	4 WJSK-F	4 WQSM-F	4 WFNC
WMXF-F	5	5 —	5 WMXF-F	5
WFMO				

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		37 (2)	37 (2)	8.4	10.0
AOR/CLASSIC		37 (2)	37 (2)	8.4	9.8
AC/OLDIES/SOFT ROCK		57 (3)	57 (3)	13.0	18.4
MOR/VARIETY					1.9
COUNTRY		106 (3)	106 (3)	24.1	21.0
BLACK/URBAN		104 (1)	104 (1)	23.7	22.1
BEAUTIFUL/EASY		2 (1)	2 (1)	0.5	
NEWS/TALK	33 (1)		33 (1)	7.5	6.6
NOSTALGIA	2 (1)		2 (1)	0.5	1.9
RELIGION/GOSPEL	38 (3)	21 (1)	59 (4)	13.4	9.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	2 (1)		2 (1)	0.5	
	75 (6)	364 (13)	439 (19)		

OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME
WFAI	1230	Fayetteville	0.4/2.4/ 2/ 95
WFLB	1490	Fayetteville	0.6/2.2/ 3/ 80
WJSK-F	102.3	Lumberton	1.2/1.7/ 6/ 65
WKKE	1080	St.Pauls/Faytvl	0.4/1.1/ 2/ 33
WDCG-F	105.1	Durham/Raleigh	1.8/8.9/ 24/ 542
WQDR-F	94.7	Raleigh	1.8/5.7/ 33/ 538
WRAL-F	101.5	Raleigh	1.6/7.8/ 32/ 465
WTRG-F	100.7	Rocky Mount	1.4/6.6/ 17/ 392
WYLT-F	98.1	Raleigh	0.4/2.7/ 5/ 131
WZNS-F	92.9	Dillon	1.0/2.7/ 7/ 147

RADIO STATIONS

WFNC, 640, 10KW/1 KW	, NEWS/TALK	CBS	, $ 20.00 (Katz)	Cape Fear		
WIDU, 1600, 1 KW/25 W	, GOSPEL		, $ 8.00 (HNWH)			
WFAI, 1230, 1 KW	, NOST.	UNISUP, UNIULT	, $ 10.00 (N/A)			
WKML-F, 95.7,	100 KW @ 1054, COUNTRY	UNIULT	, $ 50.00 (---)	Beasley	(LUMBERTON)	
WQSM-F, 98.1,	100 KW @ 850, AC		, $ 47.00 (Katz)	Cape Fear		
WRCQ-F, 103.5,	50 KW @ 500, CLASSIC AOR	ABC	, $ 15.00 (---)		(DUNN)	
WMXF-F, 96.5,	100 KW @ 850, CHR	NBC	, $ 10.00 (McGuild)			
WSTS-F, 100.9,	3 KW @ 300, GOSPEL	UNIULT	, $ 9.00 (Southern)		(FAIRMONT)	
WZFX-F, 100.9,	100 KW @ 984, BLACK	SBN	, $ 38.00 (HNWH)	Joyner		

OTHER RANKED STATIONS -- See Raleigh

American Radio Fall 1991, Copyright 1992

FLINT

Arbitron Rank/Pop (12+): 105/346,700

MSA Rank/Pop: 116/432,000
ADI # 58 (w/Saginaw)
Average Person Ratings: 16.8
Market TSL: 22.00 hours

Stations: 25/9
Diaries: 939/369:1/50.8%
Sample Target: 900
% Below Line: 32.4
% Not Listed: 14.3

1991 Revenue: $10,100,000
HH Inc.: $29,125
Retail $: 3.6 Bil
Pop per Station: 38,522
#1 Biller: WCRZ-F $3,100,000

12+ METRO		1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WCRZ-F	(AC)	82/14.1	14.2	14.9	15.9	18.2	----	98/1152	945/27.3	27.4	27.8	13.2	78	892	WCRZ-F
2. WDZZ-F	(B)	76/13.1	13.5	10.5	10.6	12.7	----	78/795	776/22.4	20.4	18.5	16.4	97	961	WDZZ-F
3. WWCK-AF	(CHR)	60/10.3	10.5	11.9	11.2	11.1	----	82/1149	870/25.1	27.7	23.9	12.6	73	940	WWCK-AF
4. WJR	(FS)	43/ 7.4	5.3	5.9	5.4	7.6	----	79/894	573/16.5	12.8	16.2	5.4	32	435	WJR
5. WFDF	(BB)	40/ 6.9	4.8	8.2	6.5	6.2	----	47/556	451/13.0	9.7	12.6	4.6	27	350	WFDF
6. WIOG-F	(CHR)	36/ 6.2	8.7	7.0	9.9	9.4	----	66/1043	655/18.9	23.7	23.0	7.8	46	1029	WIOG-F
7. WHNN-F	(O)	26/ 4.5	6.2	4.0	0.8	1.0	----	46/795	492/14.2	16.6	12.4	5.1	30	478	WHNN-F
8. WKCQ-F	(C)	24/ 4.1	4.7	5.1	3.8	3.8	----	62/742	443/12.8	13.6	12.4	4.4	26	376	WKCQ-F
9. WFLT	(Q)	21/ 3.6	2.5	4.9	4.6	1.1	----	21/219	219/ 6.3	6.2	6.1	3.6	21	212	WFLT
10. WKMF	(C)	16/ 2.8	3.7	3.7	5.8	3.7	----	16/224	211/ 6.1	7.9	7.4	2.5	15	219	WKMF

12+ FM SHARE (METRO): 73.09% (364 of 498) (FAL 90: 71.77%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WWCK-AF	1 WWCK-AF<	1 WCRZ-F>	1 WCRZ-F>	1 WCRZ-F>	1 WCRZ-F	1 WCRZ-F>	1 WCRZ-F>>	1 WCRZ-F	1 WDZZ-F>	1 WCRZ-F
WDZZ-F>>	2 WDZZ-F	2 WDZZ-F	2 WDZZ-F>	2 WDZZ-F>	2 WFDF	2 WJR <	2 WWCK-AF<	2 WDZZ-F	2 WWCK-AF	2 WWCK-F
3	WCRZ-F	3 WWCK-AF	3 WWCK-AF	3 WWCK-AF	3 WJR >	3 WDZZ-F	3 WFDF	3 WWCK-AF>	3 WCRZ-F>	WDZZ-F>
4	4 WIOG-F	4 WIOG-F	4 WHNN-F	WHNN-F	4 WDZZ-F	4 WWCK-AF	WDZZ-F>	4 WFDF	4 WJR	4 WJR
5	5	5 WHNN-F	5 WIOG-F	5 WJR	5	5 WFDF	5 WJR <	5	WIOG-F	5
6	6	6	6	WIOG-F	6	6	6 WIOG-F	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WWCK-AF	1 WCRZ-F	1 WCRZ-F>>	1 WCRZ-F>>	1 WCRZ-F>>
WDZZ-F>	2 WDZZ-F<	2 WDZZ-F	2 WDZZ-F	2 WDZZ-F>
3 WCRZ-F	3 WWCK-AF>	3 WWCK-AF	3 WWCK-AF>	3 WWCK-AF>
4 WIOG-F>>	4 WIOG-F	4 WIOG-F	4 WIOG-F	4 WIOG-F
5	5	5	5 WHNN-F	WHNN-F
6	6	6	6	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WWCK-AF	1 WWCK-AF	1 WDZZ-F	1 WDZZ-F	1 WCRZ-F
2 WIOG-F>	WIOG-F	2 WIOG-F	2 WCRZ-F	2 WDZZ-F>
3 WRIF-F	3 WDZZ-F>	3 WWCK-AF	3 WWCK-AF	3 WJR
WDZZ-F>	4 WCRZ-F	WCRZ-F>	4 WIOG-F>	WHNN-F>
5 WKCQ-F	5 WRIF-F	5 WKCQ-F	5 WHNN-F	5 WWCK-AF
6	WKCQ-F	WJR	6	WIOG-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP	2 (1)	94 (2)	96 (3)	19.3	21.5
AOR/CLASSIC		25 (4)	25 (4)	5.0	4.4
AC/OLDIES/SOFT ROCK		113 (4)	113 (4)	22.7	22.9
MOR/VARIETY	43 (1)		43 (1)	8.6	6.8
COUNTRY	16 (1)	35 (4)	51 (5)	10.2	11.5
BLACK/URBAN		91 (3)	91 (3)	18.3	14.1
BEAUTIFUL/EASY		6 (1)	6 (1)	1.2	1.6
NEWS/TALK	12 (2)		12 (2)	2.4	1.2
NOSTALGIA	40 (1)		40 (1)	8.0	9.3
RELIGION/GOSPEL	21 (1)		21 (1)	4.2	6.2
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					0.6
	134 (7)	364 (18)	498 (25)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WGMZ-F	101.7	Tuscola	1.0/2.2/ 7/ 100
WOWE-F	98.9	Vassar	1.5/4.7/ 10/ 171
WCSX-F	94.7	Birmingham	2.1/2.9/ 12/ 116
WITL-F	100.7	Lansing	0.5/2.2/ 20/ 217
WJOI-F	97.1	Detroit	1.0/1.6/ 8/ 96
WKQZ-F	93.3	Midland/Saginaw	0.5/2.1/ 7/ 141
WLLZ-F	98.7	Detroit	0.3/2.1/ 5/ 108
WNIC-F	100.3	Dearborn	0.3/1.8/ 2/ 98
WOMC-F	104.3	Detroit	0.5/2.9/ 4/ 136
WRIF-F	101.1	Detroit	1.4/3.1/ 10/ 179
WTLZ-F	107.1	Saginaw	1.0/5.4/ 6/ 188
WWJ	950	Detroit	1.0/4.8/ 11/ 321
WWWW-F	106.7	Detroit	0.3/2.2/ 12/ 188
WXYT	1270	Detroit	1.0/2.0/ 8/ 82

RADIO STATIONS

WDLZ, 1330, 5 KW/1 KW (DA-2) , AOR
WFDF, 910, 5 KW/1 KW (DA-N) , NOSTALGIA
WFLT, 1420, 500 W/144 W , RELIGION
WKMF, 1470, 5 KW/1 KW (DA-N) , COUNTRY

WCRZ-F, 107.9, 50 KW @ 330, AC
WDZZ-F, 92.7, 3 KW @ 256, CHR
WWCK-F, 105.5, 3 KW @ 328, CHR

SMN , $ 14.00 (Christal)
CBS , $ 20.00 (HNWH)
MBS , $ 11.00 (P/W)
, $ 23.00 (Katz) Faircom

, $ 67.00 (Katz) Faircom
, $ 40.00 (HNWH)
NBC , $ 35.00 (Christal)

OTHER RANKED STATIONS -- See Detroit or Saginaw

American Radio Fall 1991, Copyright 1992

FORT PIERCE, FL

Arbitron Rank/Pop (12+): 119/309,800
MSA Rank/Pop: 187/229,700
ADI # NA
Average Person Ratings: 17.2
Market TSL: 23.00 hours

Stations: 19/10
Diaries: 815/380:1/53.2%
Sample Target: 750
% Below Line: 29.0
% Not Listed: 18.7

1991 Revenue: NA
HH Inc.: $34,142
Retail $: 2.8 Bil
Pop per Station: 30,980
#1 Biller: NA

12+ METRO		1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90		Birch Share	Birch AQH	Birch Cume	
1. WZZR-F	(CHR)	62/11.6	3.3	4.2	6.5	7.1	----	64/537	518/16.7	14.8	17.6					WZZR-F
2. WHLG-F	(EZ)	60/11.2	13.0	17.6	16.2	13.8	----	60/556	556/17.9	15.8	22.4					WHLG-F
3. WOVV-F	(CHR)	58/10.9	11.5	8.4	13.8	12.9	----	62/821	770/24.9	28.9	24.0					WOVV-F
4. WAVW-F	(C)	45/ 8.4	8.8	7.0	3.5	2.9	----	46/496	491/15.8	12.8	13.1					WAVW-F
5. WGYL-F	(EZ)	41/ 7.7	6.8	4.2	3.2	3.5	----	41/409	393/12.7	12.7	7.1					WGYL-F
6. WKGR-F	(CL AOR)	35/ 6.6	15.4	15.1	12.4	14.7	----	39/628	581/18.8	20.3	22.1					WKGR-F
7. WQOL-F	(O)	31/ 5.8	5.1	3.1	2.4	3.2	----	34/416	390/12.6	11.6	6.6					WQOL-F
8. WEAT-F	(EZ)	17/ 3.2	2.9	5.6	7.4	8.2	----	20/251	226/ 7.3	6.9	10.1					WEAT-F
9. WTTB	(T)	15/ 2.8	1.0	----	----	----	----	15/162	162/ 5.2	2.6	0.0					WTTB
10. WRMF-F	(AC)	14/ 2.6	1.8	5.0	8.6	4.1	----	15/235	210/ 6.8	5.5	11.1					WRMF-F
11. WSTU	(FS)	12/ 2.2	0.8	1.7	3.5	4.4	----	12/126	126/ 4.1	2.5	6.0					WSTU
WIRA	(AC)	12/ 2.2	1.2	1.7	2.7	0.9	----	12/221	221/ 7.1	3.0	4.5					WIRA
13.																
14.																
15.																

12+ FM SHARE (METRO): 84.49% (376 of 445) (FAL 90: 77.39%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOVV-F>>	1 WZZR-F>>	1 WZZR-F>	1 WEAT-F>	1 WEAT-F>	1 WHLG-F>	1 WHLG-F<	1 WZZR-F	1 WZZR-F	1 WOVV-F>	1 WAVW-F>>
2 WZZR-F>>	2 WKGR-F<	2 WOVV-F	2 WOVV-F<	2 WOVV-F<	2 WGYL-F>	2 WOVV-F	2 WHLG-F	2 WOVV-F	2 WZZR-F>	2 WTTB
3	3 WOVV-F>	3 WKGR-F	3 WKGR-F<	3 WAVW-F	3 WAVW-F	3 WZZR-F	3 WOVV-F	3 WAVW-F<	3 WHLG-F>	3 WOVV-F
4	4 WAVW-F	4 WAVW-F	4 WAVW-F	4 WKGR-F	4 WQOL-F	4 WAVW-F	4 WAVW-F	4 WHLG-F	4 WTTB	WZZR-F
5	5	5 WQOL-F	5 WQOL-F	5 WQOL-F	5 WOVV-F	5 WGYL-F	5 WGYL-F	5 WKGR-F	WAVW-F	WHLG-F
							6 WKGR-F	6 WGYL-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WOVV-F>>	1 WOVV-F>	1 WKGR-F	1 WOVV-F>	1 WOVV-F
2 WZZR-F>>	2 WZZR-F>	WZZR-F	2 WZZR-F>	2 WAVW-F
3 WKGR-F	3 WKGR-F	WAVW-F	3 WKGR-F	3 WRMF-F
4	4 WAVW-F	4 WOVV-F	WAVW-F	WZZR-F
5	5	5 WRMF-F>	5	5 WKGR-F
		6 WQOL-F		WQOL-F
				WGYL-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZZR-F>>	1 WZZR-F>>	1 WZZR-F>>	1 WZZR-F>>	1 WZZR-F>>
2 WKGR-F>	2 WKGR-F>	2 WKGR-F	2 WKGR-F>	2 WKGR-F
3 WOVV-F>	3 WAVW-F	3 WAVW-F>	3 WOVV-F	WAVW-F
4 WAVW-F	4 WOVV-F	4 WOVV-F	4 WAVW-F	4 WOVV-F
5	5	5 WQOL-F	5	WQOL-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		120 (2)	120 (2)	27.0	
AOR/CLASSIC		35 (1)	35 (1)	7.9	
AC/OLDIES/SOFT ROCK	12 (1)	48 (3)	60 (4)	13.5	
MOR/VARIETY	12 (1)		12 (1)	2.7	
COUNTRY		55 (2)	55 (2)	12.4	
BLACK/URBAN	4 (1)		4 (1)	0.9	
BEAUTIFUL/EASY		118 (3)	118 (3)	26.5	
NEWS/TALK	32 (4)		32 (4)	7.2	
NOSTALGIA	9 (1)		9 (1)	2.0	
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	69 (8)	376 (11)	445 (19)		

OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME TSA
WAXE	1370	Vero Beach/FtPr	1.7/4.8/ 9/ 150
WJNX	1330	Ft.Pierce	0.6/2.3/ 3/ 71
WIOD	610	Miami	1.3/2.4/ 7/ 75
WIRK-F	107.9	West Palm Beach	1.9/6.8/ 11/ 226
WJNO	1230	West Palm Beach	1.3/3.9/ 7/ 122
WOLL-F	94.3	Riviera Beach	0.6/2.1/ 3/ 67
WSWN	900	Belle Glade	0.7/2.3/ 6/ 85

RADIO STATIONS

WIRA,	1400,	1 KW	, Nostalgia	NBC UNISUP, $13.00	(Mc-Guild)		
WJNX,	1330,	5 KW/1 KW (DA-2)	, News/Talk	CBS, $ NA	(Banner)	Fairbanks	
WSTU,	1450,	1 KW	, AC	ABC, $14.00	(---)		(STUART)
WAVW-F,	101.7,	6 KW @ 330	, Country	ABC, $19.00	(Roslin)		(VERO BEACH)
WQOL-F,	103.7	2.6 KW @ 500	, AC	CNN, $17.00	(---)		(VERO BEACH)
WGYL-F,	93.5,	1.3 KW @ 490	, EZ	, $16.00	(---)		
WHLG-F,	102.3,	3 KW @ 300	, EZ	APR, $27.00	(---)		
WZZR-F,	92.7,	50 KW @ 500	, AC	, $26.00	(Katz)	CRS	

Other ranked stations -- see West Palm Beach

American Radio Fall 1991, Copyright 1992

FORT WAYNE

Arbitron Rank/Pop (12+): 123/297,500

MSA Rank/Pop: 131/369,000
ADI # 102

Average Person Ratings: 15.6
Market TSL: 20.75 hours

Stations: 18/15
Diaries: 812/366:1/58.1%
Sample Target: 780
% Below Line: 4.3
% Not Listed: 18.1

1991 Revenue: $11,100,000
HH Inc.: $29,125
Retail $: 3.6 Bil
Pop per Station: 19,833
#1 Biller: WAJI-F $2,400,000

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WAJI-F (AC)	56/12.0	12.0	12.6	11.2	13.7	----	83/1141	599/20.1	26.0	24.9	9.5	51	617	WAJI-F
2. WMEE-F (CHR)	46/ 9.9	11.8	11.6	10.9	10.8	----	123/2162	831/27.9	30.7	31.2	9.8	53	949	WMEE-F
3. WBTU-F (C)	42/ 9.0	8.7	9.9	8.2	8.8	----	130/1733	598/20.1	17.7	18.5	9.6	52	654	WBTU-F
4. WXKE-F (AOR)	37/ 8.0	5.7	6.5	8.7	7.4	----	40/478	417/14.0	15.3	15.1	11.3	61	631	WXKE-F
5. WOWO (FS)	36/ 7.7	5.9	6.7	8.3	8.0	----	85/1390	574/19.3	0.0	0.0	2.4	13	381	WOWO
WBYR-F (CL AOR)	36/ 7.7	6.9	6.5	9.1	9.0	----	95/1295	528/17.7	21.0	18.7	7.6	41	598	WBYR-F
7. WDJB-F (CHR)	33/ 7.1	6.9	3.1	----	----	----	57/890	539/18.1	17.0	10.1	8.9	48	669	WDJB-F
8. WGL (N/T)	22/ 4.7	4.5	3.2	4.8	4.1	----	27/383	335/11.3	10.0	8.7	3.5	19	332	WGL
9. WJLT-F (O)	21/ 4.5	4.7	3.6	3.7	4.9	----	31/428	328/11.0	11.0	7.4	3.9	21	322	WJLT-F
10. WQHK (C)	18/ 3.9	4.9	3.6	5.2	6.8	----	26/460	328/11.0	10.8	8.6	2.0	11	227	WQHK
11. WHRI-F (EZ)	14/ 3.0	2.8	2.3	2.1	0.8	----	39/513	193/ 6.5	7.4	7.4	1.3	7	125	WHRI-F
WJFX-F (B)	14/ 3.0	5.7	7.3	3.7	----	----	14/159	159/ 5.3	9.7	10.2	8.2	44	408	WJFX-F
13.														
14.														
15.														

12+ FM SHARE (METRO): 77.95% (304 of 390) (FAL 90: 80.37%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDJB-F	1 WXKE-F	1 WAJI-F>	1 WAJI-F>	1 WAJI-F>	1 WOWO	1 WAJI-F	1 WAJI-F>	1 WMEE-F	1 WXKE-F	1 WQHK >
2 WMEE-F>>	2 WAJI-F	2 WXKE-F	2 WXKE-F<	2 WBTU-F<	2 WAJI-F>	2 WMEE-F	2 WBYR-F	2 WAJI-F<	2 WDJB-F<	2 WXKE-F
3	3 WBYR-F	3 WBYR-F	3 WBTU-F	3 WXKE-F<	3 WBTU-F	3 WOWO	WBTU-F	3 WBTU-F	3 WMEE-F>	WOWO
4	4 WMEE-F	WBTU-F	4 WBYR-F	4 WBYR-F	4 WGL	4 WBTU-F	4 WXKE-F<	4 WXKE-F	4 WOWO	WBYR-F
5	5 WBTU-F	5 WMEE-F	5 WMEE-F	5 WMEE-F	5 WQHK	5 WBYR-F	5 WMEE-F	5 WDJB-F	5 WGL	5
6	6	6	6	6 WOWO	6	6	6 WGL	6 WBYR-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WDJB-F>	1 WAJI-F	1 WAJI-F>	1 WAJI-F>	1 WAJI-F>>
2 WBTU-F	2 WMEE-F	2 WMEE-F>	2 WMEE-F	2 WMEE-F
3 WXKE-F	3 WBTU-F	3 WBTU-F	WBTU-F>	3 WBTU-F>
4 WMEE-F	4 WXKE-F	4 WXKE-F>	4 WBYR-F	4 WOWO
WBYR-F>	5 WDJB-F	5 WBYR-F	5 WXKE-F	WJLT-F
6 WJLT-F	6	6	WJLT-F	WBYR-F
WJFX-F	7		WDJB-F	7
WAJI-F				

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBYR-F	1 WXKE-F	1 WXKE-F>	1 WXKE-F	1 WXKE-F
2 WXKE-F	2 WBYR-F>>	2 WBYR-F>	2 WBYR-F	WAJI-F
3 WMEE-F>	3 WMEE-F	3 WAJI-F	3 WAJI-F>	3 WBYR-F
4 WDJB-F>	WBTU-F	4 WBTU-F>	4 WBTU-F>	4 WBTU-F>
5 WBTU-F	WAJI-F	5 WMEE-F	5 WMEE-F	5 WOWO
6	6	WGL	6	WGL
7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		79 (2)	79 (2)	20.3	26.0
AOR/CLASSIC		73 (2)	73 (2)	18.7	7.9
AC/OLDIES/SOFT ROCK		77 (2)	77 (2)	19.7	27.8
NOR/VARIETY	38 (2)	4 (1)	42 (3)	10.8	11.2
COUNTRY	18 (1)	42 (1)	60 (2)	15.4	16.6
BLACK/URBAN		14 (1)	14 (1)	3.6	
BEAUTIFUL/EASY		14 (1)	14 (1)	3.6	2.8
NEWS/TALK	22 (1)		22 (1)	5.6	4.0
NOSTALGIA	4 (1)		4 (1)	1.0	2.1
RELIGION/GOSPEL	2 (1)		2 (1)	0.5	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		1 (1)	1 (1)	0.3	
UNKNOWN/OTHERS	2 (1)		2 (1)	0.5	0.7
	86 (7)	304 (11)	390 (18)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WFCV	1090	Fort Wayne	0.4/1.8/ 2/ 55
WIFF	1570	Auburn/Ft.Wayne	0.4/1.4/ 3/ 57
WIFF-F	105.5	Auburn/Ft.Wayne	0.2/2.3/ 3/ 100
WOWO-F	103.1	Huntington	0.9/4.6/ 11/ 328
CKLW	800	Windsor	0.9/2.8/ 14/ 227
WLW	700	Cincinnati	0.4/2.3/ 10/ 173

RADIO STATIONS

WGL , 1250,	2.3KW/1 KW (DA-2),	NEWS/TALK	CNN, TALKNT,	$ 15.00 (---)	
WOWO, 1190,	50 KW (DA-N)	, NOR/FULL SER.	CBS,	$ 35.00 (McGuild)	Price
WQHK, 1380,	5 KW (DA-2)	, COUNTRY	ABC,	$ 24.00 (Christal)	Federated
WAJI-F, 95.1,	39 KW @ 680,	AC	,	$ 50.00 (Katz)	Sarkes-Tarzian
WBTU-F, 93.3,	50 KW @ 469,	COUNTRY	NBS,	$ 27.00 (Eastman)	(KENDALVILLE)
WBYR-F, 98.9,	50 KW @ 453,	OLDIES/CLASSIC	ABC UNIPWR,	$ 25.00 (Eastman)	(VAN WERTON)
WDJB-F, 106.3,	3 KW @ 300,	CHR	,	$ 16.00 (---)	(COLUMBIA CITY)
WJLT-F, 101.7,	3 KW @ 328,	OLDIES	,	$ 23.00 (Banner)	Fairfield
WJFX-F, 107.9,	2.5 KW @ 350,	URBAN	,	$ N/A (---)	(NEW HAVEN)
WMEE-F, 97.3,	26 KW @ 680,	CHR	ABC,	$ 70.00 (Christal)	Federated
WOWO-F, 103.1,	3 KW @ 300,	SEE WOWO-A			
WXKE-F, 103.9,	3 KW @ 328,	AOR	SOURCE,	$ 25.00 (HMMH)	

American Radio Fall 1991, Copyright 1992

FRESNO

Arbitron Rank/Pop (12+): 69/543,800
MSA Rank/Pop: 76/638,000
ADI # 59
Average Person Ratings: 15.6
Market TSL: 21.00 hours

Stations: 28/26
Diaries: 1026/530:1/47.3%
Sample Target: 980
% Below Line: 0.9
% Not Listed: 16.7

1991 Revenue: $19,200,000
HH Inc.: $35,174
Retail $: 4.6 Bil
Pop per Station: 20,915
#1 Biller: KMJ $4,400,000

12+ METRO		1/4/SHARE	SUN 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KMJ	(N/T)	104/12.1	10.9	11.6	15.0	12.7	12.4	177/1965	1133/20.8	21.3	22.6	11.5	106	1063	KMJ
2. KNAX-F	(C)	81/ 9.5	12.1	9.8	6.5	10.9	10.0	92/1093	889/16.3	17.9	17.8	11.6	106	1078	KNAX-F
3. KBOS-F	(CHR)	46/ 5.4	3.6	4.8	5.5	9.6	4.8	93/1872	948/17.4	14.3	20.9	7.1	65	1204	KBOS-F
4. KQPW-F	(CHR)	45/ 5.3	4.6	4.2	4.4	2.5	4.6	85/1787	933/17.2	11.5	6.1	8.0	73	981	KQPW-F
5. KRZR-F	(AOR)	44/ 5.1	3.4	3.8	3.5	3.6	4.0	83/753	517/ 9.5	10.2	9.8	6.4	59	704	KRZR-F
6. KGST	(SP)	40/ 4.7	2.5	3.4	3.7	3.1	3.6	40/480	438/ 8.1	6.6	7.0	2.5	23	362	KGST
7. KFRE	(C)	36/ 4.2	5.0	4.8	3.8	3.8	4.4	70/927	426/ 7.8	8.5	8.4	4.0	37	382	KFRE
8. KTHT-F	(AC)	34/ 4.0	3.4	3.5	4.0	3.8	3.7	42/934	696/12.8	12.6	9.9	3.4	31	470	KTHT-F
9. KJOI-F	(SAC)	33/ 3.9	5.9	6.6	6.8	5.8	5.8	81/1033	477/ 8.8	13.3	11.5	2.8	24	349	KJOI-F
10. KFSO-F	(O)	32/ 3.7	3.7	4.5	5.2	3.9	4.3	70/1229	672/12.4	12.4	12.0	4.1	38	482	KFSO-F
11. KKDJ-F	(AOR)	30/ 3.5	3.1	3.7	2.4	3.8	3.2	52/942	538/ 9.9	10.0	10.8	5.1	47	584	KKDJ-F
12. KJFX-F	(CL AOR)	29/ 3.4	3.0	4.1	3.2	2.9	3.4	47/813	531/ 9.8	10.1	10.5	5.8	53	710	KJFX-F
13. KXMX-F	(SP)	24/ 2.8	1.7	2.1	0.6	1.2	1.8	25/314	279/ 5.1	4.3	3.5	1.4	13	201	KXMX-F
14. KEZL-F	(J/NA)	23/ 2.7	2.9	3.0	1.8	2.5	2.6	30/420	345/ 6.3	6.3	6.4	3.1	28	452	KEZL-F
15. KFIG-F	(AC)	20/ 2.3	2.5	2.2	2.0	1.8	2.3	27/641	441/ 8.1	8.6	6.5	1.0	9	186	KFIG-F
16. KSKS-F	(AC)	18/ 2.1	2.5	2.3	2.0	2.7	2.2	46/1074	420/ 7.7	7.8	8.1	1.5	14	390	KSKS-F
17. KCML-F	(C)	13/ 1.5	0.9	0.5	3.2	1.9	1.5	27/491	218/ 4.0	3.9	6.2	1.3	12	160	KCML-F
18. KOQO	(SP)	10/ 1.2	0.6	2.0	1.5	2.8	1.3	14/266	216/ 4.0	3.5	4.2	0.7	6	203	KOQO
19.															
20.															

12+ FM SHARE (METRO): 68.07% (486 of 714) (FAL 90: 71.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQPW-F	1 KRZR-F<	1 KNAX-F	1 KMJ	1 KMJ <	1 KMJ >	1 KMJ >	1 KMJ >	1 KNAX-F	1 KRZR-F	1 KMJ >
2 KBOS-F>>	2 KNAX-F>	2 KMJ	2 KNAX-F>	2 KNAX-F>	2 KNAX-F>	2 KNAX-F>>	2 KNAX-F>	2 KMJ	KNAX-F	2 KNAX-F>>
3	3 KBOS-F	3 KRZR-F	3 KJFX-F	3 KJFX-F<	3 KFRE	3 KGST <	3 KJOI-F	3 KQPW-F	KBOS-F	3 KTHT-F
4	4 KMJ	4 KKDJ-F	4 KKDJ-F<	4 KKDJ-F	4 KGST	4 KBOS-F	4 KJFX-F<	4 KRZR-F	4 KMJ	KEZL-F
5	KKDJ-F<	KJFX-F	5 KFSO-F	KFSO-F	5 KJOI-F	5 KFRE <	5 KRZR-F	5 KBOS-F	5 KTHT-F	5
6	6 KTHT-F	KBOS-F<	6 KRZR-F	6 KRZR-F	6 KFSO-F	6 KQPW-F	6 KKDJ-F	6 KFRE	6	6
7	7 KJFX-F	7 KFSO-F<	7	7	7 KEZL-F	7	7	7	7	7
		8 KTHT-F								

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KNAX-F	1 KNAX-F	1 KNAX-F	1 KNAX-F>	1 KNAX-F>>
2 KTHT-F	2 KTHT-F	KKDJ-F	2 KTHT-F	2 KFSO-F
3 KRZR-F	3 KRZR-F	3 KTHT-F	3 KFSO-F	3 KMJ
KQPW-F	KBOS-F	4 KBOS-F	4 KBOS-F	KJOI-F
5 KBOS-F	5 KQPW-F	5 KRZR-F	5 KQPW-F	5 KTHT-F
6	6 KKDJ-F	KJFX-F	6 KRZR-F	6 KKDJ-F
	7	KGST	KJOI-F	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KBOS-F	1 KRZR-F	1 KMJ	1 KMJ >	1 KMJ >
2 KRZR-F	2 KMJ	2 KRZR-F	2 KRZR-F	2 KNAX-F
3 KNAX-F	3 KNAX-F	3 KJFX-F	3 KNAX-F	3 KJFX-F
4 KTHT-F	4 KJFX-F	4 KNAX-F	4 KJFX-F	4 KRZR-F
5 KXMX-F	5 KKDJ-F	KKDJ-F	5 KKDJ-F	5 KKDJ-F
KQPW-F	6 KBOS-F	6	6 KBOS-F	6 KEZL-F
7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		91 (2)	91 (2)	12.7	15.2
AOR/CLASSIC		103 (3)	103 (3)	14.4	16.0
AC/OLDIES/SOFT ROCK	7 (1)	104 (4)	111 (5)	15.5	19.8
MOR/VARIETY					
COUNTRY	36 (1)	98 (3)	134 (4)	18.8	15.6
BLACK/URBAN					2.1
BEAUTIFUL/EASY		33 (1)	33 (1)	4.6	4.8
NEWS/TALK	110 (2)		110 (2)	15.4	11.2
NOSTALGIA	8 (1)		8 (1)	1.1	1.6
RELIGION/GOSPEL	8 (2)	10 (3)	18 (5)	2.5	0.9
SPANISH	59 (3)	24 (1)	83 (4)	11.6	11.6
CLASSICAL					
JAZZ/NEW AGE		23 (1)	23 (1)	3.2	1.9
UNKNOWN/OTHERS					0.4
	228 (10)	486 (18)	714 (28)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KAMB-F	101.5	Merced	0.2/0.7/ 8/ 84
KEYQ	980	Fresno	0.8/2.0/ 19/ 193
KIRV	1510	Fresno	0.4/1.4/ 3/ 93
KKAM	1340	Fresno	0.7/3.4/ 8/ 185
KMAK-F	100.3	Orange Cove	0.5/1.8/ 7/ 104
KRDU	1130	Dinuba	0.8/2.3/ 9/ 198
KXEX	1550	Fresno	1.1/4.5/ 9/ 271
KYNO	1300	Fresno	0.8/5.0/ 19/ 338
KCIV-F	99.0	Mt. Bullion	0.5/2.1/ 8/ 199
KUBB-F	96.3	Mariposa	0.5/2.3/ 44/ 893

American Radio Fall 1991, Copyright 1992

RADIO STATIONS

KEYQ ,	980,	500 W/48 W ,	Nostalgia	UNISUP UNIULT,	$18.00	(CBS)	Americom
KFRE ,	940,	50 KW (DA-2) ,	Country	ABC UNISUP,	$26.00	(HNWH)	First Sierra
KQST ,	1600,	5 KW (DA-N) ,	Hispanic	,	$28.00	(Lotus Hispanic)	Lotus
KKAM ,	1340,	1 KW ,	News	CNN,	$21.00	(CBS)	
KMJ ,	580,	5 KW ,	News/Talk	TALKNT NBC,	$56.00	(Katz)	Henry
KOQO ,	790,	5 KW/2.5 KW (DA-2)	-- see KOQO-F				
KXEX ,	1550,	5 KW/2.5 KW (DA-2)	Hispanic	,	$20.00	(SBS)	
KYNO ,	1300,	5 KW/1 KW (DA-N),	Oldies	CNN SMN,	$18.00	(Banner)	Brown
KBOS-F,	94.7,	17 KW @ 847 ,	CHR	ABC,	$37.00	(CBS)	(TULARE)
KFIG-F,	101.1,	50 KW @ 310 ,	AC	,	$30.00	(Torbet)	
KFSO-F,	92.9,	18 KW @ 847 ,	Oldies	,	$41.00	(CBS)	Americom (VISALIA)
KSKS-F,	93.7,	68 KW @ 1912 ,	Country	,	$33.00	(Katz)	Henry
KJFX-F,	95.7,	18 KW @ 850 ,	Classic AOR	,	$33.00	(Banner)	Brown
KJOI-F,	98.9,	19 KW @ 820 ,	EZ	,	$30.00	(HMR)	
KKDJ-F,	105.9,	2.4 KW @ 1960 ,	AOR	,	$50.00	(Durpetti)	
KMAX-F,	97.9,	48 KW @ 312 ,	Country	ABC,	$46.00	(HNWH)	First Sierra
KQPW-F,	101.9,	2 KW @ 1948 ,	CHR/Dance	ABC,	$25.00	(Mc-Guild)	Group III
KRZR-F,	103.7,	50 KW @ 500 ,	AOR	,	$27.00	(Christal)	Olympia (HANFORD)
KTHT-F,	102.7,	50 KW @ 500 ,	Soft AC	,	$31.00	(Christal)	
KXMX-F,	92.1,	25 KW @ 312 ,	Hispanic	UPI,	$22.00	(Katz Hisp)	(MADERA)
KMHA-F,	107.5,	21 KW @ 783 ,	Country	UNIPWR,	$30.00	(Eastman)	Liggett (HANFORD)
KEZL-F,	98.7,	25 KW @ 300 ,	Jazz/NAC	,	$21.00	(K & P)	(FOWLER)

Miscellaneous: KFIG AF sold for $2,117,000... KMHA-F sold by Liggett for $800,000 (Sherwood)... KEZL-F (Fowler) sold by Atsinger to Americom for $1,000,000... KMHA-F and KSKS-F both changed to Coutnry... KMHA-F changes calls to KCL-F (Oct)...

**********FORMAT CODES**********

- AC - Adult Contemporary
- AOR - Album Oriented Rock
- B - Black (audience predominately black - over 75%)
- BB - Big Band, Nostalgia
- C - Country
- CHR - Contemporary Hit Radio, Top 40, Contemporary
- CL - Classical
- CL AOR - Classic AOR, Classic Rock
- E - Ethnic
- EZ - EZ Listening, Beautiful Music, Some Very soft AC
- G - Gospel
- J/NAC- Jazz and New Adult Contemporary
- M/FS - Middle of Road, (MOR) Full Service
- N - News
- O - Oldies (1955 to current)
- R - Religion, Christian
- SAC - Soft Adult Contemporary
- SP - Hispanic/Spanish
- T - Talk
- U - Urban (majority of audience is non-white)
- ? - Others or Unknown

American Radio Fall 1991, Copyright 1992

GRAND RAPIDS

Arbitron Rank/Pop (12+): 66/560,900
MSA Rank/Pop: 73/673,000
ADI # 37 (w/Kalamazoo)
Average Person Ratings: 16.4
Market TSL: 21.50 hours

Stations: 24/20
Diaries: 1169/480:1/59.6%
Sample Target: 1020
% Below Line: 8.9
% Not Listed: 12.7

1991 Revenue: $22,100,000
HH Inc.: $34,387
Retail $: 5.8 Bil
Pop per Station: 28,045
#1 Biller: WCUZ-AF $3,600,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WOOD-F	(EZ)	91/ 9.9	7.3	8.0	9.1	9.1	8.6	158/1924	1046/18.6	19.6	19.8	8.1	85	849	WOOD-F
WKLQ-F	(AOR)	91/ 9.9	10.4	6.8	9.2	8.2	9.1	141/1886	1132/20.2	17.4	15.9	12.4	111	1403	WKLQ-F
3. WGRD-F	(CHR)	88/ 9.6	8.9	9.6	9.7	9.1	9.4	130/2205	1410/25.1	25.1	25.2	12.0	108	1756	WGRD-F
4. WCUZ-F	(C)	87/ 9.4	7.7	8.8	8.1	8.3	8.5	146/1753	1024/18.3	18.9	18.5	9.8	88	992	WCUZ-F
5. WODJ-F	(O)	66/ 7.2	6.3	7.3	4.5	9.5	5.3	95/1528	1033/18.4	17.4	18.2	5.9	53	701	WODJ-F
6. WOOD	(FS)	59/ 6.4	5.7	7.2	5.3	5.3	6.2	72/1003	831/14.8	15.1	13.7	5.4	48	744	WOOD
7. WLHT-F	(AC)	55/ 6.0	8.8	6.4	8.3	6.8	7.4	66/1094	884/15.8	16.6	14.5	5.6	50	922	WLHT-F
8. WMUS-F	(C)	53/ 5.8	3.9	4.6	5.2	4.4	4.9	110/1304	649/11.6	11.3	12.2	3.8	34	489	WMUS-F
9. WLAV-F	(AOR)	35/ 3.8	3.9	2.9	5.2	3.9	4.0	45/884	602/10.7	9.1	10.3	4.6	41	602	WLAV-F
10. WKMI	(B)	29/ 3.1	1.6	0.6	1.6	----	1.8	29/175	174/ 3.1	2.0	0.0	2.0	18	228	WKMI
11. WCUZ	(C)	25/ 2.7	3.3	3.1	1.8	2.0	2.7	26/494	452/ 8.1	8.3	7.7	1.1	10	291	WCUZ
12. WJFM-F	(CL AOR)	23/ 2.5	0.1	3.9	3.6	2.4	4.0	76/1627	619/11.0	12.8	9.4	5.1	46	683	WJFM-F
13. WSNX-F	(CHR)	22/ 2.4	2.7	2.9	2.5	3.5	2.8	73/1356	623/11.1	11.3	13.4	3.9	35	574	WSNX-F
14. WYXX-F	(AC)	21/ 2.3	1.7	1.8	2.0	1.8	2.0	27/550	433/ 7.7	7.9	7.6	1.8	16	327	WYXX-F
15.															

12+ FM SHARE (METRO): 82.59% (664 of 804) (FAL 90: 88.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGRD-F>>	1 WKLQ-F>	1 WKLQ-F>	1 WKLQ-F	1 WODJ-F<	1 WOOD-F	1 WKLQ-F<	1 WOOD-F	1 WKLQ-F<	1 WGRD-F	1 WKLQ-F>
2	2 WGRD-F>	2 WGRD-F	2 WODJ-F	2 WKLQ-F<	2 WCUZ-F	2 WCUZ-F	2 WKLQ-F	2 WGRD-F	2 WKLQ-F>	2 WCUZ-F
3	3 WLHT-F>	3 WLHT-F<	3 WLHT-F	3 WCUZ-F	3 WOOD <	3 WOOD-F	3 WCUZ-F	3 WOOD-F<	3 WOOD-F	3 WOOD
4	4 WMUS-F	4 WODJ-F	4 WCUZ-F	4 WLHT-F	4 WODJ-F	4 WGRD-F	4 WLHT-F	4 WCUZ-F	4 WODJ-F	4 WOOD-F
5	WLAV-F	5 WCUZ-F>	5 WOOD-F	5 WOOD-F	5	5 WOOD	5 WODJ-F	5 WODJ-F	5 WOOD	WLAV-F
6	6 WKMI	6 WMUS-F	6 WMUS-F	6 WMUS-F	6	6 WLHT-F	6 WGRD-F	6 WLHT-F	6 WCUZ-F<	WGRD-F
7	7	7	WGRD-F	7	7	7	7 WOOD	7	7 WLAV-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGRD-F>>	1 WGRD-F>	1 WLHT-F	1 WGRD-F<	1 WLHT-F	1 WKLQ-F>>	1 WKLQ-F>>	1 WKLQ-F>>	1 WKLQ-F>>	1 WKLQ-F>
2 WKLQ-F	2 WLHT-F	2 WGRD-F	2 WLHT-F>	2 WODJ-F	2 WGRD-F>	2 WLAV-F	2 WLAV-F>	2 WODJ-F	2 WODJ-F
3 WLHT-F	3 WKLQ-F	3 WKMI	3 WODJ-F	WCUZ-F	3 WMUS-F	3 WMUS-F	3 WMUS-F	3 WCUZ-F	3 WCUZ-F>
4 WSNX-F	4 WKMI >	4 WKLQ-F	WCUZ-F<	4 WOOD-F	WLAV-F	WGRD-F>	4 WLHT-F	4 WLAV-F	4 WOOD-F
5 WCUZ-F	5 WCUZ-F	5 WMUS-F	5 WKMI	5 WGRD-F	WJFM-F	5 WLHT-F	5 WYXX-F	5 WMUS-F	WLAV-F
6	6	6 WCUZ-F	WKLQ-F	6 WKMI	6	6	WGRD-F	6 WOOD-F	6 WMUS-F
7	7	7	7	7 WMUS-F	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP	3 (1)	110 (2)	113 (3)	14.1	29.2
AOR/CLASSIC	6 (1)	149 (3)	155 (4)	19.3	8.1
AC/OLDIES/SOFT ROCK		142 (3)	142 (3)	17.7	25.4
MOR/VARIETY	70 (3)	4 (1)	74 (4)	9.2	6.3
COUNTRY	28 (2)	140 (2)	168 (4)	20.9	13.8
BLACK/URBAN	29 (1)		29 (1)	3.6	2.7
BEAUTIFUL/EASY		91 (1)	91 (1)	11.3	10.3
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL		24 (2)	24 (2)	3.0	4.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	4 (1)	4 (1)	8 (2)	1.0	1.7
	140 (9)	654 (15)	804 (24)		

OTHER RATED STATIONS			SHARE/RTG/AQH/CUME
WFUR-F	102.9	Grand Rapids	1.2/5.7/ 24/ 532
WQHH-F	92.1	Grand Haven	0.4/1.3/ 6/ 136
WGRD	1410	Grand Rapids	0.3/2.2/ 3/ 132
WHTC	1450	Holland	1.1/2.6/ 17/ 244
WJQK-F	99.3	Zeeland/Holland	1.4/4.5/ 16/ 311
WLAV	1340	Grand Rapids	0.7/2.0/ 6/ 157
WYGR	1530	Wyoming/GrRpds	0.4/0.8/ 4/ 46
WCXT-F	105.3	Hart/Muskegon	0.4/1.1/ 10/ 196
WMUS	1090	Muskegon/GrRpds	0.3/0.2/ 8/ 68

RADIO STATIONS

WCUZ , 1230, 1 KW -- See WCUZ-FN
WKMI , 1140, 5 KW (DAYS, DA), Black
WOOD , 1300, 5 KW (DA-N) , MOR/Full Service

WCUZ-F, 101.3, 50 KW @ 420 , Country
WFUR-F, 102.9, 48 KW @ 510 , Religion
WGRD-F, 97.9, 13 KW @ 590 , CHR
WJFM-F, 93.7, 320 KW @ 780 , CL AOR
WKLQ-F, 94.5, 50 KW @ 500 , AOR

WLAV-F, 96.9, 50 KW @ 500 , AOR
WLHT-F, 95.7, 41 KW @ 554 , AC
WODJ-F, 107.3, 50 KW @ 492 , Oldies
WOOD-F, 105.7, 265 KW @ 810 , SZ/SAC
WYXX-F, 98.1, 50 KW @ 492 , Soft AC

WMUS-F, 106.9, 50 KW @ 480 , Country
WSNX-F, 104.5, 50 KW @ 360 , CHR

SBN, $16.00 (Patt)
NBC, $54.00 (Katz)

ABC, $75.00 (Christal) Federated
, $15.00 (---) Kuiper
, $42.00 (Durpetti) Regional
CBS, $36.00 (Torbet) Fetzer
ABC, $44.00 (Eastman) Bloomington

SBN, $62.00 (HMR) Adams
, $56.00 (Eastman) Liggett
UNIULT, $40.00 (Banner) Goodrich(GREENVILLE)
, $57.00 (Katz)
UNISUP, $24.00 (Patt) (HOLLAND)

ABC, $39.00 (HMMH) (MUSKEGON)
UNIPWR, $34.00 (Banner) Goodrich (MUSKEGON)

American Radio Fall 1991, Copyright 1992

GREENSBORO-WS

Arbitron Rank/Pop (12+): 48/809,600
MSA Rank/Pop: 56/942,000
ADI # 48
Average Person Ratings: 16.4
Market TSL: 21.50 hours

Stations: 26/21
Diaries: 1185/683:1/52.4%
Sample Target: 1210
% Below Line: 5.6
% Not Listed: 12.7

1991 Revenue: $21,200,000
HH Inc.: $26,025
Retail $: 7.5 $11
Pop per Station: 38,552
#1 Biller: WTQR-F $4,600,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WTQR-F	(C)	217/16.3	17.3	17.6	19.9	16.0	17.8	424/4254	2277/26.1	30.0	29.5	17.1	253	2719	WTQR-F
2. WKRR-F	(CL AOR)	132/ 9.9	8.1	8.2	8.8	9.4	8.8	184/2493	1645/20.3	18.7	18.1	14.2	209	2229	WKRR-F
3. WMAQ-F	(AC)	79/ 5.9	6.6	5.2	5.4	6.3	5.8	108/1571	1126/13.9	12.9	12.2	4.2	62	794	WMAQ-F
4. WQMG-F	(B)	75/ 5.6	6.4	5.2	5.7	5.2	5.0	105/1611	973/12.0	13.2	11.8	7.7	113	1236	WQMG-F
5. WSJS	(FS)	73/ 5.5	4.2	5.8	6.6	6.1	5.3	77/1077	968/12.0	11.8	11.3	5.5	81	1273	WSJS
WJMH-F	(B)	73/ 5.5	7.3	6.7	6.3	6.5	6.4	144/2267	1261/15.6	15.8	17.6	8.9	132	1465	WJMH-F
7. WWWB-F	(AC)	70/ 5.3	4.9	5.1	4.8	5.0	4.9	91/1446	933/11.5	12.0	12.7	1.8	27	654	WWWB-F
8. WMQX-F	(O)	61/ 4.6	3.0	4.4	2.5	4.3	3.6	103/1427	960/11.9	12.5	11.5	4.4	65	709	WMQX-F
9. WKZL-F	(CHR)	53/ 4.0	4.1	4.8	5.1	4.5	4.5	82/1899	1055/13.0	14.7	15.1	3.6	53	991	WKZL-F
10. WKSI-F	(CHR)	45/ 3.4	4.0	3.6	4.5	4.6	3.9	99/1989	907/11.2	12.9	13.2	2.8	42	940	WKSI-F
11. WMKG-F	(SAC)	34/ 2.6	2.3	1.4	1.8	2.9	2.0	43/749	513/ 6.3	5.4	6.5	0.8	12	223	WMKQ-F
12. WPCM-F	(C)	33/ 2.5	1.7	1.8	1.8	2.1	2.0	99/1489	447/ 5.5	5.3	5.7	1.6	24	416	WPCM-F
13. WWGL-F	(REL)	32/ 2.4	1.4	1.5	0.5	1.4	1.5	39/637	464/ 5.7	3.3	5.3	0.9	13	278	WWGL-F
14. WFMX-F	(C)	27/ 2.0	1.8	2.2	1.3	1.8	1.8	67/1066	440/ 5.4	6.8	5.2	1.4	20	339	WFMX-F
15. WHPE-F	(REL)	23/ 1.7	1.9	1.4	1.7	2.1	1.7	26/488	343/ 4.2	3.4	5.5	1.4	21	350	WHPE-F
16. WMFR	(BB)	18/ 1.4	1.4	1.6	1.6	2.4	1.5	18/215	215/ 2.7	3.5	2.8	1.1	16	319	WMFR
17.															
18.															
19.															
20.															

12+ FM SHARE (METRO): 86.37% (1001 of 1159) (FAL 90: 86.97%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJMH-F>>	1 WKRR-F>	1 WTQR-F<	1 WTQR-F	1 WTQR-F>	1 WTQR-F>>	1 WTQR-F>	1 WTQR-F>	1 WTQR-F>	1 WJMH-F	1 WTQR-F>>
2 WKSI-F>	2 WTQR-F>	2 WKRR-F>	2 WKRR-F>	2 WKRR-F>	2 WSJS >	2 WKRR-F>	2 WKRR-F	2 WKRR-F>	2 WKRR-F<	2 WJMH-F<
3 WQMG-F>	3 WQMG-F	3 WMAQ-F	3 WMAQ-F	3 WMAQ-F	3 WMAQ-F<	3 WSJS	3 WMAQ-F<	3 WMAQ-F<	3 WTQR-F	3 WQMG-F<
4 WKRR-F	4 WJMH-F	4 WQMG-F<	4 WMQX-F	4 WMQX-F	4 WMQX-F	WMAQ-F	4 WSJS	4 WJMH-F<	4 WQMG-F	4 WSJS
5 WKZL-F	5 WMAQ-F	5 WMQX-F	5 WWWB-F<	5 WWWB-F	5 WWWB-F	5 WQMG-F	5 WWWB-F	5 WMQX-F	5 WKSI-F	WKRR-F
6	6 WKZL-F	6 WWWB-F	6 WQMG-F	6 WQMG-F	6 WKRR-F	6 WWWB-F	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WKRR-F<	1 WKRR-F	1 WMAQ-F	1 WTQR-F>	1 WTQR-F>
2 WQMG-F>	2 WQMG-F	2 WKRR-F	2 WMAQ-F	2 WMAQ-F>
3 WJMH-F	3 WTQR-F	3 WTQR-F>	3 WKRR-F	3 WMQX-F
4 WKSI-F	4 WMAQ-F	4 WKZL-F	4 WQMG-F	4 WKRR-F
5 WTQR-F	5 WWWB-F	5 WMQX-F	5 WMQX-F	5 WQMG-F<
6 WWWB-F	6 WKZL-F	WQMG-F	6 WWWB-F	6 WWWB-F
7	7	7 WJMH-F	7 WKZL-F	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKRR-F>>	1 WKRR-F>>	1 WKRR-F>	1 WKRR-F	1 WTQR-F
2 WTQR-F>	2 WTQR-F>>	2 WTQR-F>>	2 WTQR-F>>	2 WKRR-F>>
3 WKZL-F	3 WQMG-F	3 WQMG-F>	3 WMQX-F<	3 WMQX-F
WJMH-F>	4 WJMH-F	4 WJMH-F	4 WWWB-F	4 WWWB-F
5 WQMG-F	5 WKZL-F	5 WMAQ-F	5 WJMH-F<	5 WMAQ-F
6	6	6	6 WKZL-F	6
7	7	7	7 WMAQ-F	7

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		103 (3)	103 (3)	8.9	9.8
AOR/CLASSIC		132 (1)	132 (1)	11.4	12.0
AC/OLDIES/SOFT ROCK		237 (8)	237 (8)	20.4	16.8
MOR/VARIETY	73 (1)		73 (1)	6.3	
COUNTRY		288 (4)	288 (4)	24.7	26.0
BLACK/URBAN	14 (1)	154 (3)	168 (4)	14.5	16.0
BEAUTIFUL/EASY		34 (1)	34 (1)	2.9	2.9
NEWS/TALK					5.2
NOSTALGIA	28 (2)		28 (2)	2.2	2.8
RELIGION/GOSPEL	38 (3)	55 (2)	93 (5)	8.0	4.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	7 (1)		7 (1)	0.6	3.7
	158 (8)	1001 (20)	1159 (28)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAAA	980	Winston-Salem	1.1/2.3/ 14/ 186
WGLD	1320	Greensboro	0.6/2.2/ 8/ 180
WKEW	1400	Greensboro	0.5/1.8/ 7/ 148
WPET	950	Greensboro	0.8/1.9/ 12/ 171
WQMG	1510	Greensboro	1.1/1.4/ 16/ 157
WTNC	790	Thomasville	1.1/1.5/ 14/ 125
WDCG-F	105.1	Durham/Raleigh	0.4/2.9/ 25/ 784
WEZC-F	102.9	Hickory	0.5/1.5/ 29/ 541
WQOK-F	97.5	So.Boston	0.5/1.3/ 37/ 541
WRAL-F	101.5	Raleigh	0.5/1.4/ 32/ 682
WRDX-F	106.5	Salisbury/Chrlt	1.1/2.7/ 27/ 467
WSOC-F	103.7	Charlotte	0.7/1.9/ 55/ 883

American Radio Fall 1991, Copyright 1992

RADIO STATIONS

WAAA ,	980,	1 KW/69 W	, Black	NBN, $17.00	(---)	
WMFR ,	1230,	1 KW	, Nostalgia	ABC APR, $21.00	(Christal)	Voyager
WSJS ,	600,	5 KW (DA-2)	, MOR/Full Service	NBC MBS, $44.00	(Mc-Guild)	New Market
WHPE-F,	95.5,	100 KW @ 522	, Religion	, $14.00	(---)	
WJMH-F,	102.1,	66 KW @ 1165	, Black/Urban	, $50.00	(HNWM)	Beasley (REIDSVILLE)
WKRR-F,	92.3,	100 KW @ 1288	, Classic AOR	, $70.00	(Katz)	Dick
WKSI-F,	98.7,	100 KW @ 1035	, CHR	, $42.00	(Eastman)	Bahakel
WKZL-F,	107.5,	100 KW @ 500	, CHR	ABC, $45.00	(Banner)	
WMAG-F,	99.5,	100 KW @ 1500	, AC	, $77.00	(Christal)	Voyager
WMQX-F,	93.1,	100 KW @ 1099	, Oldies	, $39.00	(Durpetti)	Guild
WPCM-F,	101.1,	100 KW @ 1176	, Country	MBS, $23.00	(---)	(BURLINGTON)
WQMG-F,	97.1,	100 KW @ 1234	, Black	CBS, $40.00	(Banner)	
WTQR-F,	104.1,	100 KW @ 1420	, Country	MBS, $94.00	(Mc-Guild)	New Market
WMKG-F,	94.5,	100 KW @ 982	, EZ/SAC	UNIULT, $25.00	(Katz)	Ragan Henry (EDEN)
WWMB-F,	100.3,	100 KW @ 1035	, AC	UNISUP UNIULT, $40.00	(MMR)	Mann
WWGL-F,	94.1,	100 KW @ 485	, Religion	, $17.00	(---)	(LEXINGTON)

Miscellaneous: WWMY-F changes to WMKG-F (Nov)...

American Radio Fall 1991, Copyright 1992

GREENVILLE, NC

Arbitron Rank/Pop (12+): 81/443,300
MSA Rank/Pop: NA
ADI # 106
Average Person Ratings: 15.4
Market TSL: 20.75 hours

Stations: 26/21
Diaries: 1025/432:1/52.3%
Sample Target: 900
% Below Line: 9.8
% Not Listed: 13.0

1991 Revenue: NA
HH Inc.: $27,695
Retail $: 3.3 Bil
Pop per Station: 21,109
#1 Biller: NA

12+ METRO	1/4/SHARE	SUN 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WRNS-F (C)	119/17.4	19.9	18.7	17.5	16.7	18.4	166/1989	1216/27.4	29.4	24.5				WRNS-F
2. WIKS-F (B)	98/14.3	16.1	18.5	16.8	18.6	16.4	126/1525	956/21.6	27.2	27.3				WIKS-F
3. WDLX-AF (AC)	51/ 7.4	6.2	8.7	7.9	8.4	7.6	72/1252	813/18.3	21.3	23.0				WDLX-AF
4. WKOO-F (AC)	37/ 5.4	5.6	3.9	5.0	6.5	5.0	39/535	440/ 9.9	8.1	11.8				WKOO-F
5. WNCT-F (EZ)	36/ 5.3	5.6	5.6	5.3	6.8	5.5	58/1117	516/11.6	10.9	12.8				WNCT-F
6. WSFL-F (CL AOR)	33/ 4.8	----	----	0.8	0.9	1.4	33/587	534/12.0	0.0	4.6				WSFL-F
7. WVVY-F (AC)	25/ 3.7	4.0	2.2	1.7	1.4	2.9	27/431	402/ 9.1	9.7	4.2				WVVY-F
8. WRDU-F (AOR)	22/ 3.2	2.1	2.2	1.4	2.0	2.2	64/875	293/ 6.6	5.9	4.6				WRDU-F
9. WXQR-F (AOR)	21/ 3.1	2.3	2.3	1.6	2.6	2.3	22/330	318/ 7.2	4.6	6.8				WXQR-F
10. WQTM (G)	18/ 2.6	1.1	2.2	1.3	1.0	1.8	26/377	194/ 4.4	3.6	3.4				WQTM
WRHT-F (CHR)	18/ 2.6	3.2	3.2	2.6	3.2	2.9	19/401	368/ 8.3	8.3	6.9				WRHT-F
12. WKQT-F (CHR)	17/ 2.5	4.4	4.2	6.6	4.2	4.6	20/520	451/10.2	12.3	11.2				WKQT-F
13. WTRG-F (AC)	13/ 1.9	3.7	1.3	3.3	2.3	2.6	66/906	259/ 5.8	6.6	5.5				WTRG-F
WQDW-F (B)	13/ 1.9	2.7	2.5	3.2	1.0	2.6	13/178	160/ 3.6	6.8	2.8				WQDW-F
15.														

12+ FM SHARE (METRO): 87.88% (522 of 594) (FAL 90: 92.44%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIKS-F>>	1 WRNS-F	1 WRNS-F	1 WRNS-F>	1 WRNS-F>	1 WRNS-F>	1 WRNS-F>	1 WRNS-F>	1 WRNS-F>	1 WIKS-F>	1 WIKS-F>>
2	2 WIKS-F>	2 WIKS-F>	2 WIKS-F>	2 WIKS-F>	2 WNCT-F	2 WIKS-F>>	2 WIKS-F<	2 WIKS-F>	2 WRNS-F>>	2 WRNS-F
3	3 WDLX-AF>	3 WDLX-AF>	3 WDLX-AF	3 WDLX-AF<	WIKS-F	3 WDLX-AF	3 WDLX-AF>	3 WDLX-AF>	3 WDLX-AF	WDLX-F>
4	4 WSFL-F	4 WSFL-F	4 WKOO-F	4 WKOO-F	4 WKOO-F	4 WKOO-F	4 WSFL-F	4 WKOO-F<	4 WXQR-F	4 WKOO-F
5	5 WRDU-F	5 WKOO-F	5 WVVY-F<	5	5	5 WNCT-F	5 WNCT-F	5 WNCT-F<	WVVY-F	5 WVVY-F
6	WXQR-F	6	6 WSFL-F	6	6	6	6	6 WSFL-F	WKOO-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRNS-F	1 WRNS-F>	1 WRNS-F>	1 WRNS-F	1 WRNS-F	1 WIKS-F>>	1 WIKS-F	1 WRNS-F>>	1 WRNS-F	1 WRNS-F>>
2 WIKS-F>	2 WIKS-F	2 WDLX-AF	2 WIKS-F	2 WIKS-F>	2 WXQR-F	2 WRNS-F>	2 WSFL-F	2 WIKS-F>	2 WIKS-F
3 WDLX-AF>	3 WDLX-AF	3 WIKS-F>>	3 WDLX-AF	3 WDLX-AF>	WSFL-F	3 WSFL-F	WIKS-F	3 WSFL-F	3 WKOO-F
4 WRHT-F	4	4 WVVY-F	4	4 WKOO-F	4 WDLX-AF	4 WDLX-AF	4 WDLX-AF	4 WDLX-AF	4 WSFL-F>
WKQT-F	5	5 WKOO-F	5	5 WVVY-F	WRDU-F	5 WRDU-F	5 WRDU-F	5 WRDU-F	5 WDLX-AF
6	6	6	6	6	6 WRNS-F	6 WXQR-F	6 WVVY-F	WKOO-F	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		36 (2)	36 (2)	6.9	9.1
AOR/CLASSIC		76 (3)	76 (3)	12.8	10.3
AC/OLDIES/SOFT ROCK	5 (1)	132 (6)	137 (7)	23.1	17.1
MOR/VARIETY	11 (1)		11 (1)	1.9	0.5
COUNTRY	9 (2)	119 (1)	128 (3)	21.5	23.7
BLACK/URBAN		111 (2)	111 (2)	18.7	26.0
BEAUTIFUL/EASY		36 (1)	36 (1)	6.1	8.1
NEWS/TALK	4 (1)		4 (1)	0.7	0.7
NOSTALGIA					0.5
RELIGION/GOSPEL	33 (3)	3 (1)	36 (4)	6.1	2.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					0.7
UNKNOWN/OTHERS	10 (1)	10 (1)	20 (2)	3.4	1.7
	72 (9)	522 (17)			

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WELS	1010	Kinston	1.0/2.8/ 8/ 146
WHTE-F	103.7	Williamstn	0.4/3.2/ 14/ 302
WJCV	1290	Jacksonville	1.5/1.4/ 10/ 60
WJNC	1240	Jacksonville	1.6/2.2/ 11/ 97
WNOS	1450	New Bern	1.5/1.4/ 10/ 62
WRNS	960	Kinston	0.3/0.8/ 3/ 41
WRQR-F	94.3	Farmville/Grnvl	1.0/3.2/ 8/ 173
WRRF	930	Washington	0.6/1.9/ 6/ 105
WWOF	1580	Camp LeJeune	0.7/1.0/ 5/ 43
WQNI-F	102.7	Wilmington	0.6/2.0/ 6/ 185
WKTC-F	98.9	Tarboro/Rky Mnt	1.5/5.0/ 75/1074

RADIO STATIONS

WELS, 1010, 1 KW (DAYS)	, COUNTRY	, $ 10.00 (---)	(KINSTON)	
WOOW, 1340, 1 KW (DA-1)	, GOSPEL	, $ 9.00 (Southern)	(GREENVILLE)	
WDLX-F, 93.3, 100 KW @ 1780, AC	ABC, $ 31.00 (Banner)	(WASHINGTON)		
WHTE-F, 103.7, 50 KW @ 330, BLACK	, $ 13.00 (McGuild)	(WILLIAMSTON)		
WIKS-F, 101.9, 100 KW @ 983, BLACK	ABC, UNIULT, $ 37.00 (HRAH)	(NEW BERN)		
WKOO-F, 98.7, 100 KW @ 978, OLDIES	NBS, $ 17.00 (Eastmen)	(JACKSONVILLE)		
WNCT-F, 107.9, 100 KW @ 1701, EZ	ABC, $ 21.00 (HMR)	Park (WASHINGTON)		
WQDW-F, 97.7, 3 KW @ 248, BLACK (?)	, $ 12.00 (Republic)	(KINSTON)		
WRNS-F, 95.1, 100 KW @ 1500, COUNTRY	UNIULT, $ 39.00 (McGuild)	Pinnacle (KINSTON)		
WSFL-F, 106.5, 100 KW @ 915, AC	UNIPWR, $ 18.00 (Eastmen)	(NEW BERN)		
WXQR-F, 105.9, 3 KW @ 300, AOR	ABC, $ 13.00 (TN)	(JACKSONVILLE)		
WKQT-F, 103.3, 100 KW @ 593, AOR	ABC, $ 16.00 (Christal)	(NEWPORT)		

OTHER RANKED STATIONS -- See Raleigh

American Radio Fall 1991, Copyright 1992

GREENVILLE-SPARTANBURG

Arbitron Rank/Pop (12+): 58/670,800

MSA Rank/Pop: 81/633,000
ADI # 35 (w/Asheville)
Average Person Ratings: 15.9
Market TSL: 21.00 hours

Stations: 28/20
Diaries: 1162/677:1/46.4%
Sample Target: 1120
% Below Line: 5.9
% Not Listed: 13.5

1991 Revenue: $20,000,000
HH Inc.: $26,955
Retail $: 4.9 Bil
Pop per Station: 33,540
#1 Biller: WESC-AF $4,100,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WSSL-AF (C)	167/16.7	9.9	11.6	11.1	11.1	12.1	322/3356	1720/25.6	24.3	22.4	14.4	179	1730	WSSL-AF
2. WESC-F (C)	136/12.7	12.2	16.4	13.0	11.7	13.3	239/3221	1639/24.4	27.7	24.4	13.8	174	1675	WESC-F
3. WMYI-F (AC)	101/ 9.5	11.8	12.8	12.4	10.9	11.6	182/2387	1449/21.6	26.8	25.9	8.9	112	1302	WMYI-F
4. WROQ-F (AOR)	85/ 8.0	8.5	6.7	8.1	6.3	7.3	106/1601	1120/16.7	14.8	14.6	10.2	128	1072	WROQ-F
5. WSPA-F (SAC)	81/ 7.6	7.8	6.6	6.4	5.5	7.0	140/1686	1020/15.2	14.6	10.6	5.7	72	886	WSPA-F
6. WLWZ-F (B)	52/ 4.9	4.6	6.0	6.6	5.7	5.6	59/708	811/ 9.1	10.8	9.4	6.4	81	905	WLWZ-F
7. WFBC-F (O)	46/ 4.3	5.6	6.0	5.6	7.8	5.4	67/1455	984/14.7	14.7	17.1	4.0	50	1129	WFBC-F
8. WBBO-F (CHR)	42/ 3.9	3.7	4.1	2.3	1.7	3.5	88/1388	802/12.0	9.8	3.8	4.1	51	639	WBBO-F
9. WMUU-F (EZ)	29/ 2.7	2.7	1.2	1.2	2.0	2.0	53/674	414/ 6.2	5.3	5.4	2.9	36	389	WMUU-F
10. WFBC (N/T)	27/ 2.5	2.4	1.5	2.0	2.7	2.1	30/443	413/ 6.2	5.7	6.1	3.2	40	509	WFBC
11. ~~WMMM~~-F (AC)	19/ 1.8	1.9	1.8	4.4	8.1	2.8	29/724	630/ 7.9	8.4	17.8	0.8	7	184	~~WMMM~~-F
12.														
13.														

12+ FM SHARE (METRO): 89.49% (826 of 923) (FAL 90: 88.77%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBBO-F	1 WSSL-AF	1 WSSL-AF>	1 WSSL-AF<	1 WSSL-AF	1 WESC-F	1 WSSL-AF	1 WSSL-AF	1 WSSL-AF	1 WSSL-AF>	1 WSSL-F>>
2 WSSL-AF>	2 WROQ-F>	2 WMYI-F	2 WMYI-F>	2 WMYI-F	2 WSSL-AF	2 WESC-F<	2 WESC-F	2 WESC-F	2 WROQ-F	2 WESC-F
3 WLWZ-F>	3 WMYI-F	3 WROQ-F	3 WESC-F<	3 WESC-F	3 WSPA-F	3 WMYI-F>	3 WSPA-F	3 WROQ-F	3 WESC-F>	3 WMYI-F
4 WROQ-F	4 WESC-F	4 WESC-F>	4 WROQ-F>	4 WROQ-F	4 WMYI-F	4 WSPA-F	4 WMYI-F	4 WMYI-F	4 WBBO-F<	4 WFBC-F
5	5 WLWZ-F	5 WSPA-F	5 WSPA-F	5 WSPA-F	5	5 WROQ-F	5 WROQ-F	5 WSPA-F	5 WSPA-F<	5
6	6 WBBO-F	6 WLWZ-F	6	6 WFBC-F<	6	6	6	6	6 WLWZ-F	6
7	7	7	7	7 WLWZ-F	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WSSL-AF>>1	WSSL-AF	1 WMYI-F>	1 WSSL-AF	1 WMYI-F<	1 WROQ-F	1 WROQ-F>	1 WROQ-F>	1 WROQ-F	1 WSSL-AF
2 WESC-F	2 WMYI-F>	2 WSSL-AF	2 WMYI-F>	2 WSSL-AF>	2 WSSL-AF>>2	WSSL-AF>	2 WSSL-AF	2 WSSL-AF>	2 WROQ-F
WBBO-F>	3 WROQ-F	3 WLWZ-F	3 WESC-F	3 WESC-F	3 WESC-F>	3 WMYI-F	WMYI-F>	3 WESC-F	3 WMYI-F
4 WMTY-F	WESC-F	4 WROQ-F	4 WSPA-F	4 WSPA-F>	4 WBBO-F	4 WESC-F>	4 WESC-F	4 WMYI-F>	WESC-F>
WSPA-F	5 WLWZ-F	5 WESC-F	5	5 WFBC-F<	5 WLWZ-F	5 WLWZ-F	5 WLWZ-F	5 WLWZ-F	5 WSPA-F
WROQ-F	6 WBBO-F	6	6	6 WLWZ-F	WESC	6	6	6 WFBC-F	WLWZ-F
7 WCKZ-F	7	7	7	7	7	7	7	7	WFBC-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		50 (2)	50 (2)	5.4	3.6
AOR/CLASSIC		90 (2)	90 (2)	9.8	8.0
AC/OLDIES/SOFT ROCK		173 (4)	173 (4)	18.7	21.7
MOR/VARIETY	11 (1)		11 (1)	1.2	2.4
COUNTRY	13 (2)	308 (3)	321 (5)	34.8	28.2
BLACK/URBAN	12 (1)	75 (3)	87 (4)	9.4	11.4
BEAUTIFUL/EASY		110 (2)	110 (2)	11.9	8.7
NEWS/TALK	29 (2)		29 (2)	3.1	2.4
NOSTALGIA		7 (1)	7 (1)	0.8	1.4
RELIGION/GOSPEL	13 (1)	5 (1)	18 (2)	2.0	0.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					1.6
UNKNOWN/OTHERS	19 (2)	8 (1)	27 (3)	2.9	2.7
	97 (9)	826 (19)	923 (28)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCKI	1300	Greer	1.0/1.8/ 11/ 106
WFBC	680	Greenville	0.9/1.7/ 14/ 187
WFIS	1600	Fountain Inn	0.7/1.1/ 8/ 76
WMYZ	1070	Greenville	1.1/3.3/ 14/ 274
WORD	910	Spartanburg	0.2/1.3/ 2/ 96
WPJN	800	Greer	1.2/2.5/ 15/ 213
WRIX-F	103.1	HonesPath/Ander	0.7/2.2/ 12/ 193
WSPA	960	Spartanburg	1.0/3.3/ 13/ 253
WSFH-F	98.1	Seneca	0.7/2.0/ 13/ 236
WBT -F	107.9	Charlotte	0.7/1.8/ 10/ 317
WCKZ-F	101.9	Gastonia/Chrlt	1.3/6.3/ 31/ 781
WKSF-F	99.9	Asheville/Hndrs	0.7/4.1/ 93/1538
WMIT-F	106.9	Black Mountain	0.8/2.4/ 10/ 519
WMTY-F	103.5	Greenwood	0.7/1.8/ 23/ 243
WPEG-F	97.9	Concord	0.8/3.0/ 19/ 266
WXRC-F	95.7	Hickory	0.5/1.2/ 7/ 139

RADIO STATIONS

WFBC ,	1330,	5 KW (DA-N)	, News/Talk	NBC SUN, $23.00	(Katz)	Multimedia
WMYZ ,	1070,	50 KW (DAYS,DA)	, Black	, $25.00	(K & P)	
WPJH ,	800,	1 KW (DAYS)	, Nostalgia	ABC, $19.00	(Keystone)	(GREER)
WSPA ,	950,	5 KW (DA-N)	, MOR	CBS, $24.00	(Mc-Guild)	
~~WMMM~~-F,	107.3,	100 KW @ 1010	, SAC	ABC, $50.00	(Christal)	(ANDERSON)
WBBO-F,	93.3,	93 KW @ 2030	, CHR	, $25.00	(Torbet)	(FOREST CITY)
WROQ-F,	101.1,	100 KW @ 985	, AOR	ABC, $45.00	(Durpetti)	ABC (ANDERSON)
WFBC-F,	93.7,	100 KW @ 1850	, Oldies	ABC, $85.00	(Katz)	Multimedia
WESC-F,	92.5,	100 KW @ 2000	, Country	ABC, $95.00	(Banner)	
WLWZ-F,	103.9,	3 KW @ 328	, Black	, $32.00	(HMMM)	Voyager (EASLEY)
WMUU-F,	94.5,	100 KW @ 1200	, EZ	APR, $18.00	(~~—~~)	
WMYI-F,	102.5,	20 KW @ 1782	, AC	, $86.00	(Eastman)	AmCom (HNDRSNVLE)
WSPA-F,	98.9,	100 KW @ 1910	, EZ/SAC	, $40.00	(Mc-Guild)	
WSSL-F,	100.5,	100 KW @ 1241	, Country	UNIPWR, $44.00	(Mc-Guild)	Capstar (GRAY COURT)

Miscellaneous: WMZY sold for $80,000... ~~WMMM~~-F (Anderson) from Degree to Greyhound for $4,200,000...

American Radio Fall 1991, Copyright 1992

HARRISBURG

Arbitron Rank/Pop (12+): 75/500,200
MSA Rank/Pop: 89/597,000
ADI # 47 (w/York & Lancaster)
Average Person Ratings: 17.0
Market TSL: 22.75 hours

Stations: 28/17
Diaries: 1017/492:1/56.2%
Sample Target: 970
% Below Line: 14.9
% Not Listed: 13.9

1991 Revenue: $14,100,000
HH Inc.: $34,026
Retail $: 6.0 $11
Pop per Station: 29,423
#1 Biller: WWNK-AF $4,700,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WWNK-AF	(CHR)	126/14.8	11.3	13.3	15.4	13.3	13.7	138/1914	1537/30.7	29.8	28.5	17.3	197	1542	WWNK-AF
2. WRKZ-F	(C)	79/ 9.3	7.9	9.5	8.2	8.7	8.2	170/2006	755/15.1	17.4	15.3	4.6	29	473	WRKZ-F
3. WWKL-F	(O)	72/ 8.5	10.0	7.2	7.1	7.5	8.2	119/1463	808/16.2	14.7	15.5	9.1	58	578	WWKL-F
4. WTPA-F	(AOR)	70/ 8.2	10.6	12.4	7.6	7.8	9.7	116/1344	834/16.7	19.5	15.4	11.8	75	774	WTPA-F
5. WHP	(FS)	67/ 7.9	6.3	5.3	6.9	5.9	6.6	93/998	658/13.2	12.0	14.7	9.9	87	804	WHP
6. WIMX-F	(AC)	47/ 5.5	4.5	5.0	5.1	5.0	5.0	54/891	753/15.1	11.0	12.9	5.0	32	513	WIMX-F
7. WQXA-F	(CHR)	30/ 3.5	4.9	4.5	5.0	4.8	4.7	79/1597	707/14.1	13.5	13.8	7.2	46	752	WQXA-F
8. WNCE-F	(EZ)	29/ 3.4	4.4	3.0	4.1	4.3	3.7	111/1619	482/ 9.6	8.1	10.0	1.6	10	183	WNCE-F
9. WHP -F	(EZ)	28/ 3.3	3.3	3.2	2.3	2.7	3.0	49/638	390/ 7.8	8.9	8.7	2.2	14	232	WHP -F
10. WLBR	(FS)	25/ 2.9	1.4	2.3	2.6	2.7	2.3	25/360	322/ 6.4	6.5	6.7				WLBR
11. WHYL-F	(C)	21/ 2.5	4.3	5.0	2.6	4.8	3.6	22/379	321/ 6.4	7.8	7.1	3.6	23	395	WHYL-F
12. WHTF-F	(AOR)	20/ 2.4	2.8	1.8	1.7	2.6	2.2	78/1375	421/ 8.4	7.3	8.4	1.6	10	223	WHTF-F
WHYL	(BB)	20/ 2.4	5.3	3.8	3.3	3.8	3.7	29/484	317/ 6.3	7.8	7.6	2.8	18	433	WHYL
14.															
15.															

12+ FM SHARE (METRO): 79.64% (583 of 732) (FAL 90: 80.82%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WWNK-AF>>1	WWNK-AF	1 WWNK-AF>	1 WWNK-AF	1 WWNK-AF	1 WRKZ-F<	1 WWNK-AF>	1 WWNK-AF>	1 WWNK-AF>	1 WWNK-AF>	1 WWNK-F
2 WQXA-F>	2 WTPA-F>>	2 WTPA-F<	2 WWKL-F>	2 WWKL-F	2 WHP	2 WWKL-F	2 WWKL-F	2 WTPA-F	2 WRKZ-F	2 WHP
3 WTPA-F	3 WIMX-F>	3 WWKL-F>	3 WTPA-F	3 WRKZ-F	3 WWKL-F>	3 WHP <	3 WHP <	WRKZ-F	3 WTPA-F	3 WRKZ-F>
4	4 WWKL-F	4 WRKZ-F	4 WRKZ-F	4 WTPA-F	4 WWNK-AF	4 WRKZ-F<	4 WRKZ-F	4 WWKL-F>	4 WHP	4 WTPA-F
5	WRKZ-F	5 WIMX-F	5 WIMX-F	5 WIMX-F	5 WNCE-F	5 WTPA-F	5 WTPA-F	5 WHP	5 WWKL-F	5 WLBR
6	6	6	6	6	6 WHP -F	6	6	6 WIMX-F	WIMX-F	WIMX-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WWNK-AF	1 WWNK-AF>>1	WWNK-AF>>1	WWNK-AF>>1	WWNK-AF>
2 WTPA-F>	2 WTPA-F	2 WIMX-F>	2 WWKL-F	2 WWKL-F>
3 WQXA-F>	3 WIMX-F>	3 WTPA-F	3 WIMX-F	3 WRKZ-F
4 WRKZ-F	4 WQXA-F	4 WWKL-F	4 WRKZ-F	WIMX-F
WIMX-F	WRKZ-F	WRKZ-F	5 WTPA-F	5
6	6	6	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WTPA-F	1 WTPA-F	1 WTPA-F>	1 WTPA-F	1 WWKL-F
2 WWNK-AF>>2	WWNK-AF>>2	WWNK-AF>>2	WWNK-AF	WTPA-F
3 WQXA-F	3 WWKL-F>	3 WWKL-F	3 WWKL-F>	3 WRKZ-F
WWKL-F	4 WHTF-F	4 WRKZ-F	4 WRKZ-F>	4 WWNK-AF>
WIMX-F	WRKZ-F	5 WHTF-F	5 WIMX-F	5 WHP
6	WIMX-F	6	6	6 WIMX-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP	5 (1)	182 (5)	187 (6)	22.8	27.1
AOR/CLASSIC		95 (3)	95 (3)	13.0	12.4
AC/OLDIES/SOFT ROCK	3 (1)	119 (2)	122 (3)	16.7	21.4
NOR/VARIETY	92 (2)		92 (2)	12.6	11.2
COUNTRY		119 (4)	119 (4)	16.3	13.1
BLACK/URBAN					
BEAUTIFUL/EASY		74 (4)	74 (4)	10.1	3.7
NEWS/TALK	18 (1)		18 (1)	2.2	1.6
NOSTALGIA	20 (1)		20 (1)	2.7	4.1
RELIGION/GOSPEL	9 (1)	14 (2)	23 (3)	3.1	3.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	4 (1)		4 (1)	0.5	2.4
	149 (8)	583 (20)	732 (28)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WADV	940	Lebanon	0.5/2.3/ 5/ 193
WKBO	1230	Harrisburg	1.9/7.6/ 17/ 457
WQIN	1290	Lykens	0.4/1.3/ 3/ 68
WUFM-F	100.1	Lebanon	0.7/2.6/ 6/ 134
WWII	720	Shirmanstwn/Hreb	1.1/3.6/ 11/ 205
WYGL-F	100.5	Elizabeth	1.4/1.6/ 22/ 259
WARM-F	103.3	York	1.3/4.6/136/1829
WDAC-F	94.5	Lancaster	1.3/5.0/ 68/ 864
WGCB-F	96.1	Red Lion	0.4/1.7/ 6/ 217
WORX-F	100.7	Westmnstr	0.6/3.6/ 30/ 629
WIKZ-F	95.1	Chambrsbrg/Hgrs	0.5/1.6/ 7/ 98
WLAN-F	96.9	Lancaster	0.5/4.3/ 50/1096
WRFY-F	102.5	Reading	0.5/1.8/ 28/ 527
WYCR-F	98.5	York/Hanover	0.4/5.2/ 71/1483

RADIO STATIONS

WHP ,	580, 5 KW (DA-N) ,	MOR/Full Service	CBS NBC,	$34.00	(MMR)	
WHYL ,	960, 5 KW/22 W (DA-1),	Nostalgia	UNIULT,	$10.00	(---)	(CARLISLE)
WLBR ,	1270, 5 KW/1 KW (DA-2) ,	NOR	ABC,	$17.00	(K & P)	
WHYL-F,	102.3, 3 KW @ 328 ,	Country	CMN,	$88.00	(---)	(CARLISLE)
WIMX-F,	99.3, 3 KW @ 328 ,	AC	UNIPWR,	$34.00	(Mc-Guild)	
WWNK-F,	104.1, 22 KW @ 728 ,	CHR	APR,	$101.00	(Christal)	Keymarket
WRKZ-F,	108.7, 14 KW @ 928 ,	Country	ABC,	$80.00	(Torbet)	Zimmerman (HERSHEY)
WTPA-F,	93.5, 1 KW @ 620 ,	AOR	ABC,	$31.00	(Banner)	
WWKL-F,	94.9, 25 KW @ 700 ,	Oldies	UNIULT,	$37.00	(Katz)	Barnstable
WHP -F,	97.3, 17 KW @ 840 ,	Soft AC	CBS,	$32.00	(MMR)	

Other ranked stations -- See York or Lancaster

American Radio Fall 1991, Copyright 1992

HARTFORD

Arbitron Rank/Pop (12+): 41/998,600
MSA Rank/Pop: 44/1,130,000
ADI # 24 (w/New Haven)
Average Person Ratings: 17.0
Market TSL: 22.25 hours

Stations: 25/14
Diaries: 1379/718:1/47.6%
Sample Target: 1360
% Below Line: 18.6
% Not Listed: 14.8

1991 Revenue: $37,400,000
HH Inc.: $42,925
Retail $: 9.6 Bil
Pop per Station: 70,750
#1 Biller: WTIC $7,900,000

12+ METRO		1/4/SHARE	SUN 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90		Birch Share	Birch AQH	Birch Cume	
1. WTIC	(FS)	256/15.2	15.7	16.2	15.0	14.8	15.5	212/3902	2775/26.0	20.0	20.6		13.2	197	2112	WTIC
2. WWYZ-F	(C)	131/ 7.8	7.1	6.6	8.7	8.4	6.8	224/2982	1804/16.2	12.8	17.6		7.7	115	1347	WWYZ-F
3. WTIC-F	(CHR)	129/ 7.7	9.1	8.8	9.3	9.0	8.7	199/4323	2460/24.8	26.2	26.3		9.3	139	2586	WTIC-F
4. WRCH-F	(SAC)	122/ 7.3	6.3	7.8	6.6	8.0	7.0	180/2745	1672/15.9	16.7	19.0		5.2	78	833	WRCH-F
5. WDRC-F	(O)	111/ 6.6	5.7	4.3	5.3	5.9	5.5	206/3133	1605/16.2	15.5	14.5		4.2	63	1069	WDRC-F
6. WHCN-F	(AOR)	102/ 6.1	6.0	5.6	5.5	6.7	6.0	168/2886	1542/15.0	16.5	17.9		6.1	92	1382	WHCN-F
7. WCCC-F	(AOR)	91/ 5.4	4.7	5.4	6.1	4.7	5.4	141/2565	1612/16.3	18.8	16.7		6.6	99	1384	WCCC-F
8. WKSS-F	(CHR)	86/ 5.1	5.4	5.4	6.1	6.4	5.5	174/3476	1736/17.5	19.0	16.7		7.0	105	1656	WKSS-F
9. WZMX-F	(AC)	75/ 4.5	4.6	4.6	2.8	1.5	4.1	113/2159	1300/13.1	12.8	6.2		3.1	47	784	WZMX-F
10. WDRC	(O)	55/ 3.3	1.1	0.6	1.0	0.5	1.5	58/744	640/ 6.5	3.5	3.0		1.7	25	400	WDRC
11. WPOP	(N/T)	52/ 3.1	2.4	2.5	3.9	2.9	3.0	52/1231	1017/10.3	8.5	9.2		3.9	59	632	WPOP
12. WIOF-F	(AC)	51/ 3.0	3.5	4.2	4.3	5.3	3.8	94/1998	1139/11.5	12.2	15.8		2.3	34	613	WIOF-F
13.																

12+ FM SHARE (METRO): 70.19% (1008 of 1436) (FAL 90: 72.66%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTIC-F	1 WHCN-F	1 WTIC-F	1 WWYZ-F	1 WWYZ-F	1 WTIC >>	1 WTIC >>	1 WTIC	1 WTIC	1 WTIC >>	1 WTIC >>
2 WKSS-F>	2 WTIC-F<	WHCN-F	2 WTIC-F	2 WTIC-F	2 WWYZ-F	2 WTIC-F	2 WRCH-F	2 WTIC-F	2 WKSS-F<	2 WPOP >>
3 WCCC-F	3 WCCC-F	3 WWYZ-F	3 WHCN-F	3 WDRC-F<	3 WRCH-F	3 WCCC-F	3 WWYZ-F	3 WWYZ-F	3 WTIC-F	3 WRCH-F
4	4 WKSS-F	4 WDRC-F	4 WDRC-F	4 WHCN-F	4 WDRC-F	4 WWYZ-F	WDRC-F	4 WHCN-F	4 WCCC-F	4 WTIC-F
5	5 WZMX-F	5 WCCC-F	5 WRCH-F	5 WTIC	5	WRCH-F	5 WHCN-F	WRCH-F<	5 WRCH-F<	5
6	6	6 WZMX-F	6 WTIC <	WRCH-F	6	6 WDRC-F<	6 WTIC-F	6 WDRC-F	6 WWYZ-F	6
7	7	WRCH-F	7 WZMX-F	7 WZMX-F	7	7 WHCN-F	7	7	7	7
		WKSS-F								

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKSS-F>>	1 WKSS-F<	1 WTIC-F	1 WTIC-F	1 WRCH-F	1 WCCC-F>	1 WHCN-F	1 WHCN-F>	1 WHCN-F>	1 WHCN-F
2 WTIC-F	2 WTIC-F>	2 WZMX-F	2 WRCH-F	2 WWYZ-F<	2 WHCN-F	2 WCCC-F>	2 WTIC-F>	2 WCCC-F	2 WWYZ-F
3 WCCC-F>	3 WZMX-F	WRCH-F>	3 WWYZ-F	3 WTIC-F	3 WDRC-F	3 WTIC-F>	3 WZMX-F	3 WDRC-F	3 WDRC-F
4 WZMX-F	4 WRCH-F	4 WWYZ-F	4 WKSS-F	4 WTIC <	4 WKSS-F	4 WDRC-F	4 WCCC-F	4 WWYZ-F	4 WTIC-F
WHCN-F	5 WCCC-F	5 WKSS-F	5 WZMX-F	5 WDRC-F	5 WTIC-F	5 WKSS-F<	5	WTIC-F	5 WTIC
6	6 WHCN-F	WHCN-F	6 WDRC-F	6 WZMX-F	6	6 WZMX-F	6	6	6 WCCC-F
7	7	7	7 WTIC	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		223 (3)	223 (3)	15.5	21.2
AOR/CLASSIC		263 (6)	263 (6)	18.3	17.6
AC/OLDIES/SOFT ROCK	55 (1)	250 (4)	305 (5)	21.2	15.7
MOR/VARIETY	264 (2)		264 (2)	18.4	20.6
COUNTRY		150 (2)	150 (2)	10.4	8.2
BLACK/URBAN					0.6
BEAUTIFUL/EASY		122 (1)	122 (1)	8.5	10.3
NEWS/TALK	81 (3)		81 (3)	5.6	4.4
NOSTALGIA					
RELIGION/GOSPEL	9 (1)		9 (1)	0.6	
SPANISH	7 (1)		7 (1)	0.5	
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	12 (1)		12 (1)	0.8	1.6
	428 (8)	1008 (16)	1436 (25)		

OTHER RATED STATIONS			METRO CUME SHARE/RTG/AQH/CUME	TSA TSA
WLAT	1230	Manchester	0.4/1.4/ 7/ 134	
WLVX	1550	Bloomfield	0.5/0.8/ 9/ 97	
WMMW	1470	Meriden	0.7/1.3/ 14/ 166	
WAAF-F	107.3	Worcester	0.6/1.9/ 78/1005	
WAQY-F	102.1	Springfield	1.8/9.9/117/2436	
WCBS	880	New York	0.5/2.3/ 46/1042	
WFAN	660	New York	1.2/5.4/108/1880	
WHYN	560	Springfield	0.5/1.5/ 73/1042	
WHYN-F	93.1	Springfield	0.8/3.7/ 93/1557	
WRCI-F	101.3	Hamden	0.5/5.3/101/2279	
WPKX-F	97.9	Enfield	1.1/3.0/116/1333	
WPLR-F	99.1	New Haven	1.4/8.5/125/2200	
WWRX-F	103.7	Westerly/Prvdnc	0.4/2.2/ 77/1121	

RADIO STATIONS

WDRC, 1300, 5 KW (DA-N)	, SEE WDRC-F				
WKND, 1480, 500 W (DAYS,DA)	, BLACK	SBH	, $ 20.00	(---)	
WNEZ, 910, 5 KW (DA-N)	, EZ/NOST.		, $ 25.00	(Banner)	
WPOP, 1410, 5 KW (DA-2)	, NEWS/TALK	ABC	, $ 42.00	(Eastman)	Merv Griffin
WRYM, 840, 1 KW (DAYS)	, HISPANIC		, $ 20.00	(Caballero)	
WTIC, 1060, 50 KW (DA-N)	, MOR/FULL SER.	NBC	, $ 190.00	(CBS)	Chase
WCCC-F, 106.9, 23 KW @ 730, AOR		ABC, SOURCE,	$ 41.00	(Durpetti)	
WDRC-C, 102.9, 20 KW @ 805, OLDIES			, $ 120.00	(McGuild)	Buckley
WIOF-F, 104.1, 18 KW @ 830, AC		CBS	, $ 68.00	(Eastman)	Merv Griffin (WATERBURY)
WHCN-F, 105.9, 16 KW @ 667, AOR			, $ 71.00	(Christal)	Beck-Ross
WKSS-F, 95.7, 17 KW @ 877, CHR		APR	, $ 82.00	(MMR)	Precision
WZMX-F, 93.7, 21 KW @ 780, AC			, $ N/A	(Torbet)	
WRCH-F, 100.5, 6 KW @ 1250, EZ/SOFT AC			, $ 60.00	(Banner)	
WTIC-F, 96.5, 20 KW @ 812, CHR			, $ 170.00	(CBS)	Chase
WWYZ-F, 92.5, 18 KW @ 860, COUNTRY		UNIULT	, $ 58.00	(Banner)	(WATERBURY)

American Radio Fall 1991, Copyright 1992

HONOLULU

Arbitron Rank/Pop (12+): 58/704,500
MSA Rank/Pop: 63/860,000
No ADI
Average Person Ratings: 17.4
Market TSL: 23.25 hours

Stations: 24/24
Diaries: 970/726:1/48.7%
Sample Target: 1150
% Below Line: 0.0
% Not Listed: 7.0

1991 Revenue: $19,400,000
HH Inc.: $42,864
Retail $: 8.7 Bil
Pop per Station: 29,354
$1 Biller: KSSK $3,800,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KSSK-F (AC)	144/11.8	9.3	9.7	9.2	10.6	10.0	144/1815	1815/25.8	24.6	23.6	12.1	150	1650	KSSK-F
2. KCCN-F (E)	140/11.4	13.3	10.9	9.2	8.7	11.2	140/1510	1510/21.4	22.0	15.2	11.3	140	1585	KCCN-F
3. KSSK (FS)	135/11.0	6.6	10.5	11.5	10.3	9.9	136/1313	1313/18.6	21.8	21.5	7.8	97	1160	KSSK
4. KUMU-AF (EZ)	110/ 8.9	8.1	8.8	8.3	9.4	8.6	110/1233	1233/17.5	17.6	18.3	6.1	62	748	KUMU-AF
5. KIKI-F (CHR)	101/ 8.2	10.3	12.7	9.3	9.9	10.1	101/1621	1621/23.0	27.2	22.6	10.8	133	1840	KIKI-F
6. KQMQ-AF (CHR)	99/ 8.1	9.6	6.6	8.7	9.3	8.3	99/1764	1764/25.0	24.3	27.3	7.8	89	1584	KQMQ-AF
7. KGU (N/T)	62/ 5.1	2.3	3.8	2.9	3.6	3.5	62/961	961/13.6	10.8	10.9	3.6	45	789	KGU
8. KRTR-AF (AC)	59/ 4.8	6.6	5.4	5.8	7.6	6.7	59/1035	1035/14.7	19.7	19.2	4.1	48	794	KRTR-AF
9. KPOI-F (AOR)	44/ 3.6	3.6	5.1	5.7	4.4	4.6	44/778	778/11.0	13.2	11.2	4.4	55	1016	KPOI-F
10. KCCN (E)	35/ 2.9	3.6	2.3	3.9	3.0	3.2	35/528	528/ 7.5	7.1	6.4	2.8	34	422	KCCN
11. KHVH (N/T)	33/ 2.7	2.4	3.2	2.3	3.1	2.7	33/653	653/ 9.3	10.5	10.8	3.4	42	798	KHVH
12. KDEO-F (?)	32/ 2.6	2.6	2.0	1.3	1.7	2.1	32/409	409/ 5.8	5.6	4.6	2.9	48	477	KDEO-F
13. KIKI (O)	26/ 2.1	3.6	3.3	3.6	2.3	3.1	26/400	400/ 5.7	7.9	7.9	2.0	25	336	KIKI
14. KAIM-F (REL)	25/ 2.0	1.0	----	1.7	0.8	1.2	25/265	265/ 4.0	0.0	2.2	0.3	4	61	KAIM-F
15. KHHH-F (AOR)	24/ 2.0	1.8	1.6	1.2	0.9	1.8	24/401	401/ 5.7	4.9	6.1	2.8	47	539	KHHH-F
16. KHFX-F (O)	19/ 1.6	2.5	3.5	4.8	4.8	3.1	19/426	426/ 6.0	8.9	9.2	3.3	41	642	KHFX-F

12+ FM SHARE (METRO): 68.37% (756 of 1139) (FAL 90: 65.96%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KIKI-F››	1 KCCN-F	1 KSSK-F	1 KSSK-F	1 KSSK-F	1 KSSK	1 KSSK-F	1 KSSK-F	1 KCCN-F	1 KCCN-F	1 KSSK-F
2 KQMQ-AF›	2 KSSK-F	2 KCCN-F›	2 KSSK ‹	2 KCCN-F	2 KUMU-AF	2 KSSK ›	2 KSSK ‹	2 KSSK-F	2 KIKI-F›	2 KCCN-F‹
3 KCCN-F	3 KIKI-F	3 KQMQ-AF	3 KCCN-F	3 KSSK	3 KSSK-F	3 KQMQ-AF	3 KUMU-AF	KIKI-F‹	3 KUMU-AF‹	3 KSSK
4	4 KQMQ-AF›	KSSK	4 KQMQ-AF›	4 KUMU-AF	4 KGU	4 KCCN-F	4 KCCN-F›	4 KSSK ‹	4 KQMQ-AF›	4 KGU
5	5 KPOI-F‹	5 KIKI-F›	5 KRTR-AF‹	5 KQMQ-AF	5 KCCN-F	5 KIKI-F‹	5 KQMQ-AF	5 KUMU-AF	5 KSSK ‹	5 KUMU-F
6	6 KRTR-AF	6 KIKI-F‹	6 KIKI-F‹	6 KRTR-AF	6	6 KUMU-AF	6 KIKI-F	6 KQMQ-AF	6 KSSK-F	6
7	7	7	7 KUMU-AF	7 KIKI-F	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQMQ-AF	1 KSSK-F‹	1 KSSK-F	1 KSSK-F	1 KSSK-F	1 KCCN-F››	1 KCCN-F	1 KSSK-F‹	1 KCCN-F	1 KSSK-F
KIKI-F›	2 KIKI-F	2 KCCN-F	2 KQMQ-AF‹	KSSK	2 KSSK-F	2 KSSK-F›	2 KCCN-F›	2 KSSK-F›	2 KCCN-F›
3 KCCN-F	3 KCCN-F	3 KIKI-F›	3 KSSK	3 KCCN-F	3 KIKI-F	3 KIKI-F	3 KPOI-F›	3 KIKI-F‹	3 KUMU-AF
4 KSSK-F›	4 KQMQ-AF›	4 KRTR-AF	4 KCCN-F	4 KQMQ-AF	KHHH-F›	4 KPOI-F	4 KIKI-F	4 KSSK ‹	KSSK ›
5 KUMU-AF	5 KRTR-AF	5 KQMQ-AF	5 KIKI-F›	5 KUMU-AF›	5 KQMQ-AF	5 KQMQ-AF	5 KQMQ-AF	5 KQMQ-AF	5 KPOI-F
6 KRTR-AF	6	6 KSSK	6 KRTR-AF‹	6 KIKI-F	6	6 KHHH-F	6 KRTR-AF	6 KPOI-F	KGU
KSSK	7	7	7 KUMU-AF	7 KRTR-AF	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP	13 (1)	187 (2)	200 (3)	17.6	21.7
AOR/CLASSIC		68 (2)	68 (2)	6.0	12.1
AC/OLDIES/SOFT ROCK	20 (2)	219 (3)	248 (5)	21.8	16.0
MOR/VARIETY	135 (1)		135 (1)	11.9	10.0
COUNTRY	8 (1)		8 (1)	0.7	3.6
BLACK/URBAN	62 (3)	140 (1)	202 (4)	17.7	13.8
BEAUTIFUL/EASY	25 (1)	85 (1)	110 (2)	9.7	11.2
NEWS/TALK	101 (3)		101 (3)	8.9	5.6
NOSTALGIA					0.9
RELIGION/GOSPEL	10 (1)	25 (1)	35 (2)	3.1	2.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					1.5
UNKNOWN/OTHERS		32 (1)	32 (1)	2.8	1.2
	383 (13)	756 (11)	1139 (24)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KDEO	940	Waipahu	0.7/3.1/ 8/ 219
KLHT	1040	Honolulu	0.8/2.4/ 10/ 171
KOHO	1170	Honolulu	1.2/2.8/ 15/ 182
KWAI	1080	Honolulu	0.5/1.9/ 6/ 134
KZOO	1210	Honolulu	1.0/2.1/ 12/ 161

RADIO STATIONS

KCCN ,	1420,	6 KW ,	Ethnic	, $21.00	(Roslin)		
KDEO ,	940,	10 KW --	See KDEO-FM				
KGU ,	760,	10 KW ,	Talk	ABC--CBS, $20.00	(Banner)	Givens	
KHVH ,	990,	5 KW ,	News	NBC ABC, $26.00	(HHWH)		
KIKI ,	830,	10 KW ,	Oldies	UNISUP UNIULT, $21.00	(Christal)	Henry	
KSSK ,	590,	7.5 KW/5 KW ,	MOR/Full Service	, $80.00	(Eastman)	Bedford	
KAIM-F,	95.5,	100 KW @ -24 ,	Religion	, $11.00	(---)		
KCCN-F,	100.3,	100 KW @ 2000 ,	Ethnic	, $19.00	(K & P)		
KDEO-F,	102.7,	81 KW @ 1893 ,	Country	MBS, $24.00	(K & P)		
KHFX-F,	105.1,	100 KW @ 1965 ,	Classic AOR	, $25.00	(HHR)		
KHHH-F,	98.5,	100 KW @ -279 ,	Jazz/NAC	SMN, $24.00	(HHWH)		
KIKI-F,	93.9,	100 KW @ -143 ,	CHR	, $40.00	(Christal)	Henry	
KPOI-F,	97.5,	83 KW @ 46 ,	AOR	, $41.00	(Banner)		
KQMQ-F,	93.1,	84 KW @ -119 ,	CHR	, $64.00	(Katz)		
KRTR-F,	96.3,	75 KW @ 2140 ,	AC	, $30.00	(Katz)		
KSSK-F,	92.3,	100 KW @ 1060 ,	AC	, $36.00	(Eastman)	Bedford	
KUMU-F,	94.7,	100 KW @ 78 ,	EZ/Btfl	, $46.00	(Banner)		

Miscellaneous: KORL sold for $375,000...

American Radio Fall 1991, Copyright 1992

HOUSTON

Arbitron Rank/Pop (12+): 10/3,015,300
MSA Rank/Pop: 8/3,700,000
ADI # 11
Average Person Ratings: 17.7
Market TSL: 23.25 hours

Stations: 34/32
Diaries: 2377/1268:1/44.2%
Sample Target: 2330
% Below Line: 0.9
% Not Listed: 10.5

1991 Revenue: $126,000,000
HH Inc.: $33,870
Retail $: 27.6 Bil
Pop per Station: 94,228
#1 Biller: KILT-AF $15,300,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KILT-F	(C)	476/ 8.9	8.2	9.5	7.5	7.5	8.5	535/6957	6232/20.7	21.3	17.3	8.9	468	4658	KILT-F
2. KIKK-F	(C)	353/ 6.6	8.1	7.0	8.2	8.4	7.5	399/6186	5351/17.7	18.5	18.7	9.6	503	6064	KIKK-F
3. KHMX-F	(AC)	331/ 6.2	4.9	5.3	4.2	6.6	5.2	354/5184	4837/16.0	16.7	17.9	5.0	260	4230	KHMX-F
4. KBXX-F	(CHR)	325/ 6.1	4.8	3.6	2.3	2.0	4.2	344/4315	4000/13.3	9.4	6.9	8.9	464	4517	KBXX-F
5. KODA-F	(SAC)	305/ 5.7	5.8	5.5	5.3	4.4	5.6	318/4646	4388/14.6	15.8	12.7	3.9	202	2753	KODA-F
6. KLOL-F	(AOR)	287/ 5.4	5.1	5.1	5.3	5.9	5.2	321/4367	3797/12.6	14.3	16.1	6.8	355	3605	KLOL-F
7. KTRH	(N/T)	285/ 5.3	4.7	4.4	5.4	5.2	4.9	315/6113	5475/18.2	15.8	15.4	3.5	183	3525	KTRH
8. KMJQ-F	(B)	216/ 4.1	5.1	7.0	6.6	7.9	5.7	235/3819	3546/11.8	13.9	13.6	4.8	250	4114	KMJQ-F
9. KRBE-F	(CHR)	212/ 4.0	4.2	3.8	3.3	2.7	3.8	240/5182	4759/15.4	16.3	13.2	5.4	283	4649	KRBE-F
10. KLDE-F	(O)	205/ 3.8	4.1	3.7	3.2	5.0	3.7	236/4259	3915/13.0	11.9	11.6	3.8	198	2174	KLDE-F
11. KQUE-F	(BB)	179/ 3.4	4.5	3.8	4.6	3.3	4.1	190/2214	2066/ 6.9	8.2	6.8	2.7	140	1515	KQUE-F
12. KPRC	(T)	146/ 2.7	2.9	3.1	2.6	2.4	2.8	152/2516	2353/ 7.8	10.0	7.7	2.2	116	1733	KPRC
13. KHYS-F	(B)	145/ 2.7	2.6	2.3	2.9	2.4	2.6	183/2289	1837/ 6.1	7.8	7.7	3.4	176	2479	KHYS-F
14. KZFX-F	(CL AOR)	140/ 2.6	3.9	3.5	3.5	2.8	3.4	153/2972	2756/ 9.1	10.8	9.7	3.1	160	2560	KZFX-F
KLTR-F	(AC)	140/ 2.6	2.5	3.3	3.5	3.9	3.0	143/2702	2657/ 8.8	10.0	12.3	2.2	114	1845	KLTR-F
16. KQQK-F	(SP)	122/ 2.3	1.3	1.2	2.2	1.7	1.8	123/1838	1818/ 6.0	3.7	3.7	2.1	112	1499	KQQK-F
17. KKBQ-F	(C)	118/ 2.2	2.4	3.4	4.5	4.1	3.1	135/3445	3091/10.3	16.0	16.1	2.3	119	3011	KKBQ-F
18. KEYH	(SP)	96/ 1.8	1.5	1.2	0.5	0.5	1.3	96/804	799/ 2.6	1.7	1.6	1.1	60	439	KEYH
19. KXYZ	(SP)	82/ 1.5	1.0	0.8	1.1	1.9	1.1	82/1191	1191/ 3.9	2.5	3.8	1.0	54	533	KXYZ
20. KSEV	(T)	77/ 1.4	0.7	1.0	0.9	1.1	1.0	81/1055	997/ 3.3	2.8	2.9	1.0	54	632	KSEV
21. KLAT	(SP)	66/ 1.2	1.5	1.7	2.4	2.3	1.7	66/1174	1174/ 3.9	3.3	4.5	1.8	96	1453	KLAT
22.															
23.															
24.															
25.															

12+ FM SHARE (METRO): 78.74% (3756 of 4770) (FAL 90: 79.24%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBXX-F>>	1 KLOL-F	1 KILT-F	1 KILT-F	1 KILT-F	1 KILT-F	1 KILT-F>	1 KILT-F	1 KILT-F	1 KBXX-F>	1 KILT-F
2 KRBE-F>	2 KHMX-F	KHMX-F	2 KHMX-F<	2 KODA-F<	2 KTRH	2 KTRH <	2 KODA-F	2 KHMX-F<	2 KILT-F	2 KTRH >>
3 KILT-F<	3 KBXX-F	3 KLOL-F	3 KODA-F	3 KHMX-F<	3 KODA-F	3 KIKK-F<	3 KIKK-F	3 KIKK-F	3 KMJQ-F	3 KIKK-F>>
4 KIKK-F	4 KILT-F	4 KIKK-F<	4 KLOL-F	4 KIKK-F	4 KIKK-F	4 KLOL-F	KHMX-F	4 KBXX-F<	4 KHMX-F	4 KMJQ-F
5	5 KIKK-F<	5 KODA-F	5 KIKK-F	5 KLOL-F	5 KQUE-F	5 KHMX-F<	5 KLOL-F>	5 KODA-F	5 KIKK-F	5 KHMX-F>>
6	6 KRBE-F	6 KBXX-F	6 KLDE-F	6 KLDE-F	6 KLDE-F	6 KBXX-F<	6 KBXX-F<	6 KLOL-F	6 KODA-F	6 KBXX-F
7	7 KMJQ-F	7 KMJQ-F	7 KTRH	7 KTRH	7 KHMX-F	7 KODA-F	7 KLDE-F	7 KTRH	7 KTRH	7
8	8	KLDE-F	8	8	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KIKK-F	1 KHMX-F	1 KHMX-F>	1 KHMX-F	1 KILT-F<	1 KLOL-F	1 KLOL-F>	1 KLOL-F>	1 KLOL-F>	1 KLOL-F
2 KBXX-F<	2 KIKK-F	2 KBXX-F<	2 KIKK-F	2 KODA-F	2 KBXX-F	2 KHMX-F<	2 KILT-F>	2 KILT-F	2 KILT-F>
3 KRBE-F	3 KBXX-F	3 KIKK-F<	3 KODA-F	KHMX-F<	3 KHMX-F	3 KBXX-F	3 KZFX-F	3 KHMX-F	3 KTRH
4 KHMX-F	4 KRBE-F<	4 KILT-F	4 KILT-F	4 KIKK-F>	4 KRBE-F	4 KILT-F>	KHMX-F	4 KBXX-F<	4 KODA-F
5 KMJQ-F	5 KILT-F	5 KODA-F	5 KBXX-F	5 KLDE-F	5 KMJQ-F>	5 KMJQ-F<	5 KBXX-F	5 KODA-F<	KLDE-F
6 KLTR-F	6 KODA-F	6 KRBE-F	6 KRBE-F<	6 KBXX-F	6 KILT-F	6 KZFX-F<	6	6 KZFX-F	6 KHMX-F<
7 KILT-F<	7 KMJQ-F	KHYS-F	7 KLDE-F	7 KLTR-F	7 KIKK-F	7 KRBE-F	7	KTRH	7 KIKK-F<
8 KODA-F	8 KLTR-F	8	8	8	8	8	8	8 KIKK-F	8 KZFX-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		537 (2)	537 (2)	11.3	14.1
AOR/CLASSIC		446 (3)	446 (3)	9.4	12.4
AC/OLDIES/SOFT ROCK		676 (3)	676 (3)	14.2	11.0
MOR/VARIETY					
COUNTRY	59 (2)	974 (4)	1033 (6)	21.7	19.3
BLACK/URBAN	71 (2)	361 (2)	432 (4)	9.1	14.4
BEAUTIFUL/EASY		305 (1)	305 (1)	6.4	4.5
NEWS/TALK	508 (3)		508 (3)	10.6	9.2
NOSTALGIA		179 (1)	179 (1)	3.8	4.6
RELIGION/GOSPEL	43 (1)	43 (1)	92 (2)	1.9	2.7
SPANISH	284 (5)	122 (1)	406 (6)	8.5	6.1
CLASSICAL		53 (1)	53 (1)	1.1	
JAZZ/NEW AGE		60 (1)	60 (1)	1.3	
UNKNOWN/OTHERS	43 (1)		43 (1)	0.9	1.8
	1014 (14)	3756 (20)	4770 (34)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KCOH	1430	Houston	0.7/2.0/ 38/ 597
KHCB-F	105.7	Houston	0.8/2.9/ 43/ 908
KIKK	650	Pasadena	0.5/1.4/ 31/ 484
KILT	610	Houston	0.6/2.6/ 32/ 834
KJZS-F	106.9	Conroe/Houston	1.1/3.6/ 64/1198
KLVL	1480	Pasadena/Houstn	0.5/1.9/ 24/ 566
KMPQ	980	Rosenberg/Hstn	0.8/1.9/ 43/ 572
KRTS-F	92.1	Seabrook/Houstn	1.0/3.2/ 54/1006
KWWJ	1360	Baytown	0.9/2.2/ 49/ 652
KYOK	1590	Houston	0.6/1.6/ 33/ 491
KYST	920	Texas City/Hstn	0.3/0.7/ 16/ 220
KWIC-F	107.9	Beaumont/PtArth	0.4/2.0/ 31/ 726
KYKR-F	93.3	Pt.Arthur/Bmnt	0.5/2.8/ 79/1574

American Radio Fall 1991, Copyright 1992

HOUSTON

RADIO STATIONS

AM STATIONS

KCOH, 1430, 5 KW (DAYS)	, BLACK	SBN, NBN,	$ 47.00	(Roslin)	
KEYH, 850, 10 KW (DAYS, DA)	, HISPANIC		$ 44.00	(SBS)	
KIKK, 650, 250 W (DAYS)	, COUNTRY OLDIES		$ N/A	(Torbet)	Viacom
KILT, 610, 5 KW (DA-2)	, COUNTRY OLDIES	UNISUP,	$ N/A	(Group W)	Westinghouse
KKBQ, 790, 5 KW (DA-2)	, SEE KKBQ-F				
KKZR, 1070, 10 KW/5 KW (DA-2)	, AOR	SMN,	$ 36.00	(Eastman)	Susquehanna
KLAT, 1010, 5 KW (DA-2)	, HISPANIC		$ 60.00	(Katz)	Tichenor
KNUZ, 1230, 1 KW	, OLDIES		$ N/A	(Eastman)	
KPRC, 950, 5 KW (DA-N)	, TALK	CBS,	$ 75.00	(Eastman)	
KTRH, 740, 50 KW (DA-1)	, NEWS/TALK	ABC, MBS,	$ 180.00	(CBS)	
KXYZ, 1320, 5 KW (DA-N)	, HISPANIC		$ 63.00	(Caballero)	
KYOK, 1590, 5 KW (DA-N)	, BLACK	SMN,	$ 47.00	(McGuild)	Noble

FM STATIONS

KBXX, 97.9, 100 KW @ 1920, CHR			$ 160.00	(Katz)	Cook Inlet
KHCB, 105.7, 100 KW @ 1613, RELIGION			$ 30.00	(---)	
KIKK, 95.7, 100 KW @ 1920, COUNTRY			$ 215.00	(Torbet)	Viacom
KILT, 100.3, 100 KW @ 1920, COUNTRY			$ 185.00	(Group W)	Westinghouse
KKBQ, 92.9, 100 KW @ 1920, COUNTRY			$ 170.00	(McGuild)	Gannett
KLDE, 94.5, 100 KW @ 1920, OLDIES		UNIULT ,	$ 90.00	(Durpetti)	Entercom
KLOL, 101.1, 100 KW @ 1920, AOR		SOURCE ,	$ 190.00	(CBS)	
KLTR, 93.7, 100 KW @ 1720, AC		CBS ,	$ 140.00	(CBS)	CBS
KMJQ, 102.1, 100 KW @ 1720, BLACK			$ 190.00	(Mc-Guild)	Noble
KHMX, 96.5, 100 KW @ 1920, ADULT CHR			$ 85.00	(Mc-Guild)	Nationwide
KODA, 99.1, 100 KW @ 1920, EZ			$ 160.00	(MMR)	
KQUE, 102.9, 100 KW @ 984, NOSTALGIA		ABC,	$ 81.00	(Banner)	
KRBE, 104.1, 100 KW @ 1920, CHR			$ 135.00	(Eastman)	Susquehanna
KRTS, 92.1, 1.4 KW @ 495, CLASSICAL			$ 49.00	(CMBS)	
KZFX, 107.5, 98 KW @ 973, CLASSIC AOR			$ 133.00	(Katz)	Shamrock
KJZS, 106.9, 100 KW @ 1125, JAZZ/NAC			$ N/A	(Banner)	(CONROE)
KQQK, 106.5, 100 KW @ 709, HISPANIC			$ N/A	(Caballero)	

KHYS-F -- See Beaumont

Miscellaneous: KKBQ-F from CHR to Country (Sep)...

American Radio Fall 1991, Copyright 1992

HUNTINGTON, WV

Arbitron Rank/Pop (12+): 134/260,500
MSA Rank/Pop: 153/327,000
ADI # 55 (w/Charleston)
Average Person Ratings: 14.3
Market TSL: 19.50 hours

Stations: 16/14
Diaries: 740/352:1/50.8%
Sample Target: 750
% Below Line: 10.7
% Not Listed: 13.7

1991 Revenue: $6,600,000
HH Inc.: $23,741
Retail $: 2.0 Bil
Pop per Station: 18,607
#1 Biller: WTCR-AF $2,700,000

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WTCR-AF (C)	133/35.7	29.2	30.1	30.9	29.8	----	166/1951	1331/51.1	41.9	44.2	35.9	146	1503	WTCR-AF
2. WKEE-F (CHR)	56/15.0	16.1	18.2	20.6	22.6	----	64/1358	815/31.3	33.9	34.9	20.0	87	998	WKEE-F
3. WRVC-F (AC)	29/ 7.8	11.1	10.2	11.4	13.2	----	57/1157	588/22.6	27.3	22.1	8.0	35	863	WRVC-F
4. WKLC-F (AOR)	22/ 5.9	5.5	5.5	4.7	5.9	----	52/633	307/11.6	12.9	12.7	9.7	42	601	WKLC-F
5. WPAY-F (C)	18/ 4.8	2.5	2.5	1.8	1.8	----	54/831	298/11.4	7.3	11.2	0.7	3	152	WPAY-F
6. WEMM-F (REL)	14/ 3.8	3.0	5.5	5.4	2.8	----	33/540	265/10.2	9.8	10.4	2.5	11	186	WEMM-F
7. WTKZ (T)	10/ 2.7	1.5	0.7	1.1	0.8	----	10/156	156/ 6.0	6.5	3.8	0.0	0	100	WTKZ
8. WXVK-F (AC)	9/ 2.4	2.5	0.7	0.9	----	----	10/178	155/ 6.0	7.6	4.1				WXVK-F
9.														
10.														

12+ FM SHARE (METRO): 91.61% (295 of 322) (FAL 90: 89.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKEE-F>>	1 WTCR-AF>>1	WTCR-AF>>1	WTCR-AF>>1	WTCR-AF>>1	WTCR-AF>>1	WTCR-AF>>1	WTCR-AF>>1	WTCR-AF>>1	WTCR-AF<	1 WTCR-F>>
2	2 WKEE-F>	2 WKEE-F>	2 WRVC-F	2 WRVC-F	2 WPAY-F	2 WKEE-F>>	2 WKEE-F>	2 WKEE-F>>	2 WKEE-F>>	2 WTKZ
3	3 WKLC-F	3 WRVC-F	3 WKEE-F>	3 WKEE-F>	WRVC-F	3 WRVC-F>	3 WRVC-F>	3 WRVC-F<	3 WEMM-F	3
4	4 WRVC-F	4 WKLC-F	4 WKLC-F	4 WKLC-F	WKEE-F	4 WKLC-F	4 WTKZ	4 WKLC-F<	4 WKLC-F	4
5	5	5	5	5	5	5	WKLC-F	5 WEMM-F	5 WRVC-F	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WKEE-F>>	1 WTCR-AF>>1	WTCR-AF>>1	WTCR-AF>>1	WTCR-AF>>
2 WTCR-AF>	2 WKEE-F>	2 WRVC-F	2 WKEE-F>	2 WKEE-F
3 WRVC-F>	3 WRVC-F>	3 WKEE-F>	3 WRVC-F>>	3 WRVC-F
4 WKLC-F	4 WKLC-F	4 WKLC-F	4 WKLC-F	4

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKLC-F	1 WTCR-AF>>1	WTCR-AF>>1	WTCR-AF>>1	WTCR-AF>>
WKEE-F>>	2 WKLC-F	2 WKLC-F	2 WKLC-F	2 WRVC-F>
3 WTCR-AF	3 WKEE-F>	WRVC-F	WKEE-F	3 WKLC-F
4	4 WRVC-F	4 WKEE-F	4 WRVC-F	WKEE-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		56 (1)	56 (1)	17.4	21.5
AOR/CLASSIC		26 (2)	26 (2)	8.1	9.1
AC/OLDIES/SOFT ROCK	5 (1)	46 (4)	51 (5)	15.8	16.8
MOR/VARIETY					1.5
COUNTRY	12 (2)	144 (2)	156 (4)	48.4	41.2
BLACK/URBAN					
BEAUTIFUL/EASY		5 (1)	5 (1)	1.6	1.8
NEWS/TALK	10 (1)		10 (1)	3.1	
NOSTALGIA		4 (1)	4 (1)	1.2	
RELIGION/GOSPEL		14 (1)	14 (1)	4.3	6.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					1.8
	27 (4)	295 (12)	322 (16)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAEZ-F	106.3	Milton/Hntngtn	1.3/6.3/ 6/ 198
WCMI-F	92.7	Ashland	0.8/4.3/ 4/ 122
WGOH	1370	Grayson	1.3/2.7/ 5/ 100
WGTR-F	101.5	Gallipolis	1.1/3.4/ 15/ 344
WKEE	800	Huntington	1.3/5.7/ 5/ 176
WLGC-F	105.5	Grenup	1.1/5.3/ 14/ 214
WMLV-F	107.1	Greenup	1.3/3.4/ 5/ 89

RADIO STATIONS

WKEE ,	800, 5 KW/185 W (DA-2),	Oldies	UNIULT	CNN, $12.00	(Durpetti)	Adventure	
WTCR ,	1420, 5 KW/500 W (DA-N),	--- See WTCR-F					
WTKZ ,	930, 5 KW/1 KW ,	Talk		NBC, $11.00	(Banner)		
WAEZ-F,	106.3, 300 W @ 981 ,	Oldies	UNIULT	MBS, $10.00	(---)	(MILTON)	
WEMM-F,	107.9, 50 KW @ 500 ,	Religion		, $16.00	(---)	Mortenson	
WKEE-F,	100.5, 53 KW @ 560 ,	CHR		ABC, $40.00	(Durpetti)	Adventure	
WRVC-F,	93.7, 100 KW @ 742 ,	AC		NBC, $25.00	(Banner)		
WTCR-F,	103.3, 50 KW @ 492 ,	Country		ABC, $50.00	(Katz)	CRB	
WXVK-F,	97.1, 3 KW @ 328 ,	AC		, $15.00	(---)	(COAL GROVE, OH)	

WKLC -- See Charleston, WV

Miscellaneous: WRVC changes to WTKZ and from AC to Talk (Aug)...

American Radio Fall 1991, Copyright 1992

HUNTSVILLE

Arbitron Rank/Pop (12+): 109/335,800
MSA Rank/Pop: 183/356,000
ADI # 88 (w/Decatur)
Average Person Ratings: 16.9
Market TSL: 22.00 hours

Stations: 16/13
Diaries: 778/432:1/54.7%
Sample Target: 800
% Below Line: 4.6
% Not Listed: 15.4

1991 Revenue: $9,800,000
HH Inc.: $31,600
Retail $: 2.9 Bil
Pop per Station: 25,830
#1 Biller: WQRM-AF $3,300,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90		Birch Share	Birch AQH	Birch Cume	
1. WQRM-F	(C)	123/21.7	25.3	24.7	25.2	22.6	24.2	205/2284	1126/33.5	38.2	37.2		26.8	156	1358	WQRM-F
2. WZYP-F	(CHR)	70/12.4	12.9	13.5	17.6	17.2	14.1	113/1922	1145/34.1	34.3	37.3		16.0	93	1296	WZYP-F
3. WRSA-F	(EZ)	58/10.2	7.2	9.5	11.8	6.5	9.7	73/923	616/18.3	17.0	13.2		3.6	21	504	WRSA-F
4. WTAK	(AOR)	45/ 8.0	7.8	6.7	2.9	7.2	6.3	45/293	283/ 8.4	9.2	7.0		6.7	39	306	WTAK
5. WAHR-F	(SAC)	37/ 6.5	5.7	8.0	6.1	5.3	6.6	46/720	571/17.0	17.1	11.6		5.5	32	407	WAHR-F
6. WEUP	(B)	27/ 4.8	6.3	6.4	5.0	5.3	5.6	29/400	341/10.2	10.7	9.3		6.4	37	617	WEUP
7. WENN-F	(B)	22/ 3.9	3.0	2.9	4.0	2.9	3.5	34/490	310/ 9.2	6.3	8.6		7.4	43	591	WENN-F
8. WHVK-F	(C)	19/ 3.4	1.3	2.2	4.2	5.5	2.8	27/461	280/ 8.3	8.6	14.5		1.5	9	247	WHVK-F
9. WBHP	(C)	18/ 3.2	2.4	3.8	5.0	6.0	3.6	20/339	319/ 9.5	9.7	11.3		5.3	31	403	WBHP
10. WVNN	(T)	17/ 3.0	1.3	1.4	2.0	1.9	1.9	18/307	285/ 8.5	6.9	5.1		1.4	8	119	WVNN
11. WQLT-F	(AC)	13/ 2.3	3.9	1.4	1.5	2.1	2.3	59/846	314/ 9.4	8.6	9.0		0.9	5	158	WQLT-F
12. WNDA-F	(REL)	12/ 2.1	1.8	1.0	2.0	1.0	1.7	12/213	195/ 5.8	4.0	4.7		1.7	10	205	WNDA-F
13.																
14.																
15.																

12+ FM SHARE (METRO): 74.74% (358 of 479) (FAL 90: 73.45%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	WZYP-F>>	WQRM-F	WQRM-F>>	WQRM-F>	WQRM-F>	WQRM-F>	WQRM-F>>	WQRM-F>>	WQRM-F>	WQRM-F>	WQRM-F>
2		WZYP-F	WZYP-F	WTAK	WTAK	WRSA-F	WRSA-F<	WZYP-F	WZYP-F	WZYP-F	WENN-F
3		WTAK >	WTAK >	WZYP-F>	WZYP-F>		WZYP-F>	WRSA-F	WRSA-F>	WENN-F	WZYP-F
4		WAHR-F	WAHR-F	WAHR-F	WAHR-F		WTAK	WAHR-F	WTAK	WRSA-F>	WRSA-F
5							WAHR-F	WTAK		WAHR-F	

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	WQRM-F>>	WQRM-F>	WQRM-F	WQRM-F>>	WQRM-F>>	WQRM-F>	WZYP-F	WTAK >>	WQRM-F	WQRM-F
2	WZYP-F	WZYP-F>	WZYP-F	WZYP-F	WZYP-F	WZYP-F>>	WTAK	WZYP-F>>	WTAK <	WTAK >
3	WENN-F>	WTAK	WTAK	WAHR-F>	WAHR-F	WHVK-F	WQRM-F>>	WQRM-F	WZYP-F>>	WZYP-F>>
4	WEUP	WAHR-F	WAHR-F>>	WTAK	WRSA-F	WAHR-F>	WAHR-F	WAHR-F	WAHR-F	WAHR-F
5				WRSA-F	WTAK	WENN-F			WHVK-F	WRSA-F
						WVNN				

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		72 (2)	72 (2)	15.0	19.8
AOR/CLASSIC	45 (1)		45 (1)	9.4	8.9
AC/OLDIES/SOFT ROCK	6 (1)	13 (1)	19 (2)	4.0	15.3
HOR/VARIETY					
COUNTRY	26 (2)	144 (3)	170 (5)	35.5	32.9
BLACK/URBAN	27 (1)	22 (1)	49 (2)	10.2	9.3
BEAUTIFUL/EASY		95 (2)	95 (2)	19.8	7.4
NEWS/TALK	17 (1)		17 (1)	3.5	2.1
NOSTALGIA					
RELIGION/GOSPEL		12 (1)	12 (1)	2.5	2.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					1.7
	121 (6)	358 (10)	479 (16)		

OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME
WAJF	1490	Decatur	1.1/2.1/ 6/ 80
WJRA	1310	Pricaville	1.4/1.4/ 10/ 70
WAPI-F	94.5	Birmingham	0.4/2.8/ 11/ 234
WQSB-F	105.1	Albertville	0.4/1.8/ 43/ 425

RADIO STATIONS

WBHP, 1230, 1 KW	, COUNTRY	ABC	, $ 29.00 (Katz)		
WDKT, 1360, 1 KW/128 W	, BLACK		, $ 12.00 (---)		
WEUP, 1600, 5 KW/500 W (DA-N)	, BLACK	SBN	, $ 12.00 (---)		
WTAK, 1000, 10 KW (DAYS,DA)	, AOR		, $ 16.00 (Regional)		
WVNN, 770, 10 KW/250 W (DA-N)	, TALK	ABC BRN	, $ (Christal)	(ATHENS)	
WAHR-F, 99.1, 100 KW @ 985	, AC	NBC	, $ 27.00 (Torbet)		
WQRM-F, 102.1, 100 KW @ 727	, COUNTRY		, $ 53.00 (HNWH)	(DECATUR)	
WHVK-F, 93.3, 100 KW @ 981	, AOR	ABC	, $ 15.00 (Christal)	(TULLAHOMA, TN)	
WNDA-F, 95.1, 50 KW @ 110	, RELIGION		, $ 11.00 (---)		
WQLT-F, 107.3, 100 KW @ 1000	, AC/OLDIES	ABC	, $ 13.00 (Torbet)	(FLORENCE)	
WRSA-F, 96.9, 100 KW @ 994	, EZ	CBS	, $ 20.00 (---)		
WZYP-F, 104.3, 100 KW @ 1118	, CHR	ABC	, $ 50.00 (Christal)	(ATHENS)	

American Radio Fall 1991, Copyright 1992

INDIANAPOLIS

Arbitron Rank/Pop (12+): 37/1,035,500
MSA Rank/Pop: 40/1,260,000
ADI # 26
Average Person Ratings: 16.8
Market TSL: 22.25 hours

Stations: 23/20
Diaries: 1660/624:1/55.7%
Sample Target: 1650
% Below Line: 2.1
% Not Listed: 8.4

1991 Revenue: $47,000,000
HH Inc.: $32,434
Retail $: 11.0 Bil
Pop per Station: 51,775
#1 Biller: WFBQ-F $10,000,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WFBQ-F	(AOR)	261/15.0	12.1	13.4	10.6	10.2	12.8	455/5079	2737/26.4	25.9	22.6	13.9	226	2723	WFBQ-F
2. WIBC	(FS)	216/12.4	11.5	14.9	13.4	13.1	13.0	237/2996	2551/24.6	24.2	25.1	13.5	219	2490	WIBC
3. WFMS-F	(C)	188/10.8	12.4	11.0	13.1	13.3	11.8	264/3362	2271/21.9	21.6	23.6	13.2	214	2520	WFMS-F
4. WZPL-F	(CHR)	178/10.2	9.8	10.4	11.6	10.4	10.5	253/3776	2511/24.2	24.9	24.5	12.5	203	2776	WZPL-F
5. WENS-F	(AC)	116/ 6.7	6.9	7.4	8.0	7.8	7.3	148/2510	1847/17.8	20.0	19.9	7.5	122	1704	WENS-F
6. WTLC-F	(B)	115/ 6.6	8.2	7.4	9.2	8.1	7.8	125/1366	1287/12.2	13.0	12.7	9.0	147	1763	WTLC-F
7. WTPI-F	(SAC)	97/ 5.6	6.5	6.3	7.3	6.3	6.4	125/1740	1255/12.1	13.3	14.3	4.8	78	1046	WTPI-F
8. WKLR-F	(O)	83/ 4.8	7.2	5.9	5.5	5.5	5.8	139/2489	1498/14.5	15.1	15.4	3.4	56	894	WKLR-F
9. WTUX	(BB)	77/ 4.4	3.5	3.8	3.0	3.2	3.7	89/998	799/ 7.7	6.3	5.8	1.8	29	495	WTUX
WFXF-F	(CL AOR)	77/ 4.4	5.1	4.7	4.1	5.8	4.6	104/1870	1336/12.9	12.8	15.2	6.1	100	1533	WFXF-F
11. WHHH-F	(CHR)	39/ 2.2	----	----	----	----	0.6	39/472	453/ 4.4	0.0	0.0				WHHH-F
12. WNDE	(T)	34/ 2.0	1.5	1.5	1.5	1.3	1.6	51/863	699/ 6.8	5.3	4.9	1.6	26	481	WNDE
13.															
14.															
15.															

12+ FM SHARE (METRO): 77.13% (1231 of 1596) (FAL 90: 80.03%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZPL-F>>	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>	1 WIBC >	1 WFBQ-F>	1 WFBQ-F	1 WFBQ-F	1 WZPL-F>	1 WIBC >>
2 WTLC-F>	2 WZPL-F>	2 WZPL-F	2 WFMS-F	2 WFMS-F	2 WFMS-F>	2 WIBC >	2 WFMS-F	2 WZPL-F<	2 WFBQ-F	2 WTLC-F
3 WFBQ-F	3 WFMS-F	3 WFMS-F	3 WENS-F	3 WENS-F	3 WTUX <	3 WFMS-F	3 WIBC	3 WIBC	3 WFMS-F	WFBQ-F
WENS-F	4 WENS-F	4 WENS-F>	4 WZPL-F	4 WIBC <	4 WTPI-F	4 WZPL-F>	4 WENS-F	WFMS-F>	4 WTLC-F<	4 WFMS-F
5	5 WFXF-F	5 WTLC-F	5 WKLR-F	5 WZPL-F<	5 WFBQ-F	5 WTLC-F<	5 WZPL-F	5 WENS-F	5 WIBC	5 WZPL-F
6	6 WTLC-F	WFXF-F<	6 WIBC	WKLR-F	6 WKLR-F	6 WTPI-F	6 WTPI-F	6 WTLC-F	6 WENS-F	6
7	7	7 WKLR-F	7 WTLC-F<	7 WTPI-F	7 WTLC-F	WENS-F	7 WTUX	7 WTPI-F	7	7
8	8	8	8 WTPI-F	8 WTLC-F	WENS-F	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WZPL-F>>	1 WZPL-F	1 WFBQ-F	1 WZPL-F	1 WFMS-F
2 WFBQ-F>	2 WFBQ-F>	2 WFMS-F	2 WFBQ-F	2 WENS-F
3 WENS-F	3 WENS-F	3 WENS-F	WENS-F	3 WFBQ-F
4 WTLC-F	4 WFMS-F	4 WZPL-F	4 WFMS-F>	4 WZPL-F
WHHH-F	5 WTLC-F>	5 WTLC-F>	5 WTLC-F	5 WTPI-F
6 WFMS-F	6 WFXF-F	6 WTPI-F	6 WTPI-F	6 WTLC-F
7 WFXF-F	7 WTPI-F	7 WFXF-F	7 WKLR-F	7 WKLR-F
8	8	8	8	8 WIBC

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>>
2 WFMS-F	2 WZPL-F<	2 WZPL-F	2 WFMS-F	2 WIBC
3 WZPL-F	3 WFXF-F	3 WFXF-F	3 WFXF-F<	WFMS-F
WFXF-F>	4 WFMS-F	4 WNDE	4 WZPL-F	4 WKLR-F
5 WENS-F>	5	5 WTLC-F	5 WIBC <	5 WFXF-F<
6 WTLC-F	6	WIBC	6 WKLR-F	6 WZPL-F
7	7	WHHH-F	7 WENS-F	7 WTPI-F
8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		217 (2)	217 (2)	13.6	14.9
AOR/CLASSIC	5 (1)	358 (3)	363 (4)	22.7	15.5
AC/OLDIES/SOFT ROCK		199 (2)	199 (2)	12.5	24.2
NOR/VARIETY	225 (2)		225 (2)	14.1	12.5
COUNTRY		194 (2)	194 (2)	12.2	13.2
BLACK/URBAN		115 (1)	115 (1)	7.2	9.8
BEAUTIFUL/EASY		97 (1)	97 (1)	6.1	1.1
NEWS/TALK	34 (1)		34 (1)	2.1	2.1
NOSTALGIA	77 (1)		77 (1)	4.8	3.8
RELIGION/GOSPEL	17 (2)	8 (1)	25 (3)	1.8	1.7
SPANISH					
CLASSICAL	7 (1)	15 (1)	22 (2)	1.4	1.4
JAZZ/NEW AGE					
UNKNOWN/OTHERS		28 (2)	28 (2)	1.8	
	365 (8)	1231 (15)	1596 (23)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBRI	1500	Indianapolis	0.5/1.4/ 9/ 153
WCBK-F	102.3	Martinsville	0.3/1.4/ 8/ 230
WFXF	1430	Indianapolis	0.3/2.0/ 9/ 255
WPZZ-F	95.9	Franklin/Indy	0.5/2.1/ 8/ 224
WSYW	810	Indianapolis	0.4/2.3/ 7/ 242
WSYW-F	107.1	Danville/Indy	0.9/3.1/ 16/ 339
WTTS-F	92.3	Bloomington	1.1/4.5/ 46/ 914
WXLW	950	Anderson	0.5/2.1/ 9/ 305
WKKQ-F	101.5	Columbus	1.2/2.7/113/1208
WLW	700	Cincinnati	0.5/1.8/ 40/ 578
WRZQ-F	107.3	Greensburg/Clmb	0.4/0.6/ 7/ 153

American Radio Fall 1991, Copyright 1992

INDIANAPOLIS

RADIO STATIONS

WBRI,	1500,	5 KW (DAYS, DA)	, RELIGION		, $ 20.00	(---)	
WIBC,	1070,	50 KW/10 KW (DA-2),	FULL SERVICE	NBC TALKNT,	$ 140.00	(Durpetti)	Sconnix
WNDE,	1260,	5 KW (DA-N)	, TALK	MBS,	$ 34.00	(Katz)	Great American
WNTS,	1590,	5 KW/500 W (DA-2),	RELIGION		, $ 22.00	(---)	
WSYW,	810,	250 W (DAYS)	, RAP	UPI ABC,	$ 15.00	(CMBS)	Universal
WTUX,	1310,	5 KW/1 KW (DA-2) ,	NOSTALGIA	CBS UNISUP,	$ 30.00	(MMR)	Panache
WXTZ,	1430,	1 KW (DA-N)	, EZ	ABC UNISUP,	$ 30.00	(Christal)	WIN/ML
WENS-F	97.1,	23 KW @ 739,	AC		, $ 100.00	(McGuild)	Emmis
WFBQ-F,	94.7,	41 KW @ 900,	AOR	SOURCE,	$ 160.00	(Katz)	Broadcast Alchemy
WFMS-F,	95.5,	13 KW @ 990,	COUNTRY		, $ 115.00	(Eastman)	Susquehanna
WKLR-F,	93.1,	12 KW @ 1022,	OLDIES		, $ 107.00	(Durpetti)	Sconnix
WFXF-F,	103.3,	18 KW @ 840,	CL AOR	ABC,	$ 49.00	(Banner)	ML/WIN
WPZZ-F,	95.9,	3 KW @ 300,	GOSPEL	SBN NBN,	$ 17.00	(Regional)	Willis (FRANKLIN)
WSYW-F,	107.1,	1 KW @ 804,	CLASSICAL	UPI,	$ 25.00	(CMBS)	Universal (DANVILLE)
WTLC-F,	105.7,	50 KW @ 450,	BLACK		, $ 58.00	(MMR)	Panache
WTPI-F,	107.9,	22 KW @ 762,	SOFT AC		, $ 58.00	(Torbet)	Hystar
WXIR-F,	96.3,	3 KW @ 290,	RELIGION		, $ 15.00	(---)	(PLAINFIELD)
WZPL-F,	99.5,	13 KW @ 990,	CHR	APR,	$ 88.00	(HNWH)	Booth
WTTS-F,	92.3,	37 KW @ 1090,	CHR		, $ 34.00	(Banner)	Sarkes Tarzian (BLOOMINGTON)
WHHH-F,	96.3,	0.6 KW @ 867,	CHR		, $ 16.00	(---)	

Miscellaneous: WFBQ-F From Great American to Broadcast Alchemy for $33,000,000 (e) (Mahlman/Jorgenson, Chapin)...

American Radio Fall 1991, Copyright 1992

JACKSON

Arbitron Rank/Pop (12+): 116/323,200
MSA Rank/Pop: 119/406,000
ADI # 89
Average Person Ratings: 17.4
Market TSL: 22.75 hours

Stations: 21/21
Diaries: 792/408:1/47.7%
Sample Target: 800
% Below Line: 0.0
% Not Listed: 21.7

1991 Revenue: $12,100,000
HH Inc.: $28,902
Retail $: 3.0 Bil
Pop per Station: 15,390
#1 Biller: WMSI-F $3,600,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WMSI-F	(C)	109/19.4	16.1	18.2	16.9	17.5	17.6	183/2076	977/30.2	31.5	28.7	16.8	97	1064	WMSI-F
2. WKXI-F	(B)	45/ 8.0	9.5	4.6	2.5	2.4	6.2	86/978	611/18.9	13.9	8.1	11.8	68	822	WKXI-F
3. WJMI-F	(B)	42/ 7.5	12.6	11.6	14.2	15.1	11.5	95/1267	584/18.1	23.5	22.6	12.8	74	1079	WJMI-F
4. WJDX-F	(AC)	40/ 7.1	4.3	4.3	3.2	3.1	4.7	65/1011	599/18.5	13.9	14.0	5.4	31	516	WJDX-F
5. WSTZ-F	(CL AOR)	34/ 6.0	6.7	4.8	8.5	7.3	6.5	51/659	410/12.7	12.0	12.8	9.2	53	536	WSTZ-F
6. WOAD	(G/B)	32/ 5.7	11.1	9.7	7.7	7.5	8.6	32/437	430/13.3	15.1	15.7	3.3	19	319	WOAD
7. WTYX-F	(O)	23/ 4.1	4.5	5.6	3.8	4.4	4.5	33/792	499/15.4	16.4	16.8	5.4	31	438	WTYX-F
WLIN-F	(SAC)	23/ 4.1	2.4	4.9	3.4	3.2	3.7	26/368	289/ 8.9	11.5	9.2	2.6	15	198	WLIN-F
9. WOHT-F	(CHR)	21/ 3.7	3.3	5.6	4.5	5.4	4.3	34/800	488/15.1	16.9	14.7	4.0	23	601	WOHT-F
10. WSLI	(T)	13/ 2.3	2.2	2.0	2.3	1.4	2.2	14/282	265/ 8.2	7.6	5.3	1.6	9	167	WSLI
11. WJNT	(T)	12/ 2.1	1.2	1.7	1.3	3.2	1.6	16/247	198/ 6.1	6.4	7.4	1.2	7	223	WJNT
12. WKXI	(B)	10/ 1.8	0.9	3.1	4.5	5.4	2.6	13/211	191/ 5.9	9.2	15.7	1.4	8	174	WKXI
13.															
14.															
15.															

12+ FM SHARE (METRO): 81.82% (360 of 440) (FAL 90: 73.17%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJMI-F	1 WMSI-F>	1 WMSI-F>	1 WMSI-F>>	1 WMSI-F>>	1 WMSI-F>>	1 WMSI-F>>	1 WMSI-F>>	1 WMSI-F>>	1 WKXI-F>	1 WMSI-F>>
2 WOHT-F	2 WKXI-F<	2 WKXI-F	2 WSTZ-F	2 WSTZ-F	2 WOAD <	2 WJMI-F<	2 WJDX-F	2 WJMI-F	2 WJMI-F	2 WKXI-F
3 WKXI-F>	3 WSTZ-F	3 WKXI-F	WJDX-F	3 WJDX-F	3 WJDX-F	3 WSTZ-F	3 WJDX-F<	3 WMSI-F	3 WJMI-F	
4 WMSI-F	WJMI-F>	4 WJMI-F	4 WJDX-F	4 WKXI-F	4 WLIN-F	4 WOAD <	4 WJMI-F	4 WKXI-F	4 WOHT-F	4 WOAD
5	5 WJDX-F	5 WJDX-F	5 WTYX-F	5 WTYX-F	5 WTYX-F	5 WKXI-F	5 WLIN-F<	5 WSTZ-F	5	5
							6 WKXI-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WMSI-F	1 WMSI-F>>	1 WMSI-F>>	1 WMSI-F>>	1 WMSI-F>>	1 WJMI-F>	1 WSTZ-F	1 WSTZ-F	1 WMSI-F<	1 WMSI-F
2 WJMI-F	2 WJMI-F	2 WSTZ-F	2 WKXI-F	2 WKXI-F	2 WSTZ-F	2 WKXI-F	2 WMSI-F	2 WSTZ-F>	2 WSTZ-F
3 WKXI-F>>	3 WKXI-F>	3 WKXI-F	3 WJMI-F	WJDX-F	3 WKXI-F>	3 WMSI-F	3 WKXI-F>	3 WKXI-F>	3 WJDX-F
4 WJDX-F	4 WSTZ-F	WJMI-F	4 WJDX-F>	4 WOAD	4 WOHT-F	4 WJMI-F>	4 WJDX-F>	4 WJDX-F	4 WKXI-F>
5 WSTZ-F	5 WJDX-F	5 WOAD	5 WSTZ-F	5 WTYX-F	WMSI-F	5 WJDX-F	5 WOHT-F	5 WJMI-F	5 WTYX-F
WOHT-F		WJDX-F		WJMI-F	WIIN-F		WJMI-F		

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		21 (1)	21 (1)	4.8	6.5
AOR/CLASSIC		34 (1)	34 (1)	7.7	8.7
AC/OLDIES/SOFT ROCK	1 (1)	63 (2)	64 (3)	14.5	13.4
MOR/VARIETY					
COUNTRY		115 (2)	115 (2)	26.1	21.3
BLACK/URBAN	10 (1)	87 (2)	97 (3)	22.0	24.6
BEAUTIFUL/EASY		23 (1)	23 (1)	5.2	3.9
NEWS/TALK	25 (2)		25 (2)	5.7	6.3
NOSTALGIA	3 (1)		3 (1)	0.7	0.6
RELIGION/GOSPEL	33 (2)	17 (3)	50 (5)	11.4	12.2
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	8 (2)		8 (2)	1.8	2.4
	80 (9)	360 (12)	440 (21)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WHJT-F	93.5	Clinton/Jackson	1.1/4.3/ 10/ 175
WIIN-F	98.7	Vicksburg	1.1/5.3/ 9/ 291
WJDS	620	Jackson	0.2/2.3/ 1/ 86
WMQO	1370	Canton	1.1/2.2/ 6/ 73
WOAD-F	92.9	Utica/Jackson	1.4/4.1/ 8/ 142
WONG	1150	Canton	0.4/1.3/ 2/ 42
WZRX	1590	Jackson	0.5/2.0/ 3/ 64

RADIO STATIONS

WJDS ,	620,	5 KW/1 KW (DA-N),	Soft AC	ABC MBS,	$15.00	(Mc-Guild)	Capstar
WJNT ,	1180,	50 KW/5 KW (DA-2),	Talk	APR,	$14.00	(---)	
WKXI ,	1300,	5 KW/1 KW ,	Black	UNISUP SBN,	$16.00	(Banner)	Opus
WOAD ,	1400,	1 KW ,	Gospel/Black	ABC,	$15.00	(Durpetti)	Holt
WSLI ,	930,	5 KW (DA-N) ,	Talk	TALKNT MBS,	$ NA	(Eastman)	
WJMI-F,	99.7,	98 KW @ 1060 ,	Black	ABC CBS,	$45.00	(Durpetti)	Holt
WLIN-F,	101.7,	3 KW @ 300 ,	EZ	UNIULT,	$15.00	(Regional)	(GLUCKSTADT)
WKXI-F,	107.5,	100 KW @ 951 ,	Black	,	$15.00	(Eastman)	(MAGEE)
WMSI-F,	102.9,	100 KW @ 1500 ,	Country	ABC,	$70.00	(Mc-Guild)	Capstar
WOHT-F,	95.5,	100 KW @ 1058 ,	CHR	UNIPWR,	$23.00	(HNWH)	Jenna
WJDX-F,	96.3,	100 KW @ 1415 ,	AC	,	$32.00	(---)	Spur
WSTZ-F,	106.7,	100 KW @ 1064 ,	AOR	UNISUP,	$33.00	(HNWH)	Lewis (VICKSBURG)
WTYX-F,	94.7,	100 KW @ 1117 ,	Oldies	ABC,	$44.00	(Banner)	Opus

American Radio Fall 1991, Copyright 1992

JACKSONVILLE

Arbitron Rank/Pop (12+): 50/791,600
MSA Rank/Pop: 57/947,000
ADI # 54
Average Person Ratings: 15.5
Market TSL: 20.75 hours

Stations: 27/25
Diaries: 1193/794:1/44.8%
Sample Target: 1200
% Below Line: 0.8
% Not Listed: 17.0

1991 Revenue: $24,200,000
HH Inc.: $31,680
Retail $: 7.5 Bil
Pop per Station: 31,664
#1 Biller: WAPE-F $4,300,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WQIK-F	(C)	146/11.9	10.4	13.7	11.4	11.3	11.8	193/2316	1797/22.7	23.1	20.5	11.9	149	1827	WQIK-F
2. WAPE-F	(CHR)	143/11.7	9.6	10.2	9.5	11.3	10.3	161/2338	2090/26.4	26.6	24.3	9.7	122	1980	WAPE-F
3. WEJZ-F	(SAC)	120/ 9.8	7.4	6.5	6.4	8.1	7.5	127/1800	1565/19.8	18.7	19.1	4.9	62	929	WEJZ-F
4. WFYV-F	(AOR)	101/ 8.2	8.1	7.2	9.5	7.7	8.3	106/1340	1201/15.2	15.9	15.6	9.6	120	1410	WFYV-F
5. WKQL-F	(O)	82/ 6.7	6.6	6.3	4.5	7.6	6.0	87/1258	1163/14.7	15.8	17.8	4.0	50	1018	WKQL-F
6. WROO-F	(C)	66/ 5.4	5.7	5.0	5.7	4.6	5.4	72/1222	1053/13.3	12.8	9.1	7.3	91	998	WROO-F
7. WHJX-F	(B)	62/ 5.1	7.6	5.9	7.4	6.5	6.5	84/1034	832/10.6	11.7	11.5	10.7	134	1420	WHJX-F
8. WIVY-F	(AC)	59/ 4.8	7.0	7.1	5.4	5.6	6.1	81/1228	1120/14.1	18.2	14.9	4.5	57	1233	WIVY-F
9. WOKV	(N/T)	46/ 3.7	3.2	3.5	4.5	4.1	3.7	47/904	859/10.9	8.4	10.0	3.9	49	849	WOKV
10. WAIA-F	(AOR)	38/ 3.1	3.1	2.8	1.9	0.5	2.7	38/763	717/ 9.1	8.2	1.7	6.0	75	886	WAIA-F
11. WJBT-F	(B)	20/ 1.6	1.4	3.4	3.1	2.9	2.4	20/535	530/ 6.7	8.0	6.6	0.7	9	129	WJBT-F
WCGL	(G)	20/ 1.6	1.5	2.1	2.8	2.5	2.0	20/278	278/ 3.5	3.6	4.3	1.0	12	192	WCGL
13. WOKV-F	(N/T)	18/ 1.5	1.1	0.3	0.8	1.5	0.9	19/453	395/ 5.0	2.0	5.9	1.0	13	335	WOKV-F

12+ FM SHARE (METRO): 86.04% (875 of 1017) (FAL 90: 82.02%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAPE-F>>	1 WFYV-F	1 WAPE-F<	1 WQIK-F<	1 WQIK-F<	1 WQIK-F>	1 WQIK-F	1 WEJZ-F	1 WQIK-F<	1 WAPE-F	1 WQIK-F>>
2 WHJX-F>	WAPE-F>	2 WFYV-F	2 WEJZ-F	2 WEJZ-F>	2 WEJZ-F	2 WAPE-F>	2 WQIK-F<	2 WEJZ-F	2 WFYV-F	2 WAPE-F<
3 WQIK-F	3 WEJZ-F	3 WQIK-F<	3 WFYV-F	3 WKQL-F	3 WKQL-F	3 WEJZ-F	3 WAPE-F	WAPE-F	3 WQIK-F	3 WFYV-F
4	4 WQIK-F	4 WEJZ-F>	4 WKQL-F<	WFYV-F<	4	4 WFYV-F<	4 WFYV-F<	4 WFYV-F>	4 WEJZ-F	4 WROO-F
5	5 WHJX-F	5 WKQL-F	5 WAPE-F	5 WAPE-F	5	5 WKQL-F	5 WKQL-F	5 WKQL-F	5 WHJX-F	5
6	6 WROO-F	6 WIVY-F<	6 WIVY-F<	6 WIVY-F	6	6 WROO-F	6 WIVY-F<	6	6	6
7	WIVY-F	7 WROO-F	7 WROO-F	7 WROO-F	7	7	7 WOKV	7	7	7
8	8 WAIA-F	WHJX-F	8	8	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAPE-F>>	1 WAPE-F>>	1 WAPE-F	1 WAPE-F>	1 WEJZ-F	1 WFYV-F>>	1 WFYV-F>>	1 WFYV-F>	1 WFYV-F>	1 WQIK-F
2 WHJX-F	2 WEJZ-F	2 WIVY-F	2 WEJZ-F	2 WAPE-F	2 WAPE-F	2 WQIK-F	2 WEJZ-F	2 WQIK-F>	2 WFYV-F
3 WFYV-F	3 WIVY-F	3 WEJZ-F	3 WQIK-F	3 WQIK-F	3 WHJX-F	3 WEJZ-F	3 WQIK-F	3 WEJZ-F	3 WEJZ-F>
4 WEJZ-F	4 WHJX-F	4 WQIK-F	4 WKQL-F	4 WKQL-F	4 WQIK-F	WAPE-F	WAIA-F	4 WAPE-F<	4 WKQL-F
5 WROO-F	5 WROO-F	5 WROO-F	WIVY-F	5 WIVY-F	5 WMMZ-F	WAIA-F	5 WROO-F	5 WKQL-F	5 WROO-F
6 WQIK-F	WQIK-F	6 WHJX-F	6 WROO-F	6 WROO-F	WAIA-F	6 WHJX-F	6 WAPE-F	6 WAIA-F	6 WIVY-F
7 WIVY-F	7 WFYV-F	7 WKQL-F	WHJX-F	7	7	7	7 WHJX-F	7 WROO-F	7
8	8	8	8	8	8	8	8 WIVY-F	8	8

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		147 (2)	147 (2)	14.5	14.9
AOR/CLASSIC		139 (2)	139 (2)	13.7	9.8
AC/OLDIES/SOFT ROCK		151 (4)	151 (4)	14.8	28.7
MOR/VARIETY					
COUNTRY	4 (1)	218 (3)	222 (4)	21.8	19.1
BLACK/URBAN	7 (1)	82 (2)	89 (3)	8.8	14.3
BEAUTIFUL/EASY		120 (1)	120 (1)	11.8	
NEWS/TALK	65 (3)	18 (1)	83 (4)	8.2	6.1
NOSTALGIA	4 (1)		4 (1)	0.4	
RELIGION/GOSPEL	53 (4)		53 (4)	5.2	5.2
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	9 (2)		9 (2)	0.9	1.8
	142 (12)	875 (15)	1017 (27)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAOC	1420	St. Augustine	0.4/0.9/ 5/ 87
WFOY	1240	St. Augustine	0.3/1.1/ 4/ 87
WJAX	1220	Jacksonville	0.3/1.2/ 5/ 105
WJXR-F	92.1	Macclenny	0.5/1.3/ 8/ 112
WNZS	930	Jacksonville	0.4/2.0/ 5/ 156
WPDQ	690	Jacksonville	1.2/4.5/ 15/ 363
WQIK	1320	Jacksonville	0.3/2.2/ 5/ 187
WROS	1050	Jacksonville	0.9/1.5/ 11/ 119
WSOS-F	105.5	St. Augustine	0.3/1.6/ 4/ 139
WSVE	1280	Jacksonville	1.4/3.5/ 17/ 276
WVOJ	970	Jacksonville	0.4/1.0/ 5/ 77
WZAZ	1400	Jacksonville	0.6/2.0/ 7/ 160
WMMZ-F	93.7	Ocala	0.5/1.2/ 11/ 195
WNFI-F	99.9	Palatka	0.3/2.3/ 21/ 351

RADIO STATIONS

WCGL ,	1360,	5 KW (DAYS)	, Gospel	SBN, $ 15.00	(K & P)	
WOKV ,	600,	5 KW (DA-N)	, News/Talk	ABC CBS, $ 25.00	(HMR)	EZ
WSVE ,	1280,	5 KW (DAYS)	, Gospel	NBN UNIPWR, $ 13.00	(Republic)	
WZAZ ,	1400,	1 KW	, Black	CBS, $ 14.00	(K & P)	
WAIA-F,	93.3,	50 KW @ 500	, Classic AOR	, $ 20.00	(---)	(ST. MARY)
WAPE-F,	95.1,	100 KW @ 984	, CHR	, $100.00	(HNWH)	Evergreen
WROO-F,	107.3,	100 KW @ 705	, Country	, $ 46.00	(Banner)	Paxson
WEJZ-F,	96.1,	100 KW @ 984	, Soft AC	UNISUP, $ 47.00	(Katz)	Renda
WFYV-F,	104.5,	100 KW @ 1014	, AOR	NBC, $ 74.00	(Christal)	Metroplex
WHJX-F,	101.5,	100 KW @ 1863	, Black	ABC, $ 30.00	(Durpatt)	(BRUNSWICK, GA)
WOKV-F,	100.7,	36 KW @ 1463	, News/Talk	ABC, $ 36.00	(---)	Osborn (BRUNSWICK, GA)
WIVY-F,	102.9,	100 KW @ 1014	, AC	APR, $ 62.00	(Durpatt)	Taylor
WKQL-F,	96.9,	100 KW @ 1013	, Oldies	, $ 70.00	(HMR)	EZ
WQIK-F,	99.1,	100 KW @ 1014	, Country	ABC, $ 98.00	(Eastman)	Jacor
WJBT-F,	92.7,	1.3 KW @ 497	, Black	CBS, $ 21.00	(K & P)	(GREEN COVE SPGS)

Miscellaneous: WZAZ AF Sold out of bankruptcy for $2,025,000... WRXJ Sold to Paxson for $435,000... WCRJ-F changes to WROO-F (Dec)... WZAZ-F changes to WJBT-F (Nov)...

American Radio Fall 1991, Copyright 1992

JOHN CITY-KINGSPORT

Arbitron Rank/Pop (12+): 94/374,000
MSA Rank/Pop: 109/454,000
ADI # 85
Average Person Ratings: 14.7
Market TSL: 19.75 hours

Stations: 20/20
Diaries: 834/448:1/54.9%
Sample Target: 860
% Below Line: 9.4
% Not Listed: 14.2

1991 Revenue: $9,600,000
HH Inc.: $27,034
Retail $: 2.6 Bil
Pop per Station: 18,700
#1 Biller: WXBQ-F $1,950,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WXBQ-F (C)	137/24.9	20.9	22.7	19.3	17.9	22.0	187/2298	1549/41.4	40.0	34.0	25.9	147	1515	WXBQ-F
2. WQUT-F (CHR)	82/14.9	21.1	18.0	20.0	16.5	18.5	117/1720	1175/31.4	34.6	34.0	24.8	141	1393	WQUT-F
3. WTFM-F (AC)	73/13.2	10.9	14.2	11.9	18.4	12.5	98/1596	1051/28.1	31.6	30.9	10.4	59	1029	WTFM-F
4. WUSJ-F (C)	31/ 5.6	4.4	5.9	6.6	5.1	5.6	32/513	440/11.8	11.8	11.3	3.2	18	339	WUSJ-F
5. WIMZ-F (AOR)	23/ 4.2	4.4	4.3	3.8	4.1	4.2	42/676	334/ 8.9	9.8	9.1	6.5	37	382	WIMZ-F
6. WJCW-AA (FS)	21/ 3.8	5.1	4.3	6.0	3.6	4.8	24/461	436/11.7	11.2	10.0	3.9	20	445	WJCW-AA
7. WIVK-F (C)	13/ 2.4	1.1	2.1	1.8	1.9	1.9	71/836	213/ 5.7	4.4	4.4	1.6	9	196	WIVK-F
WKOS-F (O)	13/ 2.4	2.0	2.9	2.1	1.9	2.3	14/347	299/ 8.0	8.1	6.8	3.2	18	273	WKOS-F
9. WKPT (EZ)	12/ 2.2	2.0	2.1	2.5	2.2	2.2	13/284	265/ 7.1	6.7	6.7	1.2	7	253	WKPT
10.														

12+ FM SHARE (METRO): 84.14% (398 of 473) (FAL 90: 79.31%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQUT-F>>	1 WQUT-F	1 WXBQ-F	1 WXBQ-F>	1 WXBQ-F>	1 WXBQ-F>>	1 WXBQ-F>	1 WXBQ-F>	1 WXBQ-F>	1 WXBQ-F	1 WXBQ-F>>
2 WTFM-F	2 WXBQ-F>	2 WQUT-F	2 WTFM-F<	2 WTFM-F	2 WTFM-F>	2 WQUT-F<	2 WTFM-F	2 WQUT-F>	2 WQUT-F>	2 WQUT-F
3 WXBQ-F	3 WTFM-F>	3 WTFM-F	3 WQUT-F	3 WQUT-F>>	3 WUSJ-F	3 WTFM-F>>	3 WQUT-F>	3 WTFM-F	3 WIMZ-F	3
4	4 WIMZ-F	4	4	4 WUSJ-F	4 WJCW-AA	4 WJCW-AA	4 WUSJ-F	4	WTFM-F	4
5	5	5	5	5	5 WQUT-F	5 WUSJ-F	5	5	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WQUT-F>>	1 WXBQ-F	1 WXBQ-F>>	1 WXBQ-F>	1 WXBQ-F>
2 WXBQ-F	2 WQUT-F	2 WTFM-F	2 WTFM-F	2 WTFM-F>>
3 WTFM-F>>	3 WTFM-F	3 WQUT-F>>	3 WQUT-F	3 WQUT-F>
4 WIMZ-F	4	4	4	4 WUSJ-F
5	5	5	5	5

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WQUT-F>>	1 WQUT-F>>	1 WQUT-F>>	1 WQUT-F	1 WXBQ-F
2 WIMZ-F	2 WXBQ-F	2 WXBQ-F	2 WXBQ-F>	2 WQUT-F>
WXBQ-F>>	3 WIMZ-F>	3 WIMZ-F	3 WIMZ-F	3 WTFM-F>
4 WIVK-F	4 WTFM-F	4 WTFM-F	4 WTFM-F	4 WIMZ-F
WTFM-F	5	5	5	5 WJCW-AA

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		90 (3)	90 (3)	19.0	21.6
AOR/CLASSIC		23 (1)	23 (1)	4.9	4.6
AC/OLDIES/SOFT ROCK	11 (2)	89 (3)	100 (5)	21.1	24.9
MOR/VARIETY	21 (2)		21 (2)	4.4	
COUNTRY	16 (4)	189 (4)	205 (8)	43.3	40.8
BLACK/URBAN					
BEAUTIFUL/EASY	12 (1)		12 (1)	2.5	2.5
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL	15 (4)	6 (1)	21 (5)	4.4	5.2
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		1 (1)	1 (1)	0.2	0.4
	75 (13)	398 (13)	473 (26)		

OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME
WBBI	1230	Abingdon	0.7/1.7/ 4/ 81
WBEJ	1240	Elizabethton	0.9/3.3/ 5/ 124
WEMB	1420	Erwin	0.5/1.2/ 3/ 45
WETB	790	Johnson City	0.9/3.9/ 6/ 206
WEYE-F	104.3	Surgoinsville	0.2/2.1/ 1/ 89
WFHG	980	Bristol	1.3/3.6/ 7/ 133
WGAT	1050	Gate City	0.7/2.8/ 4/ 105
WIKQ-F	94.9	Greenville	0.5/3.9/ 6/ 267
WHCH	1260	Church Hill	0.7/1.9/ 4/ 75
WMEV-F	93.9	Marion	1.5/4.2/ 36/ 472
WRGS	1370	Rogersville	0.7/1.6/ 4/ 59
WZAP	690	Bristol	0.7/2.1/ 6/ 147
WFQM	1010	Blk Mountain	0.4/1.5/ 0/ 0
WKSF-F	99.9	Asheville	0.7/2.7/ 4/ 212
WMIT-F	106.9	Black Mountain	1.1/3.7/ 13/ 233
WOKI-F	100.3	Oak Ridge/Knxvl	0.7/2.4/ 41/ 528

RADIO STATIONS

WJCW ,	910, 5 KW/1 KW (DA-N) ,	N/T/Full Service	CBS	MBS, $18.00	(Katz)	Bloomington	(JOHNSN CTY)
WKPT ,	1400, 1 KW ,	EZ		ABC, $13.00	(Eastman)	Home News	(KINGSPORT)
WFHG ,	980, 5 KW/1 KW (DA-N) ,	Oldies	ABC	SMN, $12.00	(Mc-Guild)	Nininger	(BRISTOL,VA)
WQUT-F,	101.5, 100 KW @ 1497 ,	CHR		CBS, $48.00	(Katz)	Bloomington	(JOHNSN CTY)
WTFM-F,	98.5, 100 KW @ 1260 ,	AC		ABC, $38.00	(Eastman)	Home News	(KINGSPORT)
WUSJ-F,	99.3, 3 KW @ 328 ,	Country		NBC, $17.00	(Durpett1)		(ELIZABETHTOWN)
WXBQ-F,	96.9, 67 KW @ 2240 ,	Country		ABC, $42.00	(Mc-Guild)	Nininger	(BRISTOL, VA)
WKOS-F,	104.5, 1.4 KW @ 480 ,	Oldies		SMN, $16.00	(Banner)	Eahakel	(KINGSPORT)

WIMZ-F — See Knoxville

American Radio Fall 1991, Copyright 1992

JOHNSTOWN

Arbitron Rank/Pop (12+): 158/201,100
MSA Rank/Pop: 185/252,000
ADI # 83 (w/Altoona)
Average Person Ratings: 17.6
Market TSL: 23.25 hours

Stations: 27/12
Diaries: 666/302:1/61.6%
Sample Target: 550
% Below Line: 22.9
% Not Listed: 15.0

1991 Revenue: $4,700,000
HH Inc.: $23,464
Retail $: 1.4 Bil
Pop per Station: 16,758
#1 Biller: NA

12+ METRO		1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1.	WGLU-F	(CHR)	50/14.1	13.1	14.4	15.2	----	----	51/698	604/30.0	29.6	28.4	17.5	58	602	WGLU-F
2.	WKYE-F	(AC)	35/ 9.9	12.9	10.8	12.6	----	----	38/696	532/26.5	24.5	26.3	8.7	29	324	WKYE-F
3.	WYSN-F	(EZ)	32/ 9.0	6.3	7.3	6.4	----	----	37/341	287/14.3	13.6	14.3	5.7	19	243	WYSN-F
4.	WKQS-F	(AC)	29/ 8.2	9.7	7.9	6.2	----	----	30/470	429/21.3	20.1	17.7	9.9	33	276	WKQS-F
5.	WJAC	(C)	22/ 6.2	5.1	5.0	5.4	----	----	27/435	335/16.7	16.6	17.4	4.5	15	230	WJAC
6.	WDVE-F	(AOR)	20/ 5.6	4.3	7.6	4.6	----	----	27/384	241/12.0	13.4	15.6	9.0	30	411	WDVE-F
7.	WVSC-F	(AC)	12/ 3.4	2.6	3.1	3.1	----	----	12/162	162/ 8.1	9.9	9.8	2.1	7	207	WVSC-F
8.	WFGY-F	(SAC)	11/ 3.1	3.1	1.8	1.8	----	----	55/589	214/10.6	8.2	4.8	6.9	23	206	WFGY-F
	WVSC	(C)	11/ 3.1	2.6	3.1	2.6	----	----	11/152	152/ 7.6	6.9	7.2	3.6	12	124	WVSC
10.	WNTJ	(N/T)	10/ 2.8	1.4	1.0	2.8	----	----	10/125	125/ 6.2	6.0	3.9	1.2	4	115	WNTJ
11.	WIYQ-F	(O)	9/ 2.5	2.3	5.0	6.2	----	----	9/226	208/10.3	9.4	13.0	1.8	6	154	WIYQ-F
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 82.72% (249 of 301) (FAL 90: 86.03%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	WGLU-F>>	WGLU-F	WGLU-F	WKYE-F	WKYE-F	WYSN-F>	WGLU-F	WKYE-F	WGLU-F	WGLU-F>>	WVSC-F>
2		WDVE-F	WKYE-F	WGLU-F	WKQS-F	WJAC	WKYE-F>	WYSN-F	WYSN-F	WYSN-F	WGLU-F>
3		WKYE-F>	WKQS-F	WKQS-F>	WGLU-F>	WKYE-F	WKQS-F	WGLU-F<	WKYE-F	WDVE-F	WNTJ
4		WKQS-F	WDVE-F	WDVE-F	WDVE-F	WKQS-F	WYSN-F	WKQS-F<	WKQS-F	WKQS-F	WJAC
5								WJAC		WJAC	

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	WGLU-F>>	WGLU-F>	WKYE-F>>	WGLU-F	WKYE-F	WGLU-F	WDVE-F	WDVE-F>>	WDVE-F	WDVE-F>
2		WKYE-F>	WKQS-F	WKYE-F	WKQS-F	WDVE-F>>	WGLU-F>	WGLU-F	WGLU-F>	WKYE-F
3		WKQS-F	WGLU-F>	WKQS-F	WGLU-F>>	WRRK-F	WKYE-F>	WKYE-F	WKYE-F	WGLU-F
4		WDVE-F	WDVE-F		WFRB-F	WKYE-F	WKQS-F	WBXQ-F	WKQS-F	WKQS-F
5						WKQS-F		WKQS-F		

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		57 (3)	57 (3)	18.9	20.3
AOR/CLASSIC		26 (2)	26 (2)	8.6	14.0
AC/OLDIES/SOFT ROCK		92 (6)	92 (6)	30.6	35.6
MOR/VARIETY					7.3
COUNTRY	37 (3)	15 (3)	52 (6)	17.3	8.6
BLACK/URBAN					0.6
BEAUTIFUL/EASY		50 (3)	50 (3)	16.6	12.4
NEWS/TALK	10 (1)		10 (1)	3.3	
NOSTALGIA					1.3
RELIGION/GOSPEL		2 (1)	2 (1)	0.7	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	5 (2)	7 (3)	12 (5)	4.0	
	52 (6)	249 (21)	301 (27)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WADJ	1330	Somerset	0.6/1.8/ 2/ 37
WBXQ-F	94.3	Cresson	1.7/5.0/ 14/ 173
WKXU-F	105.7	Portage/Jhnstwn	0.6/2.0/ 2/ 69
WBZZ-F	93.7	Pittsburgh	1.4/6.4/ 12/ 290
WDSY-F	107.9	Pittsburgh	1.4/3.4/ 18/ 119
WFRB	560	Frostburg/Cumbr	1.1/2.7/ 4/ 54
WFRB-F	105.3	Frostburg/Cmbrl	2.3/5.2/ 13/ 172
WKGO-F	106.1	Cumberland	0.6/1.3/ 3/ 87
WKMC	1370	Roaring Sprg	0.8/2.3/ 3/ 46
WLTJ-F	92.9	Pittsburgh	2.0/6.1/ 7/ 148
WMXP-F	100.7	N Kensington	0.8/3.2/ 7/ 206
WORD-F	104.7	Pittsburgh	0.6/2.0/ 2/ 49
WOWQ-F	102.1	DuBois	0.6/3.0/ 12/ 315
WPRR-F	100.1	Altoona	0.6/2.1/ 5/ 125
WRRK-F	96.9	Braddock	0.8/2.6/ 10/ 137
WWSW-F	94.5	Pittsburgh	1.1/4.7/ 7/ 201

RADIO STATIONS

WADJ, 1330, 5 KW/35W (DA-1)	, MOR	CNN, UNISUP	$ 9.00	(Roslin)	(SOMERSET)
WCRO, 1230, 1 KW (DA-1)	, AC	SMN, ABC I	$ 8.00	(Republic)	
WJAC, 850, 10 KW (DA-1)	, MOR/OLDIES	NBC, UNISUP	$ 20.00	(McGuild)	
WKQS, 1490, 1 KW	, TALK	CBS	$ 12.00	(Banner)	
WVSC, 990, 10 KW/100W (DA-1)	, COUNTRY	ABC	$ 7.00	(Regional)	(SOMERSET)
WBXQ-F, 94.3, .4 KW @ 958,	CLASSIC AOR	ABC	$ 17.00	(Roslin)	(CRESSON)
WGLU-F, 92.1, .3 KW @ 1000,	CHR	SOURCE	$ 27.00	(Christal)	
WIYQ-F, 99.1, 50 KW @ 500,	OLDIES	SMN	$ 12.00	(Doma)	(EBENSBURG)
WKQS-F, 98.5, 50 KW @ 490,	EZ	CBS	$ 17.00	(Banner)	
WKYE-F, 95.5, 57 KW @ 1060,	AC	UNISUP, UNIPWR	$ 30.00	(McGuild)	
WVSC-F, 97.7, 3 KW @ 270,	AC	ABC, UNISUP	$ 8.00	(Regional)	(SOMERSET)
WYSN-F, 101.7, .7 KW @ 645,	NOSTALGIA/EZ	CNN, UNISUP	$ 11.00	(Roslin)	(CENTRAL CITY)

OTHER RANKED STATIONS: See Pittsburgh

American Radio Fall 1991, Copyright 1992

KALAMAZOO

Arbitron Rank/Pop (12+): 182/187,000
MSA Rank/Pop: 191/221,000
ADI # 37 (w/Grand Rapids)
Average Person Ratings: 16.0
Market TSL: 21.25 hours

Stations: 19/10
Diaries: 679/275:1/52.7%
Sample Target: 680
% Below Line: 17.3
% Not Listed: 21.3

1991 Revenue: $8,200,000
HH Inc.: $39,513
Retail $: 1.8 Bil
Pop per Station: 18,700
#1 Biller: WKFR-F $1,900,000

12+ METRO		1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90		Birch Share	Birch AQH	Birch Cume	
1. WKFR-F	(CHR)	37/12.3	13.8	15.0	18.3	19.9	----	71/1107	542/29.0	30.5	35.6		15.6	49	609	WKFR-F
2. WRKR-F	(AOR)	35/11.7	13.1	14.3	14.9	11.4	----	62/773	493/26.4	25.3	24.0		16.5	52	561	WRKR-F
3. WNWN-F	(C)	31/10.3	9.3	11.9	7.8	15.0	----	85/843	367/19.6	20.9	20.0		7.3	23	276	WNWN-F
4. WQLR-F	(SAC)	27/ 9.0	9.0	5.8	8.1	7.2	----	38/468	320/17.1	15.8	16.0		4.1	13	218	WQLR-F
5. WKZO	(FS)	22/ 7.3	10.7	8.8	8.8	7.2	----	38/637	380/20.3	26.3	23.6		8.9	28	507	WKZO
6. WUBU-F	(B)	16/ 5.3	2.8	----	----	----	----	16/155	151/ 8.1	4.6	0.0		12.1	38	294	WUBU-F
7. WOOD-F	(EZ)	14/ 4.7	4.8	5.1	4.7	2.9	----	43/583	197/10.5	12.3	11.7		2.2	7	178	WOOD-F
8. WKLQ-F	(AOR)	10/ 3.3	2.8	1.7	2.0	2.3	----	24/428	170/ 9.1	8.3	5.4		2.6	8	154	WKLQ-F
WJFM-F	(CL AOR)	10/ 3.3	2.4	3.1	3.7	3.6	----	27/531	211/11.3	10.7	12.6		2.5	8	174	WJFM-F
WKMI	(T)	10/ 3.3	1.0	1.7	1.4	1.6	----	11/228	193/10.3	6.1	8.7		1.3	4	139	WKMI
11. WBXX-F	(CHR)	7/ 2.3	2.4	3.7	0.7	0.3	----	10/298	196/10.5	9.7	10.2		5.1	16	240	WBXX-F
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 83.47% (197 of 236) (FAL 90: 81.18%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKFR-F>>	1 WRKR-F	1 WRKR-F	1 WRKR-F>	1 WRKR-F>	1 WNWN-F	1 WKZO <	1 WRKR-F<	1 WRKR-F	1 WKFR-F	1 WKZO
2 WBXX-F>>	WKFR-F>	2 WKFR-F	2 WQLR-F	2 WNWN-F	WKZO >	2 WNWN-F<	2 WNWN-F	2 WKFR-F	2 WRKR-F>	2 WKFR-F
3	3 WQLR-F	3 WQLR-F	3 WNWN-F	3 WQLR-F	3 WOOD-F	3 WRKR-F	3 WQLR-F	3 WNWN-F	3 WUBU-F	3 WUBU-F
4	4 WNWN-F	4 WNWN-F	WKFR-F	4 WKFR-F	4 WQLR-F	WKFR-F>	4 WKFR-F>	4 WQLR-F>	WQLR-F	WQLR-F
5	5 WKLQ-F	5 WUBU-F	5 WUBU-F	5 WUBU-F	5 WRKR-F	5 WQLR-F	5 WOOD-F	5 WKZO	5 WKZO	5
6	6	6	6	6	6	6	WKZO	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WKFR-F	1 WQLR-F	1 WRKR-F	1 WQLR-F	1 WQLR-F
2 WQLR-F>	2 WKFR-F	2 WQLR-F>	2 WKFR-F	2 WRKR-F
3 WNWN-F	3 WRKR-F	3 WNWN-F	3 WRKR-F	WNWN-F>
4 WGRD-F	WNWN-F	4 WKFR-F	WNWN-F	4 WKFR-F>
5	5	5	5	5 WOOD-F
	6	6	6	WKZO

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKFR-F>	1 WRKR-F	1 WRKR-F>>	1 WRKR-F>	1 WRKR-F>>
2 WRKR-F	2 WKFR-F	2 WKFR-F>>	2 WKFR-F>	2 WUBU-F
3 WKLQ-F>>	3	3 WKLQ-F	3 WUBU-F	WNWN-F
4 WJFM-F	4	WJFM-F	4 WKLQ-F	4 WKFR-F
WUBU-F	5	WUBU-F	WNWN-F	5 WKMI
6	6	WNWN-F	6	6
		WKMI		

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		50 (3)	50 (3)	21.2	25.8
AOR/CLASSIC		55 (3)	55 (3)	23.3	25.0
AC/OLDIES/SOFT ROCK	1 (1)	2 (1)	3 (2)	1.3	12.7
MOR/VARIETY	23 (2)		23 (2)	9.7	11.0
COUNTRY	1 (1)	32 (2)	33 (3)	14.0	15.3
BLACK/URBAN		16 (1)	16 (1)	6.8	
BEAUTIFUL/EASY		41 (2)	41 (2)	17.4	6.4
NEWS/TALK	10 (1)		10 (1)	4.2	0.8
NOSTALGIA					
RELIGION/GOSPEL	4 (1)		4 (1)	1.7	3.0
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		1 (1)	1 (1)	0.4	
	39 (6)	197 (13)	236 (19)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WHEZ	1560	Portage	0.3/2.7/ 1/ 60
WKPR	1420	Kalamazoo	1.3/2.5/ 4/ 47
WQSN	1470	Kalamazoo/Prtge	0.3/2.8/ 1/ 60
WCUZ-F	101.3	Grand Rapids	0.3/1.7/ 21/ 260
WGRD-F	97.9	Grand Rapids	2.0/9.9/ 32/ 566
WIBM-F	94.1	Jackson	0.7/4.7/ 8/ 211
WJR	760	Detroit	0.3/1.6/ 1/ 91
WKGH-F	92.3	Allegan	0.3/1.4/ 13/ 149

RADIO STATIONS

WHEZ, 1560, 4.1 KW (DAYS)	, OLDIES	UNISUP, UNIULT	, $ 10.00 (Christal)		(PORTAGE)
WKMI, 1360, 5 KW/1 KW (DA-2)	, AC/FS	ABC	, $ 14.00 (Katz)		
WKPR, 1420, 1 KW (DAYS)	, RELIGION		, $ 7.00 (---)	Kuiper	
WKZO, 590, 5 KW (DA-N)	, MOR/FULL SER.	CBS, MBS	, $ 26.00 (---)	Fitzer	
WQSN, 1470, 800 W/1 KW (DA-N)	, COUNTRY		, $ 11.00 (Banner)	Fairfield	
WKFR-F, 103.3, 50 KW @ 483	, CHR	UNIPWR	, $ 50.00 (Katz)		(BATTLE CREEK)
WNWN-F, 98.5, 50 KW @ 500	, COUNTRY	ABC	, $ 32.00 (Christal)		(COLDWATER)
WQLR-F, 106.5, 33 KW @ 600	, AC		, $ 35.00 (Banner)	Fairfield	
WRKR-F, 107.7, 50 KW @ 486	, CLASSIC AOR		, $ 36.00 (HNWH)		(PORTAGE)
WUBU-F, 96.5, 3 KW @ 300	, BLACK		, $ 12.00 (---)		

OTHER RANKED STATIONS -- See Grand Rapids

American Radio Fall 1991, Copyright 1992

KANSAS CITY

Arbitron Rank/Pop (12+): 27/1,307,900
MSA Rank/Pop: 29/1,600,000
ADI # 29
Average Person Ratings: 16.1
Market TSL: 21.25 hours

Stations: 24/24
Diaries: 1616/809:1/51.3%
Sample Target: 1560
% Below Line: 0.0
% Not Listed: 8.1

1991 Revenue: $40,800,000
HH Inc.: $35,265
Retail $: 12.9 Bil
Pop per Station: 54,495
#1 Biller: KFKF-F $5,100,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WDAF	(C)	266/12.7	10.4	10.3	14.1	12.1	11.9	389/4011	2659/20.3	21.8	21.4	9.4	208	2992	WDAF
2. KFKF-F	(C)	223/10.6	10.5	11.2	9.7	9.2	10.5	262/3168	2619/20.0	20.3	17.9	11.6	256	2326	KFKF-F
3. KYYS-F	(AOR)	164/ 7.8	9.2	9.0	7.1	7.9	8.3	210/2979	2261/17.3	18.4	15.6	10.8	238	2812	KYYS-F
4. KPRS-F	(B)	157/ 7.5	6.2	6.1	6.1	7.3	6.5	189/1841	1490/11.4	10.5	10.0	9.4	208	1932	KPRS-F
5. KBEQ-F	(CHR)	113/ 5.4	5.2	4.7	5.2	5.1	5.1	144/3000	2383/18.2	18.7	17.6	5.8	129	2349	KBEQ-F
6. KMBZ	(N/T)	105/ 5.0	7.5	6.8	3.4	4.4	5.7	124/2030	1714/13.1	18.5	14.3	3.6	80	1389	KMBZ
7. KCFX-F	(CL AOR)	104/ 5.0	4.8	3.9	4.8	6.1	4.6	121/2731	2362/18.1	12.7	18.9	7.8	173	2808	KCFX-F
8. KLTH-F	(SAC)	99/ 4.7	3.2	4.5	6.0	5.3	4.6	120/1948	1511/11.6	12.4	12.0	3.2	71	1189	KLTH-F
9. KCMO	(N/T)	97/ 4.6	4.2	4.9	4.7	5.9	4.6	121/2319	1826/14.0	13.2	17.3	3.3	73	1722	KCMO
10. KMXV-F	(AC)	87/ 4.1	3.4	3.0	5.3	3.9	4.0	105/1944	1534/11.7	10.6	10.3	2.4	54	1423	KMXV-F
11. KCMO-F	(O)	86/ 4.1	4.7	3.8	5.3	4.8	4.5	112/1866	1483/11.3	11.9	13.0	3.5	77	1281	KCMO-F
12. KUDL-F	(AC)	68/ 3.2	4.0	3.9	4.0	2.9	3.8	96/1925	1533/11.7	13.5	11.6	3.8	83	1575	KUDL-F
13. KXXR-F	(CHR)	60/ 2.9	4.0	3.7	3.4	4.4	3.5	70/1634	1317/10.1	12.0	11.9	4.3	95	1697	KXXR-F
14. KRVK-F	(AOR)	51/ 2.4	3.6	4.7	2.5	3.6	3.3	59/1450	1219/ 9.3	13.7	11.3	3.6	80	1163	KRVK-F
15. KXTR-F	(CL)	50/ 2.4	2.0	2.8	2.2	2.9	2.3	56/1066	819/ 6.3	7.0	7.1	2.3	50	656	KXTR-F
16. KJLA	(BB)	33/ 1.6	----	----	----	----	0.4	33/682	673/ 5.1	0.0	0.0				KJLA
17. WHB	(O)	29/ 1.4	1.4	2.3	1.8	2.1	1.7	44/1130	784/ 6.0	7.2	7.0	1.4	30	532	WHB
18. KPRT	(G)	26/ 1.2	2.1	1.4	2.2	1.0	1.7	26/410	410/ 3.1	2.8	2.6	1.6	35	462	KPRT
19. KBZR	(AOR)	25/ 1.2	0.9	0.6	0.6	0.7	0.8	26/260	252/ 1.9	1.9	2.0				KBZR
20.															

12+ FM SHARE (METRO): 68.99% (1293 of 1930) (FAL 90: 67.50%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPRS-F	1 KYYS-F>	1 KFKF-F<	1 KFKF-F	1 KFKF-F	1 WDAF >>	1 WDAF >	1 WDAF <	1 WDAF	1 KPRS-F>	1 WDAF >>
KBEQ-F	2 KFKF-F	2 KYYS-F>	2 KYYS-F	2 WDAF	2 KFKF-F	2 KFKF-F>	2 KFKF-F	2 KFKF-F	2 KMBZ	2 KPRS-F>>
3 KXXR-F	3 KPRS-F	3 KPRS-F	3 WDAF	3 KYYS-F	3 KMBZ	3 KYYS-F	3 KYYS-F>	3 KYYS-F	3 KYYS-F	3 KMBZ
4	4 KBEQ-F<	4 KCFX-F	4 KCMO-F	4 KPRS-F	4 KCMO	4 KBEQ-F<	4 KCMO <	4 KPRS-F>	4 KFKF-F	4 KFKF-F
5	5 KCFX-F>	5 WDAF	5 KCFX-F<	5 KCMO-F	5 KLTH-F	5 KPRS-F	5 KMBZ <	5 KBEQ-F	5 WDAF	5 KCFX-F
6	6 KMXV-F	KBEQ-F	6 KPRS-F	6 KCFX-F<	6 KCMO-F	6 KCMO	6 KLTH-F	6 KMXV-F	6 KUDL-F	6 KYYS-F
7	7	7 KCMO-F	7 KLSI-F<	7 KLTH-F	7	7	7 KPRS-F<	7	7 KXXR-F<	7
8	8	8	8 KMXV-F<	8 KLSI-F	8	8	8 KMXV-F	8	8 KBEQ-F	8
9	9	9	9 KLTH-F	9	9	9	9	9	9	9
10	10	10	KBEQ-F	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KFKF-F>	1 KFKF-F	1 KFKF-F	1 KFKF-F>	1 KFKF-F
2 KPRS-F	2 KPRS-F	KBEQ-F	2 KPRS-F	2 WDAF
3 KBEQ-F	KBEQ-F	3 KYYS-F	3 KBEQ-F<	3 KLSI-F
4 KYYS-F	4 KYYS-F	KPRS-F	4 KLSI-F	4 KPRS-F
5 KMXV-F	5 KMXV-F	5 KMXV-F<	5 KMXV-F	5 KMXV-F<
6 KUDL-F	6 KLSI-F	6 KLSI-F>	6 WDAF	6 KLTH-F
7	7 KUDL-F	7 KRVK-F	7 KYYS-F	7 KCMO-F<
8	8	8	8 KCMO-F<	8 KBEQ-F
9	9	9	9 KUDL-F	9

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KYYS-F>>	1 KYYS-F>>	1 KYYS-F>	1 KYYS-F>	1 KYYS-F
2 KPRS-F	2 KFKF-F<	2 KFKF-F	2 KCXL	2 KFKF-F
3 KCFX-F	3 KCFX-F	3 KCFX-F>	3 KCFX-F>	3 KCFX-F
4 KFKF-F	4 KPRS-F	4 KPRS-F	4 KPRS-F	4 WDAF <
KBZR	5	5 KRVK-F	5 WDAF <	5 KCMO-F
6 KXXR-F	6	6	6 KCMO-F	6 KPRS-F
7 KBEQ-F	7	7	7	7
8	8	8	8	8
9	9	9	9	9

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		173 (2)	173 (2)	9.0	10.6
AOR/CLASSIC	25 (1)	319 (3)	344 (4)	17.8	20.4
AC/OLDIES/SOFT ROCK	29 (1)	241 (3)	270 (4)	14.0	16.7
MOR/VARIETY					6.9
COUNTRY	266 (1)	243 (2)	509 (3)	26.4	21.6
BLACK/URBAN	10 (1)	157 (1)	167 (2)	8.7	5.9
BEAUTIFUL/EASY		99 (1)	99 (1)	5.1	4.6
NEWS/TALK	224 (3)		224 (3)	11.6	6.0
NOSTALGIA	33 (1)		33 (1)	1.7	
RELIGION/GOSPEL	50 (2)		50 (2)	2.6	4.7
SPANISH					
CLASSICAL		50 (1)	50 (1)	2.6	2.2
JAZZ/NEW AGE					
UNKNOWN/OTHERS		11 (1)	11 (1)	0.6	0.4
	637 (10)	1293 (14)	1930 (24)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KCCV	760	Overland Park	1.1/2.5/ 28/ 408
KCFM-F	107.3	Lexington	1.0/3.2/ 38/ 700
KCXL	1140	Liberty/KC	0.5/1.1/ 10/ 146
KMZU-F	100.7	Carrollton	0.5/0.9/ 42/ 526
KNHN	1340	Kansas City	1.0/5.3/ 22/ 713

American Radio Fall 1991, Copyright 1992

KANSAS CITY

AM STATIONS

KCCV,	760,	6 KW/(DAYS)	, Religion	,	$ 18.00	(---)	Bott
KCMO,	810,	50 KW/5 KW (DA-2)	, Talk/News	CBS MBS,	$ 84.00	(Mc-Guild)	Gannett
KCNW,	1380,	2.5 KW	, Religion	,	$ 20.00	(---)	Marsh
KJLA,	1190,	5 KW/250 W (DA-N)	, Nostalgia	MBS UNISUP,	$ 30.00	(Roslin)	
KMBZ,	980,	5 KW (DA-2)	, N/T/Full Service	NBC,	$ 65.00	(Durpetti)	Bonneville
KPRT,	1590,	1 KW	, Gospel	MBS,	$ 22.00	(Eastman)	
KNHN,	1340,	1 KW	, Talk	CNN UNISUP,	$ 21.00	(---)	
WDAF,	610,	5 KW	, Country	ABC,	$100.00	(Katz)	Great American
WHB ,	710,	10 KW/5 KW (DA-2)	, Oldies	APR,	$ 43.00	(Christal)	Shamrock

FM STATIONS

KBEQ,	104.3,	100 KW @ 987	, CHR	ABC,	$ 88.00	(CBS)	Noble
KCFX,	100.7,	100 KW @ 833	, Classic AOR	UNIPWR,	$ 59.00	(HMR)	Hoker
KCMO,	94.9,	100 KW @ 1057	, Oldies	,	$ 50.00	(Mc-Guild)	Gannett
KFKF,	94.1,	100 KW @ 995	, Country	,	$ 95.00	(HNWH)	Sconnix
KMXV,	93.3,	100 KW @ 1065	, AC	,	$ 67.00	(HMR)	Apollo
KLTH,	99.7,	100 KW @ 988	, EZ	UNIULT,	$ 60.00	(Durpetti)	Bonneville
KPRS,	103.3,	100 KW @ 995	, Black	SBN ABC,	$ 50.00	(Eastman)	
KRVK,	98.9,	100 KW @ 1057	, AOR	ABC,	$ 47.00	(HNWH)	Journal Co
KUDL,	98.1,	100 KW @ 995	, AC	APR,	$ 63.00	(Christal)	Shamrock
KXTR,	96.5,	100 KW @ 964	, Classical	UNIULT,	$ 40.00	(CMBS)	
????,	106.5,	100 KW @ 981	, Country	,	$ 62.00	(Banner)	
KYYS,	102.1,	100 KW @ 1000	, AOR	SOURCE,	$ 80.00	(Katz)	Great American

Miscellaneous: KNHN sold for $72,000... KXXR-F to KCFM's frequency (107.5)... 106.5 to Country and an LMA with KFKF... KMBR-F changes to KLTH-F (Oct)... KLSI-F changes to KMXV-F (Nov)...

American Radio Fall 1991, Copyright 1992

KNOXVILLE

Arbitron Rank/Pop (12+): 70/518,200

MSA Rank/Pop: 84/612,000
ADI # 62

Average Person Ratings: 16.0
Market TSL: 21.25 hours

Stations: 20/20
Diaries: 1028/504:1/52.4%
Sample Target: 990
% Below Line: 0.0
% Not Listed: 12.6

1991 Revenue: $13,800,000
HH Inc.: $28,176
Retail $: 1.9 Bil
Pop per Station: 25,910
#1 Biller: WIVK-AF $7,000,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WIVK-F (C)	267/32.1	33.4	32.0	29.8	35.4	31.8	412/4659	2797/54.0	46.4	55.0	33.4	305	2649	WIVK-F
2. WEZK-F (SAC)	109/13.1	10.9	14.2	13.4	11.8	12.9	158/2242	1551/29.9	28.5	24.0	10.7	98	1163	WEZK-F
3. WMYU-F (AC)	73/ 8.8	9.6	9.6	11.5	10.5	9.9	93/1746	1325/25.6	27.5	26.7	8.0	73	1344	WMYU-F
4. WIMZ-F (AOR)	68/ 8.2	7.0	9.3	8.1	8.8	8.1	122/1705	952/18.0	22.0	20.4	7.2	66	1106	WIMZ-F
5. WOKI-F (CHR)	60/ 7.2	9.7	9.1	10.9	9.5	9.2	178/2406	956/18.4	20.5	21.3	11.3	103	1021	WOKI-F
6. WWZZ-F (AOR)	32/ 3.9	4.1	3.8	2.9	0.6	3.7	48/482	400/ 7.7	6.9	3.5	6.1	56	613	WWZZ-F
7. WIVK (C)	24/ 2.9	2.4	2.1	2.8	3.4	2.5	32/657	437/ 8.4	6.1	0.0	3.6	33	419	WIVK
8. WQBB (EZ)	22/ 2.6	4.1	3.9	4.0	4.1	3.7	24/255	241/ 4.7	5.5	3.6	1.0	9	149	WQBB
9.														
10.														

12+ FM SHARE (METRO): 88.29% (641 of 726) (FAL 90: 87.01%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOKI-F>>	1 WIVK-F>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>
2 WIVK-F>	2 WIMZ-F	2 WEZK-F	2 WEZK-F	2 WEZK-F>	2 WEZK-F>	2 WEZK-F	2 WEZK-F>	2 WEZK-F>	2 WEZK-F	2 WEZK-F
3	3 WEZK-F	3 WIMZ-F	3 WIMZ-F<	3 WMYU-F<	3 WMYU-F	3 WMYU-F	3 WMYU-F	3 WIMZ-F<	3 WOKI-F>	3
4	4 WMYU-F	4 WMYU-F>	4 WMYU-F	4 WIMZ-F	4	4 WIMZ-F>	4 WIMZ-F	4 WMYU-F	4 WIMZ-F	4
5	5 WOKI-F	5 WOKI-F	5	5	5	5 WOKI-F	5	5 WOKI-F	5 WMYU-F	5
6	6 WWZZ-F	6 WWZZ-F	6	6	6	6	6	6	6 WWZZ-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WOKI-F	1 WIVK-F	1 WIVK-F	1 WIVK-F>>	1 WIVK-F>>
2 WIVK-F>	2 WEZK-F>	2 WEZK-F>	2 WEZK-F>	2 WEZK-F>
3 WEZK-F	3 WMYU-F	3 WMYU-F>	3 WMYU-F>	3 WMYU-F>
4 WMYU-F>	4 WOKI-F	4 WIMZ-F	4 WIMZ-F	4 WIMZ-F
5 WIMZ-F	5 WIMZ-F	5	5 WOKI-F	6
6	6	6	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIVK-F	1 WIMZ-F<	1 WIMZ-F	1 WIVK-F>>	1 WIVK-F>>
2 WIMZ-F	2 WIVK-F>	2 WIVK-F>>	2 WIMZ-F>	2 WIMZ-F
3 WWZZ-F>	3 WWZZ-F	3 WWZZ-F	3 WEZK-F	3 WEZK-F
4 WOKI-F	4 WEZK-F	4 WEZK-F	4 WMYU-F	4 WMYU-F>
WEZK-F	5 WMYU-F	5 WMYU-F	5 WWZZ-F	5 WWZZ-F
6 WMYU-F	6 WOKI-F	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		60 (1)	60 (1)	8.3	13.4
AOR/CLASSIC		100 (2)	100 (2)	13.8	12.9
AC/OLDIES/SOFT ROCK		73 (1)	73 (1)	10.1	14.6
MOR/VARIETY				0.7	0.3
COUNTRY	38 (3)	277 (3)	315 (6)	43.4	40.3
BLACK/URBAN					
BEAUTIFUL/EASY	22 (1)	109 (1)	131 (2)	18.0	9.6
NEWS/TALK	8 (1)		8 (1)	1.1	1.0
NOSTALGIA					3.3
RELIGION/GOSPEL	13 (2)	19 (2)	32 (4)	4.4	2.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	4 (1)	3 (2)	7 (3)	1.0	1.7
	85 (8)	641 (12)	726 (20)		

OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME TSA
WDLY-F	105.5	Gatlinburg	0.5/1.2/ 4/ 64
WEMQ-F	104.5	Knoxville	0.4/1.7/ 3/ 94
WGAP	1400	Maryville	1.2/3.0/ 13/ 231
WGAP-F	95.7	Maryville	0.7/2.1/ 6/ 146
WITA	1490	Knoxville	0.4/1.2/ 3/ 62
WJBZ-F	96.3	Seymour/Knxvll	1.8/5.7/ 17/ 353
WRJZ	620	Knoxville	1.2/4.4/ 12/ 279
WSEV	930	Sevierville	0.5/1.4/ 4/ 74
WUTK	850	Knoxville	1.0/2.8/ 8/ 137
WXST-F	105.3	Loudon	
WYFC-F	95.3	Clinton	0.5/1.4/ 4/ 71
WYSH	1380	Clinton	0.5/1.5/ 4/ 76

RADIO STATIONS

WIVK (10 KW, 990) simulcasts with WIVK-F
WIMZ (1 KW, 1240) simulcasts with WIMZ-F

WCKS-F,	93.1,	3 KW @ 325	, AOR	, $15.00	(---)	(KARNS)
WEZK-F,	97.5,	100 KW @ 1298	, SAC/EZ	UNISUP, $37.00	(Durpetti)	South Central
WIMZ-F,	103.5,	100 KW @ 1720	, AOR	SOURCE, $65.00	(Christal)	Stoner
WIVK-F,	107.7,	100 KW @ 1970	, Country	ABC, $116.00	(Katz)	Dick
WKNF-F,	94.3,	1.8 KW @ 514	, Soft AC	UNISUP UNIULT, $16.00	(---)	(OAK RIDGE)
WMYU-F,	102.3,	15 KW @ 1979	, AC	UNIPWR, $73.00	(Eastman)	Jacor
WOKI-F,	100.3,	100 KW @ 2000	, CHR	ABC CBS, $35.00	(HNWH)	(OAK RIDGE)

Miscellaneous: WKQN sold for $50,000... WKNF-F (Oak Ridge) sold for $950,000 (Sailors)...

LAKELAND

Arbitron Rank/Pop (12+): 104/349,700

MSA Rank/Pop: 115/418,000
Tampa ADI
Average Person Ratings: 15.6
Market TSL: 21.00 hours

Stations: 34/8
Diaries: 803/435:1/48.2%
Sample Target: 810
% Below Line: 42.7
% Not Listed: 19.6

1991 Revenue: $6,300,000
HH Inc.: $27,528
Retail $: 2.9 Bil
Pop per Station: 43,712
#1 Biller: WPCV-F $3,000,000

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WPCV-F (C)	116/21.2	17.1	17.7	15.0	----	----	131/1280	1104/31.6	28.0	25.5				WPCV-F
2. WEZY-F (EZ)	50/ 9.2	11.7	9.3	9.8	----	----	63/596	468/13.4	16.8	19.2				WEZY-F
3. WFLZ-F (CHR)	40/ 7.3	8.7	9.5	13.4	----	----	49/750	643/18.4	22.2	22.6				WFLZ-F
4. WYNF-F (AOR)	26/ 5.1	7.3	4.6	8.8	----	----	31/453	411/11.8	13.6	10.3				WYNF-F
5. WOCL-F (O)	21/ 3.8	1.6	2.5	2.3	----	----	21/275	275/ 7.9	5.4	6.9				WOCL-F
6. WQYK-F (C)	19/ 3.5	3.0	5.1	3.4	----	----	20/338	324/ 9.3	7.3	10.1				WQYK-F
7. WONN (BB)	14/ 2.6	2.3	3.0	2.1	----	----	14/226	221/ 6.3	3.8	5.9				WONN
8. WLKF (T)	11/ 2.0	1.6	1.4	1.3	----	----	11/214	204/ 5.8	3.6	2.8				WLKF
9. WSTF-F (AC)	10/ 1.8	1.7	1.1	2.0	----	----	13/181	164/ 4.7	6.4	5.5				WSTF-F
WRBQ-F (CHR)	10/ 1.8	2.4	3.5	3.4	----	----	12/370	351/10.0	11.6	11.8				WRBQ-F
WHPT-F (J/NA)	10/ 1.8	1.2	1.8	2.0	----	----	11/232	188/ 5.4	4.1	4.1				WHPT-F
12.														
13.														
14.														
15.														

12+ FM SHARE (METRO): 85.88% (377 of 439) (FAL 90: 87.17%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLZ-F>>	1 WPCV-F>	1 WPCV-F>>	1 WPCV-F>>	1 WPCV-F>>	1 WPCV-F>	1 WPCV-F>>	1 WPCV-F>>	1 WPCV-F>>	1 WPCV-F>	1 WPCV-F
2 WJHM-F	2 WYNF-F>	2 WYNF-F	2 WYNF-F>	2 WYNF-F>	2 WEZY-F	2 WEZY-F	2 WEZY-F>>	2 WFLZ-F	2 WFLZ-F>	2 WONN >
WPCV-F	3 WFLZ-F	3 WFLZ-F>	3 WOCL-F	3 WOCL-F	3	3 WZTU-F	3 WFLZ-F	WEZY-F>	3 WEZY-F>	3 WEZY-F
4	4	4 WOCL-F	WFLZ-F	WFLZ-F	4	WYNF-F	4 WZTU-F	4 WZTU-F	4 WQYK-F	4 WYNF-F
5	5	5	5	5 WEZY-F	5	5 WFLZ-F	WYNF-F	WYNF-F	5	WFLZ-F
6	6	6	6	6	6	6	WOCL-F	6	6	WLKF

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFLZ-F>	1 WPCV-F>>	1 WPCV-F>>	1 WPCV-F>>	1 WPCV-F>>	1 WPCV-F	1 WPCV-F	1 WYNF-F	1 WPCV-F>>	1 WPCV-F>>
2 WYNF-F	2 WFLZ-F	2 WOCL-F>	2 WFLZ-F>	2 WFLZ-F	2 WXXL-F	2 WYNF-F>>	2 WPCV-F>>	2 WYNF-F>	2 WYNF-F
WPCV-F>	3 WYNF-F	3 WYNF-F	3 WOCL-F	WEZY-F	WFLZ-F>>	3 WFLZ-F	3 WSTF-F	3 WFLZ-F>	3
4 WSTF-F	4	WUSA-F	4 WYNF-F	4 WOCL-F	4 WYNF-F	4 WXXL-F	WHPT-F	4 WQYK-F	4
WMTX-F	5	WRBQ-F	5	5	WXTB-F	5	5	5	5
WJHM-F	6	WHPT-F	6	6	WMTX-F	6	6	6	6
		WFLZ-F			WHPT-F				

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		59 (3)	59 (3)	13.4	19.6
AOR/CLASSIC		41 (4)	41 (4)	9.3	9.8
AC/OLDIES/SOFT ROCK	2 (1)	56 (7)	58 (8)	13.2	12.0
MOR/VARIETY	2 (1)		2 (1)	0.5	
COUNTRY	12 (2)	142 (3)	154 (5)	35.1	31.1
BLACK/URBAN	2 (1)	9 (1)	11 (2)	2.5	3.7
BEAUTIFUL/EASY		57 (3)	57 (3)	13.0	12.8
NEWS/TALK	17 (2)		17 (2)	3.9	2.4
NOSTALGIA	18 (2)		18 (2)	4.1	3.7
RELIGION/GOSPEL	3 (1)		3 (1)	0.7	1.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		10 (1)	10 (1)	2.3	2.2
UNKNOWN/OTHERS	6 (1)	3 (1)	9 (2)	2.1	1.3
	62 (11)	377 (23)	439 (34)		

OTHER RATED STATIONS			METRO CUME SHARE/RTG/AQH/CUME	TSA TSA
WHNR	1360	Lakeland	0.7/2.8/ 4/ 97	
WSIR	1490	Winter Haven	1.1/2.0/ 6/ 71	
WTWB	1570	Auburndale	0.5/2.0/ 3/ 71	
WWAB	1330	Lakeland	0.4/2.7/ 2/ 93	
WDBO	580	Orlando	0.4/1.6/ 2/ 56	
WDIZ-F	100.3	Orlando	0.4/3.3/ 3/ 132	
WDUV-F	103.3	Bradenton	0.4/1.9/ 4/ 131	
WFLA	970	Tampa	1.1/1.9/ 6/ 67	
WGTO	540	Pine Hills/Orl.	0.4/2.6/ 2/ 97	
WHTQ-F	96.5	Orlando	0.9/3.9/ 11/ 166	
WJHM-F	101.9	Daytona Beach	1.6/3.8/ 9/ 134	
WMGF-F	107.7	Mnt. Dora	0.9/2.3/ 5/ 82	
WMMO-F	98.9	Orlando	0.5/2.9/ 3/ 102	
WMTX-F	95.7	Clearwater/Tmpa	1.5/4.4/ 8/ 157	
WOMX-F	105.1	Orlando	0.9/5.7/ 5/ 207	
WQYK	1010	Seffner/Tampa	1.3/1.8/ 7/ 62	
WSUN	620	St. Pete/Tampa	0.9/2.5/ 8/ 115	
WUSA-F	100.7	Tampa	0.7/3.0/ 4/ 104	
WWKA-F	92.3	Orlando	1.3/5.3/ 7/ 187	
WWRM-F	107.3	St. Pete/Tampa	0.9/3.9/ 5/ 157	
WXTB-F	97.9	Clearwater/Tam.	1.1/2.9/ 6/ 107	
WXXL-F	106.7	Leesburg/Orldo.	1.6/5.5/ 9/ 198	
WZTU-F	104.1	Cocoa Bch/Orlnd	0.5/2.7/ 3/ 108	

RADIO STATIONS

WGTO, 540, 50 KW (DA-2), OLDIES — UNIULT , $ N/A (---)
WLKF, 1430, 5 KW/1 KW (DA-2), TALK — ABC, TALKNT , $ 14.00 (Banner) — Root
WONN, 1230, 1 KW , NOSTALGIA — NBC, UNISUP , $ 17.00 (Torbet) — Hall

WEZY-F, 94.1, 100 KW @ 430, EZ/BTFL — , $ 50.00 (Banner) — Root
WPCV-F, 97.5, 100 KW @ 1017, COUNTRY — NBC , $ 70.00 (Torbet) — Hall

OTHER RANKED STATIONS -- See Tampa or Orlando...

American Radio Fall 1991, Copyright 1992

LANCASTER

Arbitron Rank/Pop (12+): 100/356,100
MSA Rank/Pop: 112/420,000
ADI # 47 (w/York&Harrisburg)
Average Person Ratings: 15.6
Market TSL: 20.75 hours

Stations: 27/6
Diaries: 803/443:1/56.4%
Sample Target: 810
% Below Line: 46.4
% Not Listed: 19.2

1991 Revenue: $8,600,000
HH Inc.: $33,808
Retail $: 3.4 Bil
Pop per Station: 59,350
#1 Biller: WIOV-F $2,000,000

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WARM-F (SAC)	57/10.3	9.7	8.6	10.4	8.3	----	119/1543	783/22.0	21.5	19.6	8.0	45	461	WARM-F
2. WNCE-F (EZ)	48/ 8.6	8.8	11.2	14.1	9.7	----	87/1142	598/16.8	18.0	21.5	6.2	35	479	WNCE-F
WIOV-F (C)	48/ 8.6	12.3	8.2	10.0	8.8	----	53/798	655/18.4	18.8	18.4	9.9	56	666	WIOV-F
4. WRKZ-F (C)	39/ 7.0	6.2	3.6	4.8	7.0	----	108/1203	506/14.2	14.2	10.6	6.4	36	576	WRKZ-F
5. WHTF-F (CL AOR)	38/ 6.8	6.5	7.0	3.9	5.1	----	64/1035	599/16.8	15.0	13.4	8.7	49	627	WHTF-F
6. WLAN-F (CHR)	37/ 6.7	6.7	8.0	9.1	11.1	----	9/256	256/19.8	22.4	21.4	9.6	54	937	WLAN-F
WDAC-F (REL)	37/ 6.7	5.5	7.2	6.8	8.6	----	48/626	466/13.1	13.6	11.7	6.2	35	420	WDAC-F
8. WQXA-F (CHR)	23/ 4.1	3.7	5.5	5.4	4.4	----	58/1034	414/11.6	12.9	11.3	5.5	31	436	WQXA-F
9. WTPA-F (AOR)	15/ 2.7	1.6	1.1	2.1	0.7	----	53/609	180/ 5.1	5.2	3.9				WTPA-F
10. WWKL-F (O)	14/ 2.5	3.5	2.7	2.9	2.5	----	54/640	276/ 7.8	8.9	9.3	3.0	17	248	WWKL-F
11. WYCR-F (CHR)	13/ 2.3	0.9	2.1	1.8	2.6	----	55/1046	371/10.4	7.5	8.1	2.7	15	272	WYCR-F
12. WLAN (O)	12/ 2.2	0.9	1.7	1.1	1.6	----	44/926	706/ 6.1	4.6	4.8	1.2	7	104	WLAN
13.														
14.														
15.														

12+ FM SHARE (METRO): 89.53% (402 of 449) (FAL 90: 89.25%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WLAN-F	1 WHTF-F>	1 WARM-F	1 WARM-F>	1 WARM-F>	1 WNCE-F	1 WARM-F	1 WARM-F	1 WARM-F	1 WQXA-F	1 WIOV-F>
2 WQXA-F>>	2 WARM-F>	2 WHTF-F>	2 WHTF-F>	2 WHTF-F	2 WIOV-F	2 WIOV-F	2 WNCE-F<	2 WNCE-F	2 WDAC-F	2 WQXA-F
3 WYCR-F	3 WLAN-F	3 WLAN-F	3 WLAN-F	3 WRKZ-F	3 WARM-F	3 WNCE-F<	3 WRKZ-F	3 WHTF-F	3 WIOV-F	3 WDAC-F
4	4 WTPA-F	4 WRKZ-F	WDAC-F	WDAC-F	4 WDAC-F	4 WRKZ-F	4 WIOV-F	4 WLAN-F<	4 WHTF-F	4
5	5	WDAC-F<	5 WRKZ-F	5 WIOV-F	5 WRKZ-F	5 WLAN-F<	5 WHTF-F	5 WRKZ-F	WLAN-F	5
6	6	6 WIOV-F	6	6 WLAN-F	6	6 WHTF-F<	6 WLAN-F	WIOV-F	6	6
7	7	7	7	7	7	7 WDAC-F	7	WDAC-F	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WQXA-F>	1 WARM-F>	1 WARM-F>>	1 WARM-F>	1 WARM-F>
2 WHTF-F	2 WHTF-F	2 WHTF-F	2 WLAN-F	2 WDAC-F
WARM-F	3 WQXA-F	WLAN >	3 WDAC-F	3 WIOV-F
4 WLAN >	WLAN-F	4 WRKZ-F	4 WHTF-F	4 WLAN-F
5 WYCR-F	5	WIOV-F	5 WNCE-F	5 WNCE-F
6	6	WDAC-F	6 WIOV-F	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WTPA-F>	1 WHTF-F>	1 WHTF-F>>	1 WHTF-F>	1 WHTF-F
2 WQXA-F	2 WTPA-F	2 WRKZ-F	2 WARM-F	2 WARM-F>
WHTF-F>	3 WRKZ-F>	3 WTPA-F	3 WRKZ-F	3 WRKZ-F>
4 WYCR-F	4 WARM-F	4 WARM-F	4 WTPA-F	4 WLAN-F
WLAN	WIOV-F	5 WRFY-F	5 WLAN-F	WIOV-F
WIOV-F	6	WIOV-F	6 WIOV-F	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		89 (6)	89 (6)	19.8	22.0
AOR/CLASSIC		63 (5)	63 (5)	14.0	12.6
AC/OLDIES/SOFT ROCK	12 (1)	17 (2)	29 (3)	6.5	18.5
MOR/VARIETY	14 (2)		14 (2)	3.1	3.0
COUNTRY		87 (2)	87 (2)	19.4	15.0
BLACK/URBAN					0.7
BEAUTIFUL/EASY		107 (3)	107 (3)	23.8	13.8
NEWS/TALK	15 (3)		15 (3)	3.3	4.0
NOSTALGIA	6 (1)		6 (1)	1.3	1.6
RELIGION/GOSPEL		37 (1)	37 (1)	8.2	8.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		2 (1)	2 (1)	0.4	
	47 (7)	402 (20)	449 (27)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WLPA	1490	Lancaster	1.6/7.2/ 87/1142
KYW	1060	Philadelphia	0.4/3.7/ 2/ 176
WEGX-F	106.1	Philadelphia	0.4/2.0/ 2/ 86
WGRX-F	100.7	Westanstr	0.4/1.5/ 18/ 343
WHP	580	Harrisburg	1.4/4.1/ 21/ 341
WHP -F	97.3	Harrisburg	0.4/1.8/ 14/ 227
WHYL	960	Carlisle/Hrsbrg	1.1/2.9/ 6/ 176
WIP	610	Philadelphia	0.7/2.0/ 5/ 102
WMMR-F	93.3	Philadelphia	0.7/3.7/ 5/ 153
WNNK-F	104.1	Harrisburg	0.7/4.3/ 20/ 504
WOGL-F	98.1	Philadelphia	0.5/2.6/ 3/ 92
WRFY-F	102.5	Reading	1.8/6.6/ 16/ 333
WSBA	910	York	1.1/2.9/ 44/ 735
WXCY-F	103.7	Havre de Grace	0.4/1.6/ 3/ 78
WYSP-F	94.1	Philadelphia	0.7/3.1/ 6/ 148

RADIO STATIONS

WLAN, 1390, 5 KW/1 KW (DA-2), OLDIES	, $ 10.00 (HNWH)		Peoples
WLPA, 1490, 1 KW, TALK (?)	CNN MBS , $ 12.00 (Torbet)		Hall
WDAC-F, 94.5, 19 KW @ 810, RELIGION	, $ 34.00 (Savalli)		
WIOV-F, 105.1, 50 KW @ 500, COUNTRY	ABC , $ 36.00 (Banner)		Brill
WLAN-F, 96.9, 50 KW @ 500, CHR	ABC , $ 48.00 (HNWH)		Peoples
WNCE-F, 101.3, 7 KW @ 1293, EZ	NBC , $ 40.00 (Torbet)		Hall

OTHER RANKED STATIONS -- See York and Harrisburg

American Radio Fall 1991, Copyright 1992

LANSING

Arbitron Rank/Pop (12+): 98/359,000
MSA Rank/Pop: 111/436,000
ADI # 103
Average Person Ratings: 15.8
Market TSL: 21.00 hours

Stations: 20/15
Diaries: 973/369:1/57.2%
Sample Target: 860
% Below Line: 8.6
% Not Listed: 20.2

1991 Revenue: $11,400,000
HH Inc.: $32,649
Retail $: 3.5 Bil
Pop per Station: 23,933
#1 Biller: WITL-AF $3,100,000

12+ METRO	1/4/SHARE	SUN 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WITL-AF (C)	89/15.6	15.2	18.3	13.9	18.5	15.8	188/1784	1003/27.9	32.4	31.0	20.9	126	1084	WITL-AF
2. WVIC-F (CHR)	59/10.4	9.6	12.7	14.4	13.3	11.8	137/1959	1063/29.4	31.7	30.9	11.5	73	1223	WVIC-F
3. WJXQ-F (AOR)	55/ 9.7	10.3	10.1	7.6	6.1	9.4	90/1077	608/16.9	17.1	12.4	11.9	76	903	WJXQ-F
4. WFMK-F (AC)	50/ 8.8	5.4	5.1	8.5	5.6	6.9	68/1108	713/19.9	14.6	16.9	4.2	27	481	WFMK-F
5. WJIM-F (SAC)	33/ 5.8	8.5	7.0	8.1	8.7	7.4	35/668	557/15.5	16.5	17.1	6.1	39	438	WJIM-F
6. WIBM-F (O)	30/ 5.3	5.1	4.6	5.9	5.1	5.2	57/1133	584/16.3	17.3	16.6	4.1	26	453	WIBM-F
7. WJR (FS)	29/ 5.1	4.3	5.7	4.6	3.8	4.9	97/1228	455/12.7	12.3	10.8	6.1	39	484	WJR
8. WXMX-F (CHR)	24/ 4.2	4.5	4.7	3.7	5.3	4.3	29/673	532/14.8	16.0	15.8	5.5	35	718	WXMX-F
9. WMMQ-F (CL AOR)	21/ 3.7	2.7	3.1	4.9	2.4	3.6	25/490	436/12.1	11.3	10.0	3.9	25	487	WMMQ-F
10. WQHH-AF (B)	18/ 3.2	1.6	1.0	——	0.9	1.5	18/167	167/ 4.7	3.1	2.5	4.6	24	328	WQHH-AF
11. WJIM (N/T)	11/ 1.9	1.4	1.0	2.2	0.7	1.6	11/274	250/ 7.0	5.5	4.3	1.6	10	191	WJIM
12. WLYY-F (AC)	9/ 1.6	1.3	1.6	1.5	2.6	1.5	11/317	257/ 7.2	6.1	11.5	0.5	3	89	WLYY-F
13.														
14.														
15.														

12+ FM SHARE (METRO): 88.33% (401 of 454) (FAL 90: 89.08%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WVIC-F>	1 WJXQ-F>	1 WITL-AF	1 WITL-AF>	1 WITL-AF>	1 WITL-AF>>	1 WITL-AF>	1 WITL-AF>	1 WITL-AF>	1 WVIC-F>	1 WITL-F>
2 WXMX-F>	2 WITL-AF<	2 WJXQ-F	2 WVIC-F	2 WFMK-F	2 WJR	2 WVIC-F	2 WFMK-F	2 WVIC-F	2 WITL-AF	2 WJR
3 WQHH-AF	3 WVIC-F	3 WVIC-F<	WJIM-F	3 WVIC-F	3 WJIM-F	3 WJXQ-F	3 WJXQ-F	3 WFMK-F	3 WJXQ-F	3 WVIC-F
WJXQ-F	WFMK-F>>	4 WFMK-F>	WFMK-F	4 WJXQ-F	4 WFMK-F	4 WJR	4 WVIC-F	4 WJXQ-F>	4 WFMK-F	WJXQ-F
5	5 WMMQ-F	5 WIBM-F	5 WIBM-F	5 WIBM-F	5 WVIC-F	5 WFMK-F	5 WJIM-F	5 WIBM-F	5 WXMX-F	5
6	6	6	6	6 WJIM-F	WIBM-F	6 WJIM-F	6	6 WJIM-F	WJR	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFMK-F	1 WFMK-F	1 WITL-AF	1 WFMK-F	1 WITL-AF>	1 WJXQ-F	1 WJXQ-F>>	1 WJXQ-F>>	1 WJXQ-F	1 WJXQ-F
2 WVIC-F>	2 WVIC-F>	WVIC-F	2 WITL-AF	2 WFMK-F	2 WITL-AF>>	2 WITL-AF>	2 WMMQ-F>	2 WITL-AF>	2 WITL-AF>
3 WJXQ-F>	3 WITL-AF	3 WFMK-F	WVIC-F>	3 WVIC-F	3 WVIC-F	3 WMMQ-F	3 WITL-AF	3 WVIC-F	3 WVIC-F
4 WITL-AF	WJXQ-F>	4 WQHH-AF	4 WJXQ-F	4 WJIM-F	4	4 WVIC-F	WFMK-F>	4 WMMQ-F	WMMQ-F
WXMX-F	5 WXMX-F	5 WJXQ-F	WJIM-F	5 WIBM-F	5	5 WFMK-F	5 WVIC-F	WIBM-F	WIBM-F
6 WJIM-F	6 WQHH-AF	WIBM-F	6	6	6	6	WLYY-F	6 WFMK-F	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		89 (3)	89 (3)	19.6	23.5
AOR/CLASSIC		81 (3)	81 (3)	17.8	14.9
AC/OLDIES/SOFT ROCK		89 (3)	89 (3)	19.6	20.2
MOR/VARIETY	29 (1)		29 (1)	6.4	5.3
COUNTRY	3 (1)	86 (1)	89 (2)	19.6	18.7
BLACK/URBAN	9 (2)	14 (1)	23 (3)	5.1	3.8
BEAUTIFUL/EASY		40 (2)	40 (2)	8.8	10.7
NEWS/TALK	11 (1)		11 (1)	2.4	1.7
NOSTALGIA					
RELIGION/GOSPEL		2 (1)	2 (1)	0.4	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	1 (1)		1 (1)	0.2	1.3
	53 (6)	401 (14)	454 (20)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WIBM	1450	Jackson	0.2/0.7/ 1/ 40
WILS	1320	Lansing	0.9/6.1/ 6/ 243
WIOG-F	102.5	Bay City/Flint	1.1/2.8/ 22/ 457
WJFM-F	93.7	Gr Rapids/Klmzo	0.9/4.3/ 12/ 366
WOOJ-F	107.3	Greenvl/GrRpds	0.4/3.6/ 13/ 299
WOOD-F	105.7	Grand Rapids	1.2/5.2/ 36/ 538

RADIO STATIONS

WILS ,	1320,	5 KW/1 KW (DA-3),	Black	ABC, $14.00	(Christal)	MacDonald
WJIM ,	1240,	1 KW ,	Talk	NBC, $12.00	(Torbet)	Double L
WFMK-F,	99.1,	28 KW @ 559 ,	AC	, $41.00	(Eastman)	Liggett
WXMX-F,	92.1,	3 KW @ 300 ,	CHR	CBS, $21.00	(HNWH)	(ST. JOHNS)
WIBM-F,	94.1,	40 KW @ 550 ,	Oldies	UNIULT, $28.00	(MMR)	CR (JACKSON)
WITL-F,	100.7,	27 KW @ 628 ,	Country	ABC, $54.00	(Banner)	
WJIM-F,	97.5,	28 KW @ 440 ,	EZ/Soft	, $28.00	(Torbet)	Double L
WJXQ-F,	106.1,	50 KW @ 490 ,	AOR	ABC, $26.00	(Durpett1)	(JACKSON)
WLYY-F,	101.7,	3 KW @ 150 ,	AC	ABC, $24.00	(Christal)	MacDonald
WMMQ-F,	92.7,	1.5 KW @ 466 ,	Classic AOR	SOURCE NBC, $25.00	(HNWH)	(CHARLOTTE)
WVIC-F,	94.9,	48 KW @ 500 ,	CHR	UNIPWR, $65.00	(Katz)	Goodrich

Miscellaneous: WGOR changes to WXMX-F (Nov)...

American Radio Fall 1991, Copyright 1992

LAS VEGAS

Arbitron Rank/Pop (12+): 60/661,700

MSA Rank/Pop: 68/670,000
ADI # 79

Average Person Ratings: 17.2

Market TSL: 22.50 hours

Stations: 22/22
Diaries: 981/674:1/46.7%
Sample Target: 1010
% Below Line: 0.0
% Not Listed: 18.0

1991 Revenue: $22,000,000
HH Inc.: $31,781
Retail $: 6.1 Bil
Pop per Station: 30,077
#1 Biller: KFMS-AF $3,400,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KFMS-AF (C)	119/10.4	10.1	8.9	8.7	13.4	9.5	121/1424	1352/20.4	17.6	20.0	7.4	81	884	KFMS-AF
2. KLUC-AF (CHR)	102/ 9.0	9.0	8.1	9.0	8.6	8.8	109/1703	1605/24.3	24.9	22.6	12.2	129	1738	KLUC-AF
3. KOMP-F (AOR)	89/ 7.8	4.7	6.4	4.4	4.6	5.8	90/1020	1004/15.2	14.1	11.8	7.8	86	920	KOMP-F
4. KKLZ-F (CL AOR)	82/ 7.2	5.8	6.5	5.4	5.6	6.2	83/1018	1003/15.2	13.6	13.7	7.3	81	960	KKLZ-F
5. KMZQ-F (AC)	72/ 6.3	8.1	5.6	7.0	5.0	6.8	72/1038	1026/15.5	11.8	15.1	5.9	65	719	KMZQ-F
6. KXTZ-F (EZ)	66/ 5.8	5.9	7.4	6.7	8.9	6.4	69/709	676/10.2	12.3	13.2	4.8	53	627	KXTZ-F
7. KRLV-F (SAC)	48/ 4.2	4.7	4.7	4.0	3.4	4.4	48/748	748/11.3	11.1	9.5	4.3	48	558	KRLV-F
8. KWNR-F (C)	44/ 3.9	4.7	4.7	3.9	3.6	4.3	44/728	716/10.8	9.9	9.2	4.5	50	521	KWNR-F
9. KMMK-F (SAC)	43/ 3.8	3.2	4.5	4.2	2.6	3.9	44/622	597/ 9.0	8.6	6.4	1.4	16	440	KMMK-F
10. KJUL-F (BB)	42/ 3.7	4.1	3.0	1.8	1.0	3.2	44/451	395/ 6.0	6.0	3.2	1.4	15	314	KJUL-F
11. KUDA-F (O)	41/ 3.6	4.6	5.3	4.9	5.1	4.6	42/735	709/10.7	14.5	14.4	3.9	43	573	KUDA-F
12. KYRK-F (CHR)	37/ 3.3	3.9	3.9	4.7	5.1	4.0	38/589	947/14.3	15.7	16.0	5.7	63	1337	KYRK-F
13. KORK (BB)	26/ 3.2	2.3	2.4	4.1	2.3	3.0	36/405	405/ 6.1	5.7	6.2	2.3	25	237	KORK
14. KDWN (T)	28/ 2.5	1.3	3.8	2.8	2.0	2.6	28/491	486/ 7.3	9.4	5.5	2.0	22	319	KDWN
15. KEYV-F (J/NA)	22/ 1.9	4.1	2.5	1.7	3.0	2.5	23/420	401/ 6.1	6.8	7.6	2.9	32	578	KEYV-F
16. KNUU (N/T)	21/ 1.8	2.1	2.2	3.3	2.1	2.3	21/461	461/ 7.0	7.2	6.2	1.8	20	334	KNUU
17. KRRI-F (O)	18/ 1.6	1.3	1.7	1.3	2.0	1.5	18/322	322/ 4.9	6.3	5.7	1.3	14	321	KRRI-F
18.														
19.														
20.														

12+ FM SHARE (METRO): 87.66% (817 of 932) (FAL 90: 84.70%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KLUC-AF>>	1 KOMP-F	1 KOMP-F	1 KKLZ-F	1 KFMS-AF	1 KFMS-AF	1 KFMS-AF	1 KFMS-AF	1 KLUC-AF	1 KLUC-AF>	1 KXTZ-F<
2 KYRK-F	2 KLUC-AF	2 KKLZ-F	2 KFMS-AF	2 KKLZ-F	2 KXTZ-F>	2 KKLZ-F	2 KOMP-F<	2 KFMS-AF	2 KFMS-AF	2 KFMS-F
3	3 KKLZ-F>	3 KFMS-AF<	3 KOMP-F	3 KOMP-F	3 KJUL-F	3 KLUC-AF	3 KKLZ-F	3 KOMP-F	3 KOMP-F	3 KOMP-F
4	4 KMZQ-F	4 KLUC-AF	4 KMZQ-F	4 KMZQ-F	4 KORK	4 KOMP-F	4 KLUC-AF	4 KKLZ-F	4 KYRK-F	4 KDWN
5	5 KFMS-AF	5 KMZQ-F	5 KLUC-AF	5 KLUC-AF	5	5 KMZQ-F	5 KMZQ-F	5 KMZQ-F	5 KMZQ-F<	5
6	6	6	6 KRLV-F	6 KRLV-F	6	6	6	6 KXTZ-F	6 KXTZ-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KLUC-AF>	1 KLUC-AF	1 KMZQ-F>	1 KFMS-AF	1 KFMS-AF
2 KOMP-F>	KMZQ-F	2 KRLV-F	2 KMZQ-F	2 KMZQ-F
3 KFMS-AF	3 KOMP-F	3 KOMP-F	3 KLUC-AF	3 KRLV-F>
KMZQ-F>	4 KFMS-AF	4 KFMS-AF	4 KRLV-F	4 KLUC-AF
5 KYRK-F	5 KRLV-F	KLUC-AF	5 KOMP-F	5 KUDA-F
KWNR-F	6 KWNR-F	6 KWNR-F	6	6 KOMP-F
KKLZ-F				

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KOMP-F	1 KOMP-F	1 KKLZ-F<	1 KKLZ-F	1 KKLZ-F>
2 KLUC-AF	2 KKLZ-F>	2 KOMP-F>	2 KOMP-F>	2 KOMP-F
3 KKLZ-F>	3 KLUC-AF>	3 KLUC-AF>	3 KLUC-AF	3 KFMS-AF>
4 KFMS-AF>	4 KFMS-AF>	4 KMMK-F	4 KFMS-AF>	4 KLUC-AF
5 KYRK-F	5 KMZQ-F	5 KFMS-AF	5 KMMK-F<	5 KMMK-F
6	KMMK-F	6	6 KMZQ-F	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP	3 (1)	136 (2)	139 (3)	14.9	20.2
AOR/CLASSIC	11 (1)	171 (2)	182 (3)	19.5	16.0
AC/OLDIES/SOFT ROCK	11 (1)	131 (3)	142 (4)	15.2	25.7
MOR/VARIETY					
COUNTRY	15 (2)	158 (2)	173 (4)	18.6	14.1
BLACK/URBAN					
BEAUTIFUL/EASY		157 (3)	157 (3)	16.8	8.7
NEWS/TALK	49 (2)		49 (2)	5.3	5.8
NOSTALGIA	26 (1)	42 (1)	68 (2)	7.3	5.0
RELIGION/GOSPEL					2.0
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		22 (1)	22 (1)	2.4	2.5
UNKNOWN/OTHERS					
	115 (8)	817 (14)	932 (22)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KENO	1460	Las Vegas	1.0/3.0/ 11/ 197
KMTW	1340	Las Vegas	1.0/2.0/ 11/ 132
KOWA	870	Laughlin/E LasV	0.9/1.9/ 10/ 127

American Radio Fall 1991, Copyright 1992

LAS VEGAS

RADIO STATIONS

KDWN	720,	50 KW (DA-N)	Talk		$18.00	(Roslin)	
KMTW	1340,	1 KW	AOR	SMN,	$13.00	(Banner)	
KNUU	970,	5 KW/500 W (DA-2),	News/Talk	NBS CBS,	$17.00	(---)	
KORK	920,	5 KW/500 W (DA-2),	Nostalgia	ABC,	$19.00	(Banner)	Anchor
KEYV-F,	93.1,	25 KW @ 3724	Jazz/NAC		$28.00	(HNWH)	
KFMS-F,	101.9,	100 KW @ 1180	Country		$64.00	(Katz)	
KJUL-F,	104.3,	25 KW @ 3724	Nostalgia	UNISUP UNIULT,	$18.00	(CBS)	
KKLZ-F,	96.3,	100 KW @ 1176	Classic AOR		$35.00	(Banner)	
KMNK-F,	103.5,	100 KW @ 1152	AC/Rock	CNN UNISUP,	$23.00	(Schubert)	
KLUC-F,	98.5,	100 KW @ 1180	CHR	UPI,	$63.00	(Mc-Guild)	Nationwide
KMZQ-F,	100.5,	100 KW @ 1104	AC		$35.00	(Eastman)	Commonwealth (HENDERSON)
KOMP-F,	92.3,	100 KW @ 1520	AOR		$38.00	(Christal)	Lotus
KRLV-F,	106.5,	100 KW @ 1155	Soft AC	CBS,	$26.00	(MMR)	
KRRI-F,	105.5,	4 KW @ 1588	Oldies	NBC,	$17.00	(Torbet)	(BOULDER CITY)
KUDA-F,	107.5,	25 KW @ 3724	Oldies		$31.00	(CBS)	Americom-Quinn
KWNR-F,	95.5,	100 KW @ 1160	Country	UNIULT,	$21.00	(Torbet)	
KXTZ-F,	94.1,	100 KW @ 1210	EZ		$45.00	(Durpetti)	Parker (HENDERSON)
KYRK-F,	97.1,	100 KW @ 1919	CHR		$31.00	(Banner)	Anchor

Miscellaneous: KJUL-F sold to American Broadcast Systems for $3,200,000...

American Radio Fall 1991, Copyright 1992

LEXINGTON

Arbitron Rank/Pop (12+): 124/296,200
MSA Rank/Pop: 137/353,000
ADI # 74
Average Person Ratings: 14.7
Market TSL: 19.50 hours

Stations: 16/14
Diaries: 761/389:1/52.2%
Sample Target: 740
% Below Line: 2.3
% Not Listed: 13.3

1991 Revenue: $12,900,000
HH Inc.: $30,100
Retail $: 3.2 Bil
Pop per Station: 21,157
#1 Biller: WKQQ-F $3,100,000

12+ METRO		1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WVLK-F	(C)	90/20.7	13.0	17.3	16.9	18.1	----	237/2549	952/32.1	26.0	32.7	19.7	97	1005	WVLK-F
2. WKQQ-F	(AOR)	56/12.9	17.4	15.4	13.7	11.9	----	105/1517	823/27.8	27.2	28.5	17.2	85	914	WKQQ-F
3. WLAP-F	(CHR)	41/ 9.4	13.0	16.0	16.2	13.6	----	94/1645	752/25.4	27.6	29.2	9.9	49	954	WLAP-F
4. WCOZ-F	(SAC)	33/ 7.6	5.2	4.6	5.1	3.1	----	42/794	593/20.0	12.8	12.3	5.5	27	412	WCOZ-F
5. WCKU-F	(B)	30/ 6.9	12.6	9.7	11.5	9.0	----	34/543	385/13.0	17.8	13.6	12.4	61	628	WCKU-F
6. WVLK	(FS)	29/ 6.7	6.5	6.1	6.6	8.2	----	36/719	512/17.3	14.3	19.2	3.2	16	384	WVLK
7. WTKT-F	(O)	28/ 6.4	5.2	3.8	4.7	5.5	----	31/616	499/16.8	15.1	14.9	6.1	30	452	WTKT-F
8. WLFX-F	(CHR)	14/ 3.2	1.5	1.3	1.9	1.4	----	17/442	290/ 9.8	7.7	6.7	2.8	14	399	WLFX-F
9. WLAP	(O)	12/ 2.8	2.0	2.1	2.6	2.3	----	25/356	188/ 6.3	7.7	6.1	1.6	8	120	WLAP
10. WHRS	(BB)	9/ 2.1	2.8	2.1	1.3	0.4	----	9/91	86/ 2.9	2.2	3.7	0.8	4	46	WHRS
11. WHAS	(FS)	8/ 1.8	1.1	2.1	0.9	0.4	----	49/692	171/ 5.8	5.4	4.9	0.4	2	76	WHAS
WJMM-F	(REL)	8/ 1.8	1.5	1.7	1.9	3.3	----	12/300	220/ 7.4	6.0	8.0	1.8	9	226	WJMM-F
13. WLXG	(N/T)	7/ 1.6	1.3	1.1	1.1	0.4	----	8/191	178/ 6.0	4.5	5.8				WLXG
WCGW	(G)	7/ 1.6	1.5	1.7	1.5	2.7	----	18/155	71/ 2.4	2.6	2.1	2.6	13	119	WCGW
15.															

12+ FM SHARE (METRO): 79.58% (300 of 377) (FAL 90: 78.10%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WLAP-F	1 WKQQ-F>	1 WVLK-F<	1 WVLK-F>	1 WVLK-F>	1 WVLK-F>>	1 WVLK-F>	1 WVLK-F>>	1 WVLK-F>	1 WVLK-F	1 WVLK-F
2 WLFX-F	2 WVLK-F>	2 WKQQ-F>	2 WKQQ-F	2 WKQQ-F	2 WVLK	2 WKQQ-F>	2 WKQQ-F>	2 WKQQ-F>	2 WKQQ-F>	2 WLAP-F
3 WCKU-F	3 WLAP-F>	3 WCOZ-F	3 WCOZ-F	3 WCOZ-F	3 WTKT-F	3 WVLK	3 WCOZ-F	3 WLAP-F	3 WLAP-F	WKQQ-F
4	4 WCOZ-F>	4 WLAP-F	4 WTKT-F	4 WTKT-F	4 WCOZ-F	WLAP-F>	4 WLAP-F	4 WCOZ-F	WCKU-F	4 WVLK
5	5 WCKU-F	5 WTKT-F	5 WLAP-F	5 WLAP-F	5	5 WCOZ-F	5 WTKT-F	WCKU-F	5 WVLK	5 WCKU-F
6	6	6	6	6	6	6 WTKT-F	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKQQ-F>	1 WVLK-F	1 WVLK-F>	1 WVLK-F>	1 WVLK-F>	1 WKQQ-F>>	1 WKQQ-F>>	1 WKQQ-F>	1 WKQQ-F>	1 WVLK-F
2 WVLK-F	2 WKQQ-F	2 WLAP-F	2 WKQQ-F	2 WCOZ-F	2 WVLK-F>	2 WVLK-F>	2 WVLK-F>	2 WVLK-F>>	2 WKQQ-F>>
3 WLAP-F	3 WLAP-F	WCOZ-F	WCOZ-F	3 WTKT-F	3 WLAP-F	3 WLAP-F>	3 WLAP-F>	3 WTKT-F	3 WTKT-F
WCKU-F>	4 WCOZ-F	4 WKQQ-F>	4 WLAP-F	4 WLAP-F	4	4 WCOZ-F	4 WCOZ-F	WCOZ-F	WCOZ-F
5 WLFX-F	5 WCKU-F	5 WTKT-F	5 WCKU-F	5 WCKU-F	5	5	5	5 WLAP-F	5 WLAP-F
6	6	6	6 WTKT-F	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		55 (2)	55 (2)	14.6	17.8
AOR/CLASSIC		56 (1)	56 (1)	14.9	14.1
AC/OLDIES/SOFT ROCK	15 (2)	28 (1)	43 (3)	11.4	13.4
MOR/VARIETY	39 (3)		39 (3)	10.3	10.7
COUNTRY		90 (1)	90 (1)	23.9	21.4
BLACK/URBAN		30 (1)	30 (1)	8.0	10.7
BEAUTIFUL/EASY		33 (1)	33 (1)	8.8	
NEWS/TALK	7 (1)		7 (1)	1.9	
NOSTALGIA	9 (1)		9 (1)	2.4	4.4
RELIGION/GOSPEL	7 (1)	8 (1)	15 (2)	4.0	7.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	77 (8)	300 (8)	377 (16)		

OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME
WTKT	1580	Georgetown/Lxng	0.7/0.9/ 4/ 93
WLW	700	Cincinnati	0.5/3.4/ 13/ 289

RADIO STATIONS

WLAP, 630, 5 KW/1 KW (DA-2), OLDIES		UNUILT	, $ 16.00 (Durpetti)		Trumper
WCGW, 770, 1 KW (DAYS) , GOSPEL			, $ 10.00 (---)		Mortenson
WLXG, 1300, 2.5 KW/1KW (DA-N) , TALK	NBC,	ABC	, $ 12.00 (HNWH)		Martin
WVLK, 590, 5 KW/1 KW (DA-2) , MOR/FULL SER.		ABC	, $ 36.00 (Katz)		Bluegrass
WCKU-F, 102.5, 2 KW @ 350, BLACK			, $ 19.00 (Torbet)		(NICHOLASVILLE)
WCOZ-F, 96.7, 1.5 KW @ 470, SOFT AC		UNISUP	, $ 20.00 (HNWH)		Martin (PARIS)
WJMM-F, 106.3, 3 KW @ 300, RELIGION			, $ 15.00 (---)		Mortenson (VERSAILLES)
WKQQ-F, 98.1, 100 KW @ 551, AOR			, $ 51.00 (Christal)		Village
WLAP-F, 94.5, 100 KW @ 660, CHR			, $ 55.00 (Durpetti)		Trumper
WLFX-F, 100.1, 1.4 KW @ 460, AC			, $ 16.00 (Durpetti)		(WINCHESTER)
WTKT-F, 103.1, 3 KW @ 300, OLDIES			, $ 20.00 (Eastman)		(GEORGETOWN)
WVLK-F, 92.9, 100 KW @ 845, COUNTRY			, $ 62.00 (Katz)		Bluegrass

American Radio Fall 1991, Copyright 1992

LINCOLN

Arbitron Rank/Pop (12+): 167/180,300
MSA Rank/Pop: 201/213,000
ADI # 98
Average Person Ratings: 16.3
Market TSL: 21.50 hours

Stations: 20/12
Diaries: 640/282:1/59.5%
Sample Target: 610
% Below Line: 10.2
% Not Listed: 14.6

1991 Revenue: $8,800,000
HH Inc.: $35,589
Retail $: 1.6 Bil
Pop per Station: 15,025
#1 Biller: KFOR $2,100,000

12+ METRO		1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90		Birch Share	Birch AQH	Birch Cume	
1. KZKX-F	(C)	39/13.3	11.6	8.8	8.8	----	----	65/773	500/27.7	22.3	20.3		16.0	52	500	KZKX-F
KFOR	(FS)	39/13.3	10.6	13.9	12.5	----	----	40/648	595/33.0	22.2	33.2		10.5	34	357	KFOR
3. KFMQ-AF	(AOR)	25/ 8.5	10.2	7.1	8.8	----	----	36/440	318/17.6	22.5	18.8		11.1	35	518	KFMQ-AF
4. KTGL-F	(CL AOR)	24/ 8.2	7.9	6.8	10.5	----	----	32/447	342/19.0	19.4	18.2		9.2	30	348	KTGL-F
KFRX-F	(CHR)	24/ 8.2	6.6	7.5	12.8	----	----	29/552	441/24.5	25.9	25.5		11.4	37	455	KFRX-F
6. KEZG-F	(SAC)	18/ 6.1	6.9	9.5	6.4	----	----	29/355	235/13.0	15.7	20.6		2.8	9	155	KEZG-F
7. KLIN	(FS/T)	15/ 5.1	4.6	4.1	5.1	----	----	16/273	271/15.0	12.7	12.3		3.1	10	222	KLIN
KKNB-F	(CHR)	15/ 5.1	4.0	4.4	4.7	----	----	30/534	329/18.2	14.9	19.9		5.5	18	309	KKNB-F
9. KLDZ-F	(O)	14/ 4.8	7.6	5.1	4.1	----	----	18/373	298/16.5	16.9	15.7		4.0	13	236	KLDZ-F
10. KFAB	(FS)	11/ 3.7	3.3	4.4	2.0	----	----	48/891	234/13.0	12.1	17.2		2.5	8	359	KFAB
11. KEZO-F	(AOR)	9/ 3.1	1.3	0.7	3.4	----	----	25/282	183/10.1	9.6	8.4		2.2	7	137	KEZO-F
12. KHAT	(BB)	6/ 2.0	3.3	1.7	0.7	----	----	12/103	50/ 2.8	4.2	2.6		1.2	4	84	KHAT
13. KEFM-F	(AC)	3/ 1.0	2.3	1.4	1.4	----	----	9/201	108/ 6.0	8.6	9.1		1.8	6	109	KEFM-F
14.																
15.																

12+ FM SHARE (METRO): 70.92% (178 of 251) (FAL 90: 69.76%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	KFRX-F>>	KFMQ-AF	KZKX-F	KZKX-F	KZKX-F>	KFOR >>	KFOR >	KFOR	KZKX-F>	KZKX-F>	KLIN >
2	KZKX-F	KZKX-F	KFMQ-AF<	KFMQ-AF	KFMQ-AF	KZKX-F>	KZKX-F	KFMQ-AF	KFOR	KTGL-F	KFAB
	KTGL-F	KTGL-F	KTGL-F	KTGL-F	KFOR	KLIN	KFMQ-AF>	KZKX-F	KTGL-F	KFAB	KZKX-F
	KKNB-F	KFRX-F	KFRX-F	KLDZ-F	KTGL-F	KEZG-F	KFRX-F	KTGL-F	KFRX-F	KFRX-F	KKNB-F
5		5	KEZG-F	KEZG-F	KLDZ-F	5	5	KEZG-F	KFMQ-AF	KKNB-F	KFOR
6		6	KLDZ-F	KFRX-F	KEZG-F	6	6	6	KEZG-F	6	6
7		7	KKNB-F	KFOR	KFRX-F	7	7	7	7	7	7

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	KZKX-F	KZKX-F	KFRX-F	KZKX-F	KZKX-F	KTGL-F	KFMQ-AF	KFMQ-AF>	KFMQ-AF	KZKX-F
2	KFMQ-AF	KFRX-F>	KZKX-F	KFRX-F>	KFRX-F	KFMQ-AF>>	KTGL-F	KZKX-F	KTGL-F>	KFMQ-AF
	KFRX-F>	KFMQ-AF	KEZG-F	KEZG-F	KEZG-F	KEZO-F	KZKX-F	KTGL-F>	KZKX-F>	KTGL-F
4	KTGL-F	KTGL-F	KTGL-F>	KFMQ-AF	KFOR	KZKX-F		KLDZ-F	KLDZ-F	KFOR
	KKNB-F	KKNB-F	KFMQ-AF	KTGL-F	KLDZ-F	KFRX-F	5	5	KKNB-F	KLDZ-F
6		KEZG-F	KKNB-F	KKNB-F	6	6	6	6	KFOR	6
			KFOR							

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		41 (3)	41 (3)	16.3	14.9
AOR/CLASSIC	1 (1)	57 (3)	58 (4)	23.1	17.3
AC/OLDIES/SOFT ROCK		18 (3)	18 (3)	7.2	26.6
MOR/VARIETY	65 (3)		65 (3)	25.9	26.6
COUNTRY	1 (1)	40 (2)	41 (3)	16.3	11.7
BLACK/URBAN					
BEAUTIFUL/EASY		22 (3)	22 (3)	8.8	0.8
NEWS/TALK					
NOSTALGIA	6 (1)		6 (1)	2.4	2.0
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	73 (6)	178 (14)	251 (20)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KMXA-F	106.3	Lincoln	0.7/4.7/ 3/ 92
KESY-F	104.5	Omaha	0.7/2.3/ 4/ 69
KGOR-F	99.9	Omaha	0.3/2.9/ 5/ 120
KQKQ-F	98.5	Council Bluffs	0.7/5.3/ 6/ 188
WOW	590	Omaha/C.Bluff	0.3/3.6/ 10/ 274
WOW -F	94.1	Omaha/Cncl Blfs	0.3/3.8/ 6/ 156

RADIO STATIONS

KFOR, 1240, 1 KW	, MOR/FULL SER.	ABC	, $ 37.00 (Katz)	May		
KHAT, 1530, 5 KW (DAYS)	, NOSTALGIA		, $ 15.00 (Durpatt1)	Tate		
KLIN, 1400, 1 KW	, MOR/NOST.	MBS, CBS	, $ 17.00 (---)			
KEZG-F, 107.3, 100 KW @ 550	, SOFT AC	CBS, MBS	, $ 18.00 (---)			
KFMQ-F, 101.9, 100 KW @ 150	, AOR		, $ 24.00 (Banner)	Midwest		
KFRX-F, 102.7, 100 KW @ 500	, CHR		, $ 30.00 (Katz)	May		
KMXA-F, 106.3, 3 KW @ 145	, AC	UNIPWR	, $ 15.00 (Durpatt1)	Tate		
KKNB-F, 104.1, 31 KW @ 620	, CHR		, $ 15.00 (---)		(CRETE)	
KLDZ-F, 95.1, 50 KW @ 248	, OLDIES	UNIPWR, UNIULT	, $ 25.00 (Christal)	Kempff		
KTGL-F, 92.9, 100 KW @ 809	, CLASSIC AOR		, $ 24.00 (K & P)		(BEATRICE)	
KZKX-F, 96.9, 100 KW @ 610	, COUNTRY	ABC	, $ 24.00 (HNWH)		(SEWARD)	

American Radio Fall 1991, Copyright 1992

LITTLE ROCK

Arbitron Rank/Pop (12+): 83/425,800
MSA Rank/Pop: 97/523,000
ADI # 57
Average Person Ratings: 16.3
Market TSL: 21.50 hours

Stations: 18/18
Diaries: 985/432:1/54.1%
Sample Target: 910
% Below Line: 0.0
% Not Listed: 10.8

1991 Revenue: $13,500,000
HH Inc.: $30,766
Retail $: 4.4 Bil
Pop per Station: 23,655
#1 Biller: KSSN-F $4,200,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KSSN-F	(C)	171/24.7	17.3	20.1	21.0	24.2	20.8	321/3431	1657/38.9	36.9	40.0	24.4	189	1658	KSSN-F
2. KEZQ-F	(SAC)	58/ 8.4	8.5	10.2	9.9	7.3	9.3	80/1124	680/16.0	19.6	17.5	4.8	33	633	KEZQ-F
3. KMJX-F	(AOR)	53/ 7.7	11.2	9.2	10.7	10.6	9.7	102/1058	582/13.7	18.2	17.5	13.7	95	994	KMJX-F
4. KIPR-F	(B)	51/ 7.4	8.9	8.9	6.5	9.1	7.9	99/1120	702/16.6	14.3	13.7	14.0	97	845	KIPR-F
5. KURB-F	(CHR)	43/ 6.2	8.6	4.9	4.7	4.9	6.1	87/1699	917/20.9	18.8	16.7	6.9	48	748	KURB-F
6. KARN	(N/T)	36/ 5.2	6.1	6.3	8.2	6.3	6.4	41/687	572/13.4	13.0	15.8	3.8	26	427	KARN
7. KKYK-F	(CHR)	35/ 5.1	5.5	4.3	5.3	4.4	5.1	55/1168	584/13.7	17.0	18.2	3.5	24	647	KKYK-F
8. KHLT-F	(AC)	29/ 4.2	4.6	4.3	5.0	4.6	4.5	36/856	523/12.3	12.6	13.4	2.6	18	341	KHLT-F
9. KMZX-F	(B)	24/ 3.5	3.2	2.1	2.1	2.6	2.7	25/322	301/ 7.1	5.9	5.5	1.7	12	233	KMZX-F
10. KXIX-F	(C)	23/ 3.3	3.6	2.8	1.3	----	2.8	30/612	446/10.5	9.1	0.0	3.6	25	328	KXIX-F
11. KOLL-F	(O)	22/ 3.2	5.2	5.7	4.3	6.5	4.6	61/988	435/10.2	14.5	15.9	4.8	33	500	KOLL-F
12. KAKI-AF	(?)	18/ 2.6	1.3	2.5	2.2	1.1	2.2	26/276	198/ 4.7	0.0	1.2	0.1	1	87	KAKI-AF
13. KITA	(REL)	15/ 2.2	0.7	0.5	1.1	1.5	1.1	15/210	160/ 3.8	3.7	3.6	1.3	9	153	KITA
14. KLRG	(G)	14/ 2.0	2.2	2.9	3.2	3.8	2.6	19/257	195/ 4.6	4.6	5.9	3.2	22	211	KLRG
15. KBIS	(N/T)	12/ 1.7	1.3	1.7	1.8	1.5	1.6	12/248	204/ 4.8	4.8	4.8	0.6	4	127	KBIS

12+ FM SHARE (METRO): 83.47% (515 of 617) (FAL 90: 82.06%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KSSN-F	1 KSSN-F>>	1 KSSN-F>>	1 KSSN-F>>	1 KSSN-F>>	1 KSSN-F>>	1 KSSN-F>>	1 KSSN-F>>	1 KSSN-F>>	1 KSSN-F>	1 KSSN-F>
2 KIPR-F	2 KMJX-F	2 KMJX-F>	2 KMJX-F>	2 KMJX-F>	2 KEZQ-F>	2 KEZQ-F	2 KEZQ-F>	2 KMJX-F	2 KIPR-F>	2 KIPR-F
3 KKYK-F	3 KIPR-F	3 KIPR-F	3 KURB-F	3 KURB-F	3 KARN	3 KIPR-F<	3 KMJX-F	3 KEZQ-F	3 KKYK-F	3 KMZX-F>
4	4 KURB-F	4 KURB-F>	4 KIPR-F	KEZQ-F	4	4 KMJX-F	4 KURB-F<	4 KIPR-F	4 KMJX-F	4 KARN
5	5 KHLT-F	5 KEZQ-F	5 KEZQ-F	5 KIPR-F	5	KARN	5 KHLT-F	5 KURB-F	5 KMZX-F	5
6	6	6	6 KHLT-F	6 KHLT-F	6	6 KURB-F	6	6	6 KEZQ-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KSSN-F>	1 KSSN-F>>	1 KSSN-F>>	1 KSSN-F>>	1 KSSN-F>>
2 KIPR-F	2 KMJX-F	2 KMJX-F	2 KURB-F	2 KEZQ-F
3 KURB-F	KIPR-F	KHLT-F	3 KIPR-F	3 KURB-F
4 KMJX-F	KHLT-F	4 KURB-F	4 KMJX-F	4 KHLT-F
KKYK-F	5 KURB-F	KMZX-F	KHLT-F	5 KMJX-F
KHLT-F	6	KIPR-F	6 KEZQ-F	6 KMZX-F
				KIPR-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KSSN-F	1 KSSN-F>	1 KSSN-F>>	1 KSSN-F>>	1 KSSN-F>>
2 KMJX-F>	2 KMJX-F>	2 KMJX-F>	2 KMJX-F>	2 KMJX-F>
3 KIPR-F>	3 KIPR-F>	3 KIPR-F>	3 KIPR-F	3 KIPR-F
4 KURB-F	4 KURB-F	4 KURB-F	4 KURB-F	4 KOLL-F
KKYK-F	5	KHLT-F	5 KXIX-F	5 KARN
6 KXIX-F	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		78 (2)	78 (2)	12.6	10.2
AOR/CLASSIC		53 (1)	53 (1)	8.6	11.7
AC/OLDIES/SOFT ROCK		51 (2)	51 (2)	8.3	12.7
MOR/VARIETY					
COUNTRY		194 (2)	194 (2)	31.4	27.1
BLACK/URBAN		75 (2)	75 (2)	12.2	12.9
BEAUTIFUL/EASY		58 (1)	58 (1)	9.4	8.1
NEWS/TALK	48 (2)		48 (2)	7.8	8.5
NOSTALGIA	12 (1)		12 (1)	1.9	1.2
RELIGION/GOSPEL	42 (4)		42 (4)	6.8	7.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		6 (1)	6 (1)	1.0	0.4
	102 (7)	515 (11)	617 (18)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KAAY	1090	Little Rock	0.9/4.3/ 13/ 394
KHTL	760	Sherwood/LtlRck	1.0/2.3/ 10/ 150

RADIO STATIONS

KARN, 920, 5 KW (DA-2)	, NEWS/TALK	CBS , $ 32.00 (Katz)		
KBIS, 1010, 10 KW/5 KW (DA-N)	, BUSINESS TALK	BRN NBC , $ 18.00 (Christal)	Signal	
KITA, 1440, 5 KW/50 W	, RELIGION	, $ 13.00 (---)		
KLRG, 1150, 5 KW/1 KW (DA-N)	, GOSPEL	NBN , $ 13.00 (McGuild)	Willis	
KEZQ-F, 100.3, 44 KW @ 1369,	EZ/SOFT AC	CBS, $ 37.00 (McGuild)		
KHLT-F, 94.1, 100 KW @ 1602,	AC	, $ 38.00 (Christal)		
KIPR-F, 92.3, 100 KW @ 938,	BLACK	, $ 25.00 (Katz)	(PINE BLUFF)	
KKYK-F, 103.7, 100 KW @ 1510,	CHR	, $ 49.00 (Banner)	Shepard	
KMJX-F, 105.1, 81 KW @ 1054,	AOR	ABC , $ 40.00 (HNMH)		
KMZX-F, 106.3, 2.5 KW @ 353,	BLACK	NBN , $ 18.00 (K & P)	Willis	(LANOKE)
KOLL-F, 94.9, 100 KW @ 1644,	OLDIES	UNIPWR, $ 36.00 (McGuild)		(PINE BLUFF)
KSSN-F, 95.7, 100 KW @ 1664,	COUNTRY	ABC , $ 90.00 (Katz)	South. Skies	
KURB-F, 98.5, 100 KW @ 1285,	CHR/URBAN	SOURCE, $ 34.00 (Eastman)	GHB (Buck)	

American Radio Fall 1991, Copyright 1992

LOS ANGELES

Arbitron Rank/Pop (12+): 2/9,483,100
MSA Rank/Pop: 2/12,100,000
ADI # 2
Average Person Ratings: 17.1
Market TSL: 22.50 hours

Stations: 43/41
Diaries: 4421/2145:1/47.2%
Sample Target: 4020
% Below Line: 0.8
% Not Listed: 11.4

1991 Revenue: $402,000,000
HH Inc.: $42,203
Retail $: 92.5 Bil
Pop per Station: 231,295
#1 Biller: KABC $35,000,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KOST-F	(AC)	980/ 6.0	5.9	6.1	5.7	5.6	5.9	1178/20980	17431/18.4	16.8	16.4	5.1	826	11366	KOST-F
2. KIIS-AF	(CHR)	798/ 4.9	5.2	4.7	4.7	5.1	4.9	938/21280	17931/19.0	17.8	18.1	6.4	1007	18156	KIIS-AF
3. KLOS-F	(AOR)	713/ 4.4	4.5	4.5	4.0	4.6	4.3	1051/16634	11925/12.6	11.8	11.8	5.2	837	11656	KLOS-F
4. KPWR-F	(CHR)	698/ 4.3	3.5	3.4	3.5	4.5	3.7	756/15534	13839/14.6	12.7	13.6	5.0	795	15793	KPWR-F
5. KABC	(T)	690/ 4.2	4.7	5.1	4.3	4.3	4.6	742/10658	9554/10.1	11.2	9.4	4.0	636	8893	KABC
6. KLVE-F	(SP)	658/ 4.0	3.5	2.8	3.1	3.7	3.3	709/8223	7471/ 7.9	6.6	7.3	4.0	647	6978	KLVE-F
7. KRTH-F	(O)	642/ 4.0	3.8	3.6	2.8	1.9	3.5	795/16073	12593/13.3	12.9	8.1	3.3	527	7433	KRTH-F
8. KWKW	(SP)	623/ 3.8	3.1	3.4	3.1	3.3	3.3	626/6354	6325/ 6.7	7.0	6.0	3.1	500	6176	KWKW
9. KKBT-F	(B)	619/ 3.8	4.9	4.1	3.6	3.5	4.1	694/8777	7450/ 7.9	9.2	7.4	6.0	965	9041	KKBT-F
10. KBIG-F	(AC)	528/ 3.2	3.8	4.1	3.5	3.8	3.7	658/12045	9933/10.5	11.3	10.3	2.9	470	5812	KBIG-F
11. KROQ-F	(AOR)	519/ 3.2	2.7	3.1	2.9	3.2	3.0	607/10161	8723/ 9.2	8.5	8.3	3.4	544	9582	KROQ-F
12. KTNQ	(SP)	480/ 3.0	2.4	2.7	2.7	2.3	2.7	491/6482	6278/ 6.6	5.9	5.3	2.3	373	4482	KTNQ
13. KXEZ-F	(SAC)	478/ 2.9	2.8	3.0	3.2	3.0	3.0	508/8018	7450/ 7.9	8.2	7.4	1.7	269	3273	KXEZ-F
14. KNX	(N)	456/ 2.8	2.6	2.7	4.0	3.2	3.0	605/15033	11606/12.2	11.3	11.5	2.5	404	8598	KNX
15. KMPC	(BB)	455/ 2.8	2.6	2.6	2.4	2.8	2.6	522/7735	6669/ 7.0	6.8	7.2	2.3	366	4514	KMPC
KLSX-F	(CL AOR)	455/ 2.8	2.8	2.8	2.1	2.2	2.6	527/11498	9626/10.2	9.2	8.0	2.8	442	8636	KLSX-F
17. KFI	(T)	431/ 2.7	2.1	2.3	2.4	1.9	2.4	655/11076	7782/ 8.2	6.6	6.0	2.7	431	6247	KFI
18. KFWB	(N)	410/ 2.5	3.1	3.1	4.3	2.9	3.3	452/13003	11877/12.5	13.8	12.9	2.6	415	7566	KFWB
19. KZLA-F	(C)	398/ 2.4	2.6	1.6	2.8	2.5	2.3	461/6140	5255/ 5.5	4.6	5.2	2.3	366	4582	KZLA-F
20. KQLZ-F	(AOR)	393/ 2.4	2.2	2.0	3.0	2.7	2.4	512/9759	7521/ 7.9	7.5	9.3	3.5	558	7019	KQLZ-F
21. KTWV-F	(J/NA)	359/ 2.2	2.5	2.8	2.9	3.0	2.6	444/8823	7180/ 7.6	8.5	7.9	3.2	513	6979	KTWV-F
22. KKHJ	(SP)	302/ 1.9	2.1	1.7	2.3	2.5	2.0	310/5303	5103/ 5.4	5.1	5.4	1.4	232	3534	KKHJ
23. KLIT-F	(SAC)	250/ 1.5	1.6	0.9	0.8	0.8	1.2	293/5710	4986/ 5.3	4.2	3.6	0.4	70	1670	KLIT-F
24. KCBS-F	(O)	220/ 1.4	1.4	1.9	1.6	1.7	1.6	291/6521	4887/ 5.2	6.8	5.9	1.3	209	3053	KCBS-F
25. KKGO-F	(CL)	217/ 1.3	1.4	1.4	1.3	1.3	1.3	261/6358	5499/ 5.8	5.0	4.3	1.4	217	2950	KKGO-F
26. KJLH-F	(B)	189/ 1.2	1.4	1.3	1.1	0.9	1.3	189/3733	3721/ 3.9	4.9	4.3	1.2	196	4193	KJLH-F
27. KALI	(SP)	168/ 1.0	1.1	1.9	1.2	1.7	1.3	169/3115	3098/ 3.3	3.6	3.7	1.4	226	2394	KALI
28. KRLA	(O)	155/ 1.0	0.8	1.1	0.6	0.8	0.9	165/3409	3045/ 3.2	3.9	3.2	0.8	123	2419	KRLA
29. KNAC-F	(AOR)	149/ 0.9	0.8	0.8	1.1	0.8	0.9	156/3048	2835/ 3.0	2.6	2.4	1.4	228	2960	KNAC-F
30. KACE-F	(J/NA)	122/ 0.8	0.9	0.7	0.8	1.2	0.8	123/1993	1944/ 2.0	2.7	3.3	0.6	92	1908	KACE-F

12+ FM SHARE (METRO): 68.21% (9826 of 14406) (FAL 90: 66.13%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	KIIS-AF	1 KLVE-F	1 KOST-F	1 KOST-F	1 KOST-F	1 KABC >	1 KLOS-F>	1 KOST-F	1 KOST-F	1 KOST-F	1 KABC >>
2	KPWR-F>	KLOS-F<	2 KLOS-F	2 KLOS-F	2 KLOS-F	2 KOST-F<	2 KABC	2 KRTH-F	2 KIIS-AF	2 KPWR-F	2 KNX
3	KROQ-F	3 KOST-F	3 KLVE-F<	3 KLVE-F<	3 KLVE-F	3 KMPC	3 KIIS-AF	3 KBIG-F	3 KPWR-F<	3 KKBT-F	3 KFI >>
4	KKBT-F	4 KPWR-F	4 KIIS-AF	4 KRTH-F	4 KRTH-F	4 KNX	KOST-F	4 KIIS-AF<	4 KRTH-F	KABC	4 KKBT-F<
5		5 KIIS-AF	5 KWKW	5 KIIS-AF	5 KIIS-AF	5 KRTH-F<	5 KWKW	5 KXEZ-F	5 KLOS-F<	5 KIIS-AF	5 KFWB
6		6 KROQ-F<	KRTH-F<	6 KWKW	KWKW	6 KFWB	6 KTNQ <	KWKW	6 KLVE-F	KROQ-F	6 KOST-F
7		7 KKBT-F	7 KPWR-F<	7 KKBT-F<	7 KBIG-F	7 KXEZ-F<	7 KKBT-F<	KLVE-F<	7 KKBT-F	7 KLVE-F	7 KWKW >>
8		8 KWKW	8 KKBT-F	8 KTNQ	8 KKBT-F	8 KFI	8 KFWB	8 KABC	KBIG-F	8 KWKW	8 KTNQ
9		9 KLSX-F	9 KLSX-F<	9 KLSX-F	9 KTNQ	9	9 KNX <	9 KPWR-F<	9 KXEZ-F	KNX	9 KROQ-F
10		10 KRTH-F	10 KROQ-F	KBIG-F	10 KLSX-F	10	10 KPWR-F	10 KLOS-F	10 KROQ-F	10 KTNQ	10
		KQLZ-F								KQLZ-F	

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	KIIS-AF	1 KOST-F	1 KOST-F	1 KOST-F>	1 KOST-F>	1 KPWR-F	1 KLOS-F	1 KLOS-F	1 KLOS-F>	1 KLOS-F>
	KPWR-F	2 KLVE-F	2 KLVE-F>	2 KIIS-AF	2 KBIG-F<	2 KROQ-F	2 KPWR-F	2 KLVE-F	2 KWKW <	2 KLSX-F<
3	KOST-F<	3 KIIS-AF	3 KIIS-AF	3 KLVE-F	3 KIIS-AF	3 KWKW	3 KROQ-F<	3 KLSX-F	3 KLSX-F<	3 KWKW
4	KROQ-F	4 KKBT-F	KLOS-F<	4 KKBT-F<	KLVE-F<	4 KIIS-AF	4 KLVE-F<	4 KPWR-F<	4 KPWR-F	KOST-F
5	KKBT-F	5 KLOS-F	5 KKBT-F	5 KRTH-F	5 KRTH-F	KLSX-F<	5 KWKW	5 KWKW	5 KOST-F	5 KLVE-F
6	KLVE-F	6 KBIG-F	6 KBIG-F	KBIG-F	6 KKBT-F	6 KLOS-F<	KLSX-F	6 KOST-F	6 KLVE-F	6 KRTH-F
7	KBIG-F	7 KPWR-F<	7 KRTH-F	7 KLOS-F	7 KLOS-F	7 KKBT-F	7 KIIS-AF	7 KROQ-F	7 KROQ-F	7 KTNQ
8	KLOS-F	8 KROQ-F	8 KTNQ <	8 KPWR-F<	8 KWKW	8 KOST-F	KOST-F	8 KIIS-AF	8 KRTH-F	8 KTWV-F<
9	KWKW	9 KRTH-F	9 KWKW	9 KWKW	9 KXEZ-F	9 KQLZ-F<	9 KKBT-F	KQLZ-F	9 KIIS-AF<	9 KPWR-F
	KRTH-F	10 KWKW	10 KROQ-F	10 KTNQ	10 KTNQ	10 KLVE-F	10 KQLZ-F	10 KKBT-F	10 KTNQ	10

American Radio Fall 1991, Copyright 1992

FORMATS	AM	FM	TOTAL	%	FAI. 90 %
TOP 40/CHR/CONTEMP	12 (1)	1633 (4)	1645 (5)	11.4	14.4
AOR/CLASSIC		2300 (6)	2300 (6)	16.0	12.4
AC/OLDIES/SOFT ROCK	155 (1)	2370 (4)	2525 (5)	17.5	19.1
MOR/VARIETY					
COUNTRY	103 (1)	453 (2)	556 (3)	3.9	2.8
BLACK/URBAN	70 (1)	808 (2)	878 (3)	6.1	8.3
BEAUTIFUL/EASY		728 (2)	728 (2)	5.1	3.5
NEWS/TALK	1987 (4)		1987 (4)	13.8	14.4
NOSTALGIA	455 (1)		455 (1)	3.2	2.8
RELIGION/GOSPEL		71 (1)	71 (1)	0.5	1.4
SPANISH	1677 (5)	765 (2)	2442 (7)	17.0	14.1
CLASSICAL		217 (1)	217 (1)	1.5	1.6
JAZZ/NEW AGE		481 (2)	481 (2)	3.3	3.3
UNKNOWN/OTHERS	121 (2)		121 (2)	0.8	1.8
	4580 (16)	9826 (26)	14406 (42)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KEZY-F	95.9	Anaheim	0.6/2.3/106/2322
KFOX-F	93.5	Redondo Beach	0.3/0.5/ 58/ 512
KGFJ	1230	Los Angeles	0.4/1.4/ 70/1337
KKLA-F	99.5	Los Angeles	0.4/1.8/ 88/2043
KLAC	570	LA/Anaheim	0.6/3.1/119/3545
KOCM-F	103.1	Newport Beach	0.2/0.9/ 27/ 919
KSKQ	1540	Los Angeles	0.6/2.0/104/1914
KSKQ-F	97.9	Long Beach	0.7/2.1/107/1977
KWIZ	1480	Santa Ana	0.3/0.7/ 49/ 690
KSRF-F	103.1	Santa Monica	0.3/1.4/ 44/1341
KGGI-F	99.1	Riverside	0.3/1.6/302/5164
XTRA	690	Tijuana/SnDiego	0.4/2.0/119/2838

RADIO STATIONS

AM STATIONS

KABC, 790, 5 KW (DA-N)	TALK	ABC	$ 420.00 (Katz)	Cap Cities/ABC	
KALI, 1430, 5 KW (DA-2)	HISPANIC		$ 90.00 (Katz)	United	(SAN GABRIEL)
KDAY, 1580, 50 KW (DA-2)	BUS. NEWS	MBN, UNIPWR	$ 80.00 (Roslin)		(SANTA MONICA)
KFI , 640, 50 KW	TALK	NBS	$ 110.00 (Christal)	Cox	
KFWB, 980, 5 KW	NEWS	CNN NBC	$ 305.00 (Group W)	Westinghouse	
KGFJ, 1230, 1 KW	BLACK OLDIES	SBN, SMN	$ 70.00 (Roslin)		
KGIL, 1260, 5 KW (DA-2)	TALK	APR, TALKNT	$ 60.00 (HNWH)	Buckley	(SAN FERNANDO)
KIEV, 870, 10 KW/1 KW (DA-2)	TALK	UNISUP UNIULT	$ 55.00 (---)		(GLENDALE)
KLAC, 570, 5 KW (DA-N)	COUNTRY	ABC,	$ 115.00 (Eastman)	Malrite	
KMPC, 710, 50 KW/10 KW (DA-N)	SPORTS	NBC,	$ 220.00 (Banner)	Golden West	
KNX , 1070, 50 KW	NEWS	CBS	$ 340.00 (CBS)	CBS	
KRLA, 1110, 50 KW/10 KW (DA-2)	OLDIES		$ 80.00 (MMR)	Greater Media	
KSKQ, 1540, 50 KW/10 KW (DA-2)	HISPANIC		$ 100.00 (SBS)	SBS	
KTNQ, 1020, 50 KW (DA-2)	HISPANIC		$ 155.00 (Caballero)	Heftel	
KWKW, 1330, 5 KW (DA-N)	HISPANIC		$ 100.00 (Lotus)	Lotus	

FM STATIONS

KACE, 103.9, 1.6 KW @ 390,	NAC	APR, UNIULT	$ 80.00 (K & P)	All Pro	(INGLEWOOD)
KBIG, 104.3, 105 KW @ 2890,	AC		$ 300.00 (CBS)	Bonneville	
KFSG, 96.3, 54 KW @ 480,	RELIGION	APR	$ 25.00 (---)		
KIIS, 102.7, 8 KW @ 2960,	CHR		$ 520.00 (McGuild)	Gannett	
KJLH, 102.3, 2.2 KW @ 338,	BLACK		$ 110.00 (Roslin)		(COMPTON)
KKBT, 92.3, 43 KW @ 2910,	URBAN		$ 160.00 (MMR)	Evergreen	
KKGO, 105.1, 18 KW @ 2887,	CLASSICAL	APR	$ 125.00 (CMBS)		
KLIT, 101.9, 2.4 KW @ 2848,	SOFT AC		$ 100.00 (Banner)	Golden West	(GLENDALE)
KLOS, 95.5, 63 KW @ 3129,	AOR	ABC	$ 400.00 (Katz)	Cap Cities/ABC	
KLSX, 97.1, 21 KW @ 3002,	CLASSIC AOR		$ 300.00 (MMR)	Greater Media	
KLVE, 107.5, 30 KW @ 2998,	HISPANIC		$ 175.00 (Caballero)	Heftel	
KMAX, 107.1, 3 KW @ -44 ,	RELIGION/ETHNIC		$ 80.00 (---)	Douglas	(ARCADIA)
KNAC, 105.5, 1 KW @ 453,	AOR	ABC	$ 120.00 (Durpetti)		(LONG BEACH)
KCBS, 93.1, 29 KW @ 3498,	OLDIES	CBS	$ 190.00 (CBS)	CBS	
KOST, 103.5, 13 KW @ 3100,	AC		$ 475.00 (Christal)		
KPWR, 105.9, 72 KW @ 770,	CHR		$ 430.00 (HNWH)	Emmis	
KQLZ, 100.3, 5 KW @ 3004,	AOR	SOURCE	$ 300.00 (Durpetti)	Westwood One	
KROQ, 106.7, 6 KW @ 1387,	AOR		$ 270.00 (Torbet)	Infinity	
KRTH, 101.1, 51 KW @ 3133,	OLDIES	UNIULT	$ 375.00 (Banner)	Beasley	
KSKQ, 97.9, 79 KW @ 410,	HISPANIC		$ 120.00 (SBS)	SBS	
KTWV, 94.7, 58 KW @ 2831,	JAZZ/NAC		$ 300.00 (Group W)	Westinghouse	
KXEZ, 98.7, 75 KW @ 1180,	SOFT AC/EZ		$ 250.00 (Torbet)	Viacom	
KZLA, 93.9, 49 KW @ 720,	COUNTRY		$ 225.00 (Eastman)	Malrite	

Miscellaneous: KWIZ-F (Anaheim) From Liberman to Douglas for $8,750,000 (MVP)... KMPC from Nostalgia to Sprots (Mar)...

American Radio Fall 1991, Copyright 1992

LOUISVILLE

Arbitron Rank/Pop (12+): 51/791,500

MSA Rank/Pop: 55/968,000
ADI # 45
Average Person Ratings: 14.9
Market TSL: 19.75 hours

Stations: 15/15
Diaries: 1268/624:1/53.2%
Sample Target: 1320
% Below Line: 0.0
% Not Listed: 11.6

1991 Revenue: $25,500,000
HH Inc.: $30,273
Retail $: 7.6 Bil
Pop per Station: 52,766
#1 Biller: WHAS $7,000,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WAMZ-F	(C)	270/22.9	17.9	19.5	17.1	20.8	19.4	357/3771	2647/33.4	29.1	30.8	24.8	357	2685	WAMZ-F
2. WHAS	(FS)	171/14.5	14.3	14.3	17.3	15.0	15.1	216/3140	2410/30.4	30.4	30.8	11.0	159	2128	WHAS
3. WDJX-F	(CHR)	90/ 7.6	8.0	8.9	6.8	7.3	7.8	150/2492	1618/20.4	23.1	21.0	11.5	166	2398	WDJX-F
4. WQMF-F	(AOR)	84/ 7.1	10.4	7.8	8.4	6.4	8.4	109/1877	1367/17.3	18.0	15.7	8.5	122	1768	WQMF-F
5. WVEZ-F	(SAC)	75/ 6.4	6.9	6.5	7.6	7.0	6.8	84/1400	1209/15.3	14.0	16.1	5.1	73	894	WVEZ-F
6. WGZB-F	(B)	70/ 5.9	5.8	6.7	6.3	6.3	6.2	77/797	749/ 9.5	10.1	9.1	10.2	147	852	WGZB-F
7. WRKA-F	(O)	59/ 5.0	6.7	4.9	6.9	6.7	5.9	72/1418	1278/16.1	17.1	15.5	5.6	81	1197	WRKA-F
8. WLRS-F	(AC)	56/ 4.8	4.6	3.4	2.8	3.8	3.9	59/1102	1016/12.8	11.3	12.8	3.1	44	866	WLRS-F
9. WZKS-F	(CHR)	44/ 3.7	3.5	5.0	3.9	3.4	4.0	45/1014	976/12.3	14.1	12.4	4.3	62	1308	WZKS-F
10. WAVG	(T/O)	36/ 3.1	2.2	2.1	2.3	0.9	2.4	38/694	659/ 8.3	6.6	5.1	0.7	10	327	WAVG
11. WXVW	(BB)	30/ 2.5	1.5	1.5	2.3	2.9	2.0	30/474	470/ 5.9	3.4	4.8	1.2	17	220	WXVW
12. WLOU	(B)	29/ 2.5	3.1	2.7	3.7	3.1	3.0	31/484	474/ 6.0	6.8	6.6	2.3	33	509	WLOU
13.															
14.															
15.															

12+ FM SHARE (METRO): 71.85% (748 of 1041) (FAL 90: 68.99%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDJX-F>>	1 WAMZ-F>	1 WAMZ-F>>	1 WAMZ-F>	1 WAMZ-F>	1 WAMZ-F	1 WHAS <	1 WAMZ-F>>	1 WAMZ-F>>	1 WAMZ-F>	1 WAMZ-F
2 WGZB-F	2 WQMF-F>	2 WQMF-F	2 WHAS >	2 WHAS >	2 WHAS >>	2 WAMZ-F>>	2 WHAS >	2 WHAS >	2 WDJX-F<	2 WHAS >>
3 WZKS-F	3 WDJX-F	WHAS	3 WQMF-F	3 WVEZ-F>	3 WVEZ-F>	3 WQMF-F	3 WQMF-F	3 WQMF-F<	3 WHAS	3 WXVW
4	4 WGZB-F	4 WDJX-F	4 WRKA-F	4 WVEZ-F	4 WAVG <	4 WDJX-F	4 WVEZ-F	4 WDJX-F	4 WGZB-F	WVEZ-F
5	5 WLRS-F<	5 WRKA-F	5 WLRS-F	WRKA-F	5 WRKA-F	5 WVEZ-F	5 WDJX-F	5 WVEZ-F	5 WQMF-F	5
6	6 WHAS	6 WLRS-F	WGZB-F<	6 WGZB-F<	6	6	6 WRKA-F	6 WGZB-F<	6 WLRS-F	6
7	7	WGZB-F	7 WVEZ-F	7 WLRS-F	7	7	7	7 WRKA-F	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WAMZ-F>>	1 WAMZ-F>>	1 WAMZ-F>>	1 WAMZ-F>>	1 WAMZ-F>>
2 WDJX-F>>	2 WDJX-F>	2 WDJX-F	2 WHAS	2 WHAS >
3 WZKS-F	3 WGZB-F	3 WHAS	3 WDJX-F	3 WVEZ-F
WLRS-F	4 WLRS-F	WGZB-F>	4 WVEZ-F	4 WLRS-F
5 WVEZ-F	5 WZKS-F	5 WLRS-F	WLRS-F	5 WRKA-F
WQMF-F	6 WHAS	6 WZKS-F	6	WDJX-F
WGZB-F	7	WRKA-F	7	7 WGZB-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WQMF-F	1 WQMF-F	1 WQMF-F	1 WAMZ-F	1 WAMZ-F>
WAMZ-F>>	2 WAMZ-F>>	2 WAMZ-F>>	2 WQMF-F>	2 WQMF-F
3 WDJX-F>>	3 WGZB-F	3 WGZB-F	3 WHAS	3 WHAS >
4 WGZB-F	4 WDJX-F	4 WHAS	4 WRKA-F	4 WRKA-F
5 WLRS-F	5 WHAS	5 WRKA-F	5 WGZB-F	5 WGZB-F
6	6 WLRS-F	WLRS-F	6 WDJX-F	6 WVEZ-F
7	7	7 WDJX-F	7	7

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		134 (2)	134 (2)	12.9	19.9
AOR/CLASSIC		84 (1)	84 (1)	8.1	7.9
AC/OLDIES/SOFT ROCK		115 (2)	115 (2)	11.0	16.5
MOR/VARIETY	171 (1)		171 (1)	16.4	14.4
COUNTRY	16 (2)	270 (1)	286 (3)	27.5	22.7
BLACK/URBAN	29 (1)	70 (1)	99 (2)	9.5	11.2
BEAUTIFUL/EASY		75 (1)	75 (1)	7.2	1.5
NEWS/TALK	36 (1)		36 (1)	3.5	0.5
NOSTALGIA	30 (1)		30 (1)	2.9	2.8
RELIGION/GOSPEL	11 (1)		11 (1)	1.1	2.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	293 (7)	748 (8)	1041 (15)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WLLV	1240	Louisville	0.9/2.4/ 12/ 194
WTNT	620	Louisville	0.6/2.5/ 12/ 237
WWKY	790	Louisville	0.8/2.9/ 13/ 309

RADIO STATIONS

WAVG ,	970,	5 KW (DA-N) ,	Oldies	NBC UNISUP,	$ 22.00	(Durpetti)	
WDJX ,	1080,	10 KW/1 KW (DA-2)	— simulcast with WDJX-F				
WHAS ,	840,	50 KW ,	MOR/Full Service	ABC,	$110.00	(Christal)	Clear Channel
WLOU ,	1350,	5 KW/500 W (DA-N),	Black	SBN,	$ 25.00	(— —)	Johnson
WWKY ,	790,	5 KW/1 KW (DA-2),	Country	UNISUP,	$ 20.00	(Katz)	Wilks-Schwartz
WXVW ,	1450,	1 KW ,	Nostalgia	SMN UNISUP,	$ 25.00	(K & P)	
WAMZ-F,	97.5,	100 KW @ 500 ,	Country	,	$ 90.00	(Christal)	Clear Channel
WDJX-F,	99.7	24 KW @ 715 ,	CHR	APR,	$ 70.00	(Eastman)	Stoner
WGZB-F,	96.5,	3 KW @ 300 ,	Black	CNN,	$ 22.00	(— —)	
WLRS-F,	102.3,	3 KW @ 285 ,	AC	UNIPWR,	$ 40.00	(Durpetti)	(CORYDON)
WLSY-F,	101.7,	1.4 KW @ 415 ,	EZ	UNIULT,	$ 25.00	(Banner)	
WQMF-F,	95.7,	34 KW @ 580 ,	AOR	,	$ 54.00	(HMMH)	
WRKA-F,	103.1,	3 KW 2 275 ,	Oldies	,	$ 52.00	(Banner)	Capitol-Johnson
WVEZ-F,	106.9,	25 KW @ 670 ,	AC	UNISUP,	$ 57.00	(Katz)	Wilks-Schwartz
WZKS-F,	103.9,	1 KW @ 490 ,	CHR	,	$ 22.00	(HMH)	

American Radio Fall 1991, Copyright 1992

LUBBOCK

Arbitron Rank/Pop (12+): 163/183,700
MSA Rank/Pop: 196/226,000
ADI # 147
Average Person Ratings: 15.1
Market TSL: 20.50 hours

Stations: 16/15
Diaries: 617/298:1/49.4%
Sample Target: 610
% Below Line: 0.4
% Not Listed: 7.6

1991 Revenue: $6,500,000
HH Inc.: $27,735
Retail $: 2.0 Bil
Pop per Station: 12,246
#1 Biller: KLLL-AF $2,100,000

12+ METRO		1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KLLL-F	(C)	86/30.9	25.4	22.2	24.3	18.7	----	149/1403	763/41.5	40.6	33.9	29.1	95	1020	KLLL-F
2. KFMX-F	(AOR)	32/11.5	9.8	13.5	8.1	7.8	----	43/597	403/21.9	22.2	17.2	20.2	66	608	KFMX-F
3. KZII-F	(CHR)	27/ 9.7	10.7	13.5	14.9	14.0	----	42/724	424/23.1	29.4	24.5	10.7	35	568	KZII-F
4. KKCL-F	(O)	22/ 7.9	6.2	4.0	2.9	2.8	----	25/399	320/17.4	14.8	10.3	7.3	24	280	KKCL-F
5. KRLB-F	(AC)	19/ 6.8	8.5	8.1	9.7	13.1	----	32/633	386/21.0	26.5	24.4	6.7	22	510	KRLB-F
6. KFYO	(C)	18/ 6.5	3.9	6.1	2.3	6.2	----	32/513	313/17.0	9.1	18.3	1.5	5	185	KFYO
7. KTEZ-F	(SAC)	17/ 6.1	8.1	4.7	9.1	5.9	----	21/405	327/17.8	14.0	10.8	3.1	10	177	KTEZ-F
8. KKIK-AF	(SP)	9/ 3.2	5.8	6.8	3.6	7.4	----	19/325	185/10.1	20.0	15.8	4.2	6	254	KKIK-AF
9. KTLK	(SP)	6/ 2.2	4.6	1.0	1.6	1.9	----	6/101	73/ 4.0	5.9	2.7	0.9	3	87	KTLK
KJAK-F	(REL)	6/ 2.2	1.6	3.0	1.3	2.2	----	9/227	153/ 8.3	5.3	6.9	0.6	2	89	KJAK-F
KFMX	(BB)	6/ 2.2	1.3	1.3	1.6	1.2	----	6/79	69/ 3.8	3.2	4.0	0.6	2	64	KFMX
12. KLFB	(SP)	4/ 1.4	----	0.3	2.3	2.8	----	4/77	71/ 3.9	0.0	1.9	0.6	2	85	KLFB
13. KCAS	(EZ)	3/ 1.1	0.7	1.0	1.9	3.1	----	4/84	70/ 3.8	2.4	2.3	0.9	3	37	KCAS
14.															
15.															

12+ FM SHARE (METRO): 82.88% (213 of 257) (FAL 90: 83.64%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZII-F>>	1 KLLL-F	1 KLLL-F>>	1 KLLL-F>>	1 KLLL-F>>	1 KLLL-F>>	1 KLLL-F>>	1 KLLL-F>>	1 KLLL-F>>	1 KLLL-F>>	1 KLLL-F>>
2 KLLL-F>>	2 KFMX-F>>	2 KFMX-F>	2 KFMX-F	2 KFMX-F	2 KFYO	2 KZII-F	2 KKCL-F	2 KFMX-F>	2 KZII-F	2 KFMX-F
3 KRLB-F	3 KZII-F	3 KKCL-F	3 KKCL-F>	3 KKCL-F	3 KKCL-F>	3 KFMX-F	3 KFMX-F	3 KZII-F>	3 KFMX-F	3 KFYO
4	4 KRLB-F	4 KRLB-F	4 KTEZ-F	4 KTEZ-F	4 KTEZ-F	4 KRLB-F<	4 KZII-F	4 KTEZ-F	4	4
5	5	5 KZII-F	KRLB-F	5 KRLB-F	5	5 KKCL-F<	5 KTEZ-F	KRLB-F	5	5
6	6	6	6	6	6	6 KFYO	6	KKCL-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KLLL-F	1 KLLL-F	1 KLLL-F	1 KLLL-F>>	1 KLLL-F>>
2 KZII-F	2 KFMX-F	2 KFMX-F	2 KFMX-F	2 KTEZ-F>
KFMX-F>>	3 KZII-F>	3 KZII-F	3 KZII-F	3 KFMX-F
4 KRLB-F	4 KRLB-F	4 KTEZ-F	4 KTEZ-F	4 KZII-F
5	5 KTEZ-F	KRLB-F>	5 KRLB-F	KRLB-F
6	6	6 KKIK-AF	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KLLL-F>>	1 KLLL-F	1 KFMX-F	1 KLLL-F>>	1 KLLL-F>>
2 KFMX-F>>	2 KFMX-F>>	2 KLLL-F>>	2 KFMX-F>	2 KFMX-F
3 KRLB-F	3 KRLB-F>	3 KZII-F	3 KKCL-F>	3 KKCL-F>>
4	4 KZII-F	KRLB-F	4 KRLB-F	4 KRLB-F
5	5	KKCL-F	5	5
6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		27 (1)	27 (1)	10.5	14.9
AOR/CLASSIC		32 (1)	32 (1)	12.5	14.9
AC/OLDIES/SOFT ROCK		41 (2)	41 (2)	16.0	21.2
MOR/VARIETY					
COUNTRY	19 (2)	86 (1)	105 (3)	40.9	36.8
BLACK/URBAN					1.9
BEAUTIFUL/EASY	3 (1)	17 (1)	20 (2)	7.8	1.1
NEWS/TALK	1 (1)		1 (1)	0.4	0.4
NOSTALGIA	6 (1)		6 (1)	2.3	1.5
RELIGION/GOSPEL		6 (1)	6 (1)	2.3	3.3
SPANISH	15 (3)	4 (1)	19 (4)	7.4	4.1
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	44 (8)	213 (8)	257 (16)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KLLL	1590	Lubbock	0.4/2.8/ 2/ 85
KQNC	710	Amarillo	0.4/1.6/ 12/ 194

RADIO STATIONS

KFYO, 790, 5 KW/1 KW (DA-2)	, COUNTRY	CBS	, $ 15.00 (Torbet)	Seaton	
KJBX, 580, 500 W/387 W	, BLACK/DANCE		, $ 12.00 (Christal)	Dowe	
KLFB, 1420, 500 W	, HISPANIC		, $ 11.00 (Caballero)		
KXTQ, 950, 5 KW/500 W (DA-2)	, HISPANIC		, $ 10.00 (Caballero)	Adams	
KFMX-F, 94.5, 100 KW @ 818,	AOR	ABC	, $ 27.00 (Katz)		
KJAK-F, 92.7, 100 KW @ 584,	RELIGION		, $ 9.00 (---)	(SLATON)	
KRLB-F, 99.5, 100 KW @ 817,	CHR/AC	ABC	, $ 35.00 (Christal)	Dowe	
KKCL-F, 98.1, 50 KW @ 300,	OLDIES	NBC	, $ 14.00 (Banner)	Amer. General (LORENZO)	
KKIK-F, 93.7, 100 KW @ 736,	HISPANIC		, $ 19.00 (Banner)	Adams	
KLLL-F, 96.3, 100 KW @ 850,	COUNTRY	NBS	, $ 44.00 (Eastman)	Pinnacle	
KLSC-F, 104.7, 100 KW @ 980,	OLDIES	ABC	, $ 10.00 (Republic)	(LAMESA)	
KTEZ-F, 101.1, 100 KW @ 750,	SOFT AC	UNISUP	, $ 26.00 (HNWH)	Lotus	
KZII-F, 102.5, 100 KW @ 817,	CHR		, $ 30.00 (Torbet)	Seaton	

Miscellaneous: KKIK-F from Country to Hispanic...

American Radio Fall 1991, Copyright 1992

MACON

Arbitron Rank/Pop (12+): 142/233,600
MSA Rank/Pop: 160/297,000
ADI # 120
Average Person Ratings: 16.8
Market TSL: 22.50 hours

Stations: 18/15
Diaries: 774/302:1/49.7%
Sample Target: 690
% Below Line: 4.3
% Not Listed: 12.8

1991 Revenue: $8,100,000
HH Inc.: $31,259
Retail $: 2.2 Bil
Pop per Station: 15,573
#1 Biller: WDEN-AF $2,700,000

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90		Birch Share	Birch AQH	Birch Cume	
1. WDEN-AF (C)	80/20.5	19.5	21.3	23.0	----	----	155/1449	737/31.5	31.9	30.5		20.7	79	729	WDEN-AF
2. WPEZ-F (AC)	47/12.0	11.3	12.9	9.4	----	----	59/753	512/21.9	21.0	24.3		8.7	34	607	WPEZ-F
3. WQBZ-F (AOR)	31/ 7.9	10.8	4.1	2.2	----	----	45/569	352/15.1	15.9	8.9		12.0	47	510	WQBZ-F
4. WPGA-F (B)	29/ 7.4	10.8	9.4	8.4	----	----	38/584	393/16.8	17.3	18.8		11.5	45	527	WPGA-F
WAYS-F (O)	29/ 7.4	10.1	11.0	14.9	----	----	49/988	531/22.7	29.9	33.1		8.4	33	658	WAYS-F
6. WFXM-F (B)	25/ 6.4	7.0	8.5	7.0	----	----	31/490	377/16.1	19.5	19.3		12.0	47	623	WFXM-F
7. WDDO (Q)	23/ 5.9	8.9	9.9	7.0	----	----	27/305	269/11.5	13.4	12.4		1.8	21	177	WDDO
8. WKXK-AF (B)	21/ 5.3	2.2	1.1	1.0	----	----	27/311	229/ 9.8	4.9	2.5		0.8	3	71	WKXK-AF
9. WMAZ (N/T)	19/ 4.8	2.6	2.8	4.8	----	----	24/437	330/14.1	11.0	9.0		3.1	12	471	WMAZ
10. WRCC-F (C)	12/ 3.1	0.5	2.3	1.4	----	----	12/126	108/ 4.5	3.2	8.1		1.3	5	63	WRCC-F

12+ FM SHARE (METRO): 80.99% (277 of 342) (FAL 90: 80.15%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	WPGA-F	1 WDEN-AF>	1 WDEN-AF>	1 WDEN-AF	1 WDEN-AF>	1 WDEN-AF>	1 WDEN-AF>>1	WDEN-AF	1 WDEN-AF>	1 WDEN-AF>	1 WDEN-F>
2	WFXM-F>	2 WQBZ-F	2 WPEZ-F	2 WPEZ-F>	2 WPEZ-F>	2 WPEZ-F>	2 WPEZ-F>	2 WPEZ-F>	2 WPEZ-F>	2 WPGA-F<	2 WMAZ >
3	WQBZ-F	3 WPGA-F	3 WQBZ-F	3 WAYS-F<	3 WAYS-F	3 WDDO	3 WKXK-AF	3 WAYS-F	3 WPGA-F	3 WFXM-F	3 WDDO
	WPEZ-F	WPEZ-F	4 WAYS-F	4 WQBZ-F>	4 WQBZ-F	4 WMAZ	4 WAYS-F	4 WQBZ-F>>	4 WQBZ-F	4 WQBZ-F	4
5		5 WAYS-F	5 WPGA-F	5 WKXK-AF	5 WKXK-AF	5 WAYS-F	5 WQBZ-F>>	5 WPPR-AF	5 WAYS-F	5 WMAZ	5
6		6 WKXK-AF	6	6	WPGA-F	6	6 WPPR-AF	6	6	6	6

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	WDEN-AF>>1	WDEN-AF>>1	WDEN-AF>>1	WDEN-AF>	1 WDEN-AF>	1 WDEN-AF>>1	WDEN-AF	1 WQBZ-F	1 WDEN-AF	1 WDEN-AF
2	WQBZ-F	2 WPEZ-F	2 WPEZ-F	2 WPEZ-F>	2 WPEZ-F>	2 WQBZ-F	2 WQBZ-F	2 WDEN-AF	2 WQBZ-F	2 WQBZ-F
	WPEZ-F	3 WQBZ-F>	3 WKXK-AF	3 WFXM-F	3 WDDO	WPGA-F>	3 WPGA-F>	3 WPGA-F	3 WPEZ-F	3 WPEZ-F
4	WPGA-F	4 WKXK-AF	4 WQBZ-F	WAYS-F	WAYS-F	4 WRCC-F	4 WAYS-F	WAYS-F	4 WAYS-F	4 WAYS-F>
	WFXM-F	WPGA-F	WAYS-F>	5 WQBZ-F	5 WFXM-F	5	5 WPEZ-F	5 WPEZ-F	5 WPGA-F	5 WKXK-AF
6		6	6 WPGA-F	8	6	6	6 WKXK-AF	6 WKXK-AF	6 WKXK-AF	WPGA-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP					12.4
AOR/CLASSIC		31 (1)	31 (1)	9.1	4.6
AC/OLDIES/SOFT ROCK		78 (3)	78 (3)	22.8	18.3
MOR/VARIETY					
COUNTRY	1 (1)	91 (2)	92 (3)	26.9	24.0
BLACK/URBAN	19 (2)	62 (4)	81 (6)	23.7	22.4
BEAUTIFUL/EASY		9 (1)	9 (1)	2.6	1.3
NEWS/TALK	19 (1)		19 (1)	5.6	
NOSTALGIA					3.1
RELIGION/GOSPEL	26 (2)	6 (1)	32 (3)	9.4	13.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	65 (6)	277 (12)	342 (18)		

OTHER RATED STATIONS

			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCOP	1350	Warner Robins	0.8/3.6/ 3/ 86
WIBB	1280	Macon	1.0/3.2/ 7/ 708
WMRM-F	107.1	Gordon	0.5/3.6/ 2/ 96
WPCH-F	94.9	Atlanta	2.3/3.0/ 12/ 134
WVEE-F	103.3	Atlanta	0.5/1.4/ 6/ 147
WVFJ-F	93.3	Manchester	1.5/5.7/ 7/ 193

RADIO STATIONS

WDDO, 1240, 1 KW , GOSPEL	NBN, MBS , $ 12.00 (Christal)			
WIBB, 1280, 5 KW (DAYS) , BLACK	SBN , $ 13.00 (Torbet)	Woodfin		
WMAZ, 940, 50 KW/10 KW (DA-2), NOSTALGIA	ABC,UNISUP, $ 19.00 (Katz)	Multimedia		
WAYS-F, 99.1, 100 KW @ 660, CHR	ABC, MBS , $ 40.00 (Katz)	Multimedia		
WDEN-F, 105.3, 100 KW @ 777, COUNTRY	NBC , $ 56.00 (McGuild)	Magic		
WFXM-F, 100.1, 3 KW @ 300, BLACK	SBN , $ 18.00 (Torbet)	Woodfin	(FORSYTH)	
WPEZ-F, 107.9, 100 KW @ 660, AC	UNIPWR, $ 30.00 (Christal)		(PERRY)	
WPGA-F, 100.9, 3 KW @ 200, BLACK	ABC , $ 20.00 (HNWH)			
WQBZ-F, 106.3, 50 KW @ 500, AOR	, $ 12.00 (Banner)	Taylor	(FORT VALLEY)	

American Radio Fall 1991, Copyright 1992

MCALLEN-BROWNSVILLE

Arbitron Rank/Pop (12+): 71/513,600

MSA Rank/Pop: 126/664,000 (McAllen)
ADI # 114

Average Person Ratings: 17.7

Market TSL: 24.00 hours

Stations: 21/19
Diaries: 998/515:1/47.8%
Sample Target: 960
% Below Line: 1.3
% Not Listed: 12.2

1991 Revenue: $12,000,000
HH Inc.: $21,897
Retail $: 3.4 Bil
Pop per Station: 27,031
#1 Biller: KTEX-F $2,200,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KTEX-F (C)	190/20.9	16.8	19.5	18.5	17.3	18.9	209/1884	1734/33.8	31.0	29.6	18.2	177	1541	KTEX-F
2. KGBT (SP)	122/13.4	12.9	13.8	15.1	12.1	13.8	131/1287	1197/23.3	24.6	22.7	9.2	90	1018	KGBT
3. KBFM-F (CHR)	99/10.9	10.8	11.1	13.1	14.0	11.5	104/1579	1479/28.8	31.1	32.2	12.1	118	1861	KBFM-F
4. KIWW-F (SP)	65/ 7.1	9.3	7.0	8.0	7.5	7.8	77/918	778/15.1	21.9	17.2	7.2	70	818	KIWW-F
5. KRGY-F (CHR)	43/ 4.7	5.7	5.3	3.7	2.8	4.8	45/773	744/14.5	13.5	8.9	8.7	85	1069	KRGY-F
6. KQXX-F (SP)	40/ 4.4	4.6	4.6	3.3	4.5	4.2	40/515	508/ 9.9	9.7	8.6	3.0	29	392	KQXX-F
7. KVLY-F (O)	39/ 4.3	4.9	5.5	4.9	6.8	4.9	41/645	605/11.8	13.5	12.0	5.9	58	658	KVLY-F
KELT-F (AC)	39/ 4.3	4.9	6.8	5.7	6.2	5.4	42/727	647/12.6	16.8	15.3	5.8	57	645	KELT-F
9. KBOR-F (SP)	31/ 3.4	3.5	2.2	1.2	1.2	2.6	37/603	518/10.1	8.7	4.3	4.9	48	575	KBOR-F
10. KURV (N/T)	26/ 2.9	2.8	2.8	1.8	1.9	2.6	27/329	318/ 6.2	6.8	4.6	1.4	14	244	KURV
11. KBOR (SP)	19/ 2.1	3.2	1.9	2.5	4.0	2.4	19/309	309/ 6.0	5.4	9.3	2.3	22	219	KBOR
12. KRGE (SP)	16/ 1.8	1.2	1.3	0.1	0.6	1.1	16/204	171/ 3.3	3.6	3.5	2.7	26	216	KRGE
13. KVTY-F (REL)	13/ 1.4	0.6	0.4	1.8	1.7	1.0	15/215	208/ 4.0	2.9	4.4	0.4	4	88	KVTY-F
KVJY (EZ)	13/ 1.4	0.6	2.2	2.2	1.8	1.6	14/162	147/ 2.9	3.3	3.0	1.1	11	156	KVJY
15. KIRT (SP)	11/ 1.2	2.2	1.2	1.9	1.9	1.6	15/248	215/ 4.2	5.4	5.7	1.8	18	177	KIRT

12+ FM SHARE (METRO): 71.09% (568 of 799) (FAL 90: 71.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBFM-F>>	1 KTEX-F>>	1 KTEX-F>>	1 KTEX-F>>	1 KTEX-F>>	1 KGBT	1 KTEX-F>	1 KTEX-F>>	1 KTEX-F	1 KTEX-F	1 KTEX-F<
2 KTEX-F>>	2 KBFM-F	2 KIWW-F<	2 KIWW-F	2 KGBT	2 KTEX-F	2 KGBT >	2 KGBT >	2 KGBT >	2 KBFM-F>	2 KGBT
3 KRGY-F	3 KIWW-F	3 KBFM-F<	KGBT >	3 KIWW-F>	3	3 KBFM-F>	3 KIWW-F<	3 KBFM-F>	3 KQXX-F	3 XEMS <
4	4 KRGY-F<	4 KGBT >	4 KVLY-F	4 KVLY-F	4	4 KIWW-F	4 KBFM-F>	4 KIWW-F	KGBT	4 KURV
5	5 KGBT	5 KVLY-F	5 KBFM-F	KQXX-F	5	5	5 KVLY-F	5	5 KRGY-F	5
6	6 KELT-F	6	6 KQXX-F	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KTEX-F>>	1 KTEX-F>>	1 KTEX-F>>	1 KTEX-F>>	1 KTEX-F>
2 KBFM-F>	2 KBFM-F	2 KIWW-F>	2 KIWW-F	2 KGBT
3 KRGY-F>	3 KIWW-F>	3 KGBT	3 KBFM-F	3 KIWW-F>
4 KBOR-F	4 KGBT	4 KBFM-F	4 KGBT >	4 KQXX-F
5	5 KELT-F	5 KVLY-F	5 KQXX-F	5 KBFM-F
6	6	KELT-F	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KTEX-F	1 KTEX-F>>	1 KTEX-F>>	1 KTEX-F>>	1 KTEX-F>>
2 KRGY-F	2 KBFM-F	2 KIWW-F	2 KBFM-F	2 KGBT
3 KBFM-F>	3 KRGY-F	KELT-F	3 KGBT	3 KVLY-F
4 KIWW-F>	4 KIWW-F	KBFM-F	4 KVLY-F	4 KELT-F
5 KGBT	5 KGBT	5 KGBT	5 KIWW-F	5 KIWW-F
KBOR-F	6	6 KVLY-F	6	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		142 (2)	142 (2)	17.8	19.5
AOR/CLASSIC					2.9
AC/OLDIES/SOFT ROCK		78 (2)	78 (2)	9.8	8.9
MOR/VARIETY					
COUNTRY	5 (1)	196 (2)	201 (3)	25.2	19.5
BLACK/URBAN					
BEAUTIFUL/EASY	13 (1)		13 (1)	1.6	6.1
NEWS/TALK	30 (2)		30 (2)	3.8	2.7
NOSTALGIA					
RELIGION/GOSPEL		13 (1)	13 (1)	1.6	
SPANISH	183 (6)	139 (4)	322 (10)	40.3	39.4
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					1.1
	231 (10)	568 (11)	799 (21)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KJAV-F	104.9	Alamo/McAllen	0.3/1.4/ 3/ 71
KSOX	1240	Raymondville	0.5/2.2/ 5/ 118
KSOX-F	101.7	Raymondville	0.7/2.6/ 7/ 185
KUBR	1210	San Juan	0.8/2.2/ 8/ 121
KTRH	740	Houston	0.4/1.8/ 4/ 94
XEMS	1490	Matamoros	0.9/1.4/ 8/ 72

RADIO STATIONS

KBOR, 1600, 1 KW (DA-1), HISPANIC, $ 20.00 (Caballero)
KGBT, 1530, 50 KW/10 KW (DA-N), HISPANIC, $ 45.00 (Katz) Tichenor
KIRT, 1580, 1 KW/300 W, HISPANIC, $ 16.00 (Caballero)
KURV, 710, 1 KW (DA-1), TALK ABC, CNN, $ 11.00 (---)

KBFM-F, 104.1, 100 KW @ 998, CHR ABC, $ 45.00 (Banner)
KBOR-F, 106.2, .5 KW @ 633, SEE KBOR-A
KELT-F, 94.5, 100 KW @ 1158, AC, $ 30.00 (Katz)
KVTY-F, 105.3, 3 KW @ 285, RELIGION, $ 15.00 (---)
KIWW-F, 96.1, 100 KW @ 987, HISPANIC, $ 31.00 (Katz Hisp) Tichenor

KQXX-F, 98.5, 100 KW @ 1202, HISPANIC, $ 24.00 (Caballero)
KRGY-F, 99.5, 100 KW @ 1037, AOR UNIPWR ABC, $ 23.00 (Torbet) First City
KTEX-F, 100.3, 100 KW @ 1125, COUNTRY ABC, $ 45.00 (Christal) Tate
KJAV-F, 104.9, 3 KW @ 260, HISPANIC, $ 11.00 (In House)
KVLY-F, 107.9, 100 KW @ 790, OLDIES, $ 23.00 (Torbet) Tippie

American Radio Fall 1991, Copyright 1992

MADISON

Arbitron Rank/Pop (12+): 117/313,300
MSA Rank/Pop: 130/356,000
ADI # 92
Average Person Ratings: 18.7
Market TSL: 21.50 hours

Stations: 16/15
Diaries: 753/416:1/59.1%
Sample Target: 760
% Below Line: 0.8
% Not Listed: 20.1

1991 Revenue: $14,700,000
HH Inc.: $33,352
Retail $: 3.4 Bil
Pop per Station: 20,886
#1 Biller: WIBA-F $2,500,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WIBA-F	(AOR)	64/12.2	15.4	15.3	14.7	12.3	14.4	118/1566	883/28.2	34.3	29.7	15.5	81	1026	WIBA-F
2. WWQM-AF	(C)	54/10.3	6.7	8.8	7.9	6.3	8.4	73/900	573/18.3	18.0	11.9	10.0	52	561	WWQM-AF
3. WOLX-F	(O)	48/ 9.2	8.9	9.9	7.7	6.3	8.9	121/1483	663/21.2	27.4	21.4	7.3	38	601	WOLX-F
4. WZEE-F	(CHR)	47/ 9.0	11.7	7.0	8.5	8.0	9.1	79/1604	813/25.9	26.5	27.9	13.2	69	925	WZEE-F
5. WWQN-F	(AC)	38/ 7.3	6.1	7.8	6.6	7.6	6.9	48/744	510/16.3	15.8	18.5	4.4	23	406	WWQN-F
6. WTSO	(C)	32/ 6.1	5.5	3.1	7.4	6.5	5.5	61/1122	727/23.2	9.6	23.4	4.8	25	485	WTSO
7. WIBA	(FS)	26/ 5.0	6.3	7.0	6.4	6.3	6.2	27/629	517/16.5	17.4	17.7	4.4	23	399	WIBA
8. WMLI-F	(SAC)	24/ 4.6	3.0	4.1	2.9	4.5	3.7	28/528	418/13.3	13.4	15.4	5.6	29	448	WMLI-F
9. WTDY	(T)	21/ 4.0	3.8	2.7	4.4	4.7	3.7	27/436	364/11.6	8.4	11.8	3.8	20	259	WTDY
WMAD-F	(AOR)	21/ 4.0	3.2	4.3	2.9	4.3	3.6	23/402	350/11.2	12.4	10.9	3.3	17	360	WMAD-F
11. WJJO-F	(AC/CHR)	19/ 3.6	3.2	6.0	5.4	5.5	4.6	30/634	427/13.6	23.0	22.1	3.4	18	468	WJJO-F
12. WSJY-F	(EZ)	9/ 1.7	1.6	2.3	1.9	2.0	1.9	26/452	204/ 6.5	5.6	5.4	2.1	11	144	WSJY-F
13.															
14.															
15.															

12+ FM SHARE (METRO): 78.95% (330 of 418) (FAL 90: 74.01%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZEE-F>>	1 WIBA-F>>	1 WIBA-F>	1 WOLX-F	1 WOLX-F	1 WWQM-AF	1 WIBA-F	1 WIBA-F	1 WIBA-F	1 WIBA-F	1 WWQM-F>>
2	2 WZEE-F	2 WOLX-F	2 WIBA-F<	2 WWQM-AF	2 WOLX-F	2 WWQM-AF	2 WWQM-AF<	2 WZEE-F	2 WZEE-F>	2 WIBA-F
3	3 WWQM-AF	3 WWQN-F	3 WWQN-F	WIBA-F<	3 WTSO	3 WOLX-F	3 WOLX-F	3 WOLX-F<	3 WWQM-AF	WIBA
4	4 WWQN-F	4 WWQM-AF	4 WWQM-AF>	4 WWQN-F>	4 WIBA	4 WWQN-F<	4 WWQN-F>	4 WWQM-AF	4 WMLI-F>	4
5	5 WOLX-F	5 WZEE-F	5 WMAD-F	5 WTSO	5 WWQN-F	5 WZEE-F	5 WTDY	5 WWQN-F	5 WTDY	5
6	WJJO-F	6	6 WZEE-F	6	6	6 WIBA	6	6	WOLX-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIBA-F>>	1 WIBA-F>>	1 WIBA-F>	1 WIBA-F	1 WWQN-F	1 WIBA-F>>	1 WIBA-F>>	1 WIBA-F>	1 WIBA-F>	1 WOLX-F
2 WZEE-F	2 WZEE-F	2 WWQM-AF	2 WWQN-F	2 WWQM-AF	2 WZEE-F>	2 WZEE-F	2 WMAD-F	2 WOLX-F>	2 WIBA-F
WMLI-F>	3 WWQM-AF	WWQN-F>	3 WWQM-AF	3 WOLX-F	3 WWQM-AF	3 WWQM-AF	3 WOLX-F	3 WWQM-AF	3 WWQM-AF
4 WWQM-AF	WMLI-F	4 WZEE-F	4 WZEE-F	4 WIBA-F>	4 WJJO-F	4 WMAD-F	4 WWQM-AF	4 WZEE-F	4 WWQN-F>
WWQN-F	WWQN-F	WOLX-F	WOLX-F	5 WZEE-F	5	5 WOLX-F	5 WWQN-F	WWQN-F	5 WTSO
WJJO-F	6 WJJO-F	WJJO-F	6 WMLI-F	WMLI-F	6	6	6	6	WMAD-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		47 (1)	47 (1)	11.2	17.5
AOR/CLASSIC		93 (3)	93 (3)	22.2	21.5
AC/OLDIES/SOFT ROCK		105 (3)	105 (3)	25.1	23.9
MOR/VARIETY	30 (2)		30 (2)	7.2	8.2
COUNTRY	34 (2)	52 (1)	86 (3)	20.6	16.7
BLACK/URBAN					
BEAUTIFUL/EASY		33 (2)	33 (2)	7.9	3.2
NEWS/TALK	21 (1)		21 (1)	5.0	7.2
NOSTALGIA	3 (1)		3 (1)	0.7	1.9
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	88 (6)	330 (10)	418 (16)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WIBU	1240	Poynette	0.8/2.6/ 10/ 172
WWQM-F	105.5	Verona/Madison	1.5/5.9/ 8/ 205
WTMJ	620	Milwaukee	0.8/2.6/ 29/ 453

RADIO STATIONS

WIBA ,	1310,	5 KW (DA-2) ,	MOR/Full Service	CBS, $41.00	(Katz)	Double L
WIBU ,	1240,	1 KW ,	Nostalgia	, $10.00	(---)	(POYNETTE)
WTDY ,	1480,	5 KW (DA-2) ,	News/Talk	NBC ASC, $20.00	(Mc-Guild)	Midwest Family
WTSO ,	1070	10 KW/5 KW (DA-2),	Country	APR, $36.00	(Banner)	Mid Continent
WWQM-F,	106.3,	4.5 KW @ 380 ,	Country	ABC, $24.00	(Eastman)	
WIBA-F,	101.5,	50 KW @ 450 ,	AOR	CBS, $49.00	(Katz)	Double L
WMAD-F,	92.1,	2 KW @ 400 ,	AOR	, $24.00	(Torbet)	
WWQN-F,	98.1,	38 KW @ 580 ,	AC	, $46.00	(Mc-Guild)	Midwest Family
WMLI-F,	96.3,	6 KW @ 500 ,	Soft AC	UNIULT UNISUP, $19.00	(Torbet)	(SAUK CITY)
WOLX-F,	94.9,	37 KW @ 1300 ,	Oldies	, $38.00	(Christal)	(BARABOO)
WSJY-F,	107.3,	50 KW @ 500 ,	EZ	ABC, $16.00	(---)	(PORT ATKINSON)
WJJO-F,	94.1,	50 KW @ 500 ,	AC	, $31.00	(HNWK)	Joyner (WATERTOWN)
WZEE-F,	104.1,	6 KW @ 1120 ,	CHR	, $46.00	(Banner)	Midcontinent

Miscellaneous: WMAD AF turned over to bank - $3,200,000 in loans...

American Radio Fall 1991, Copyright 1992

MANCHESTER

Arbitron Rank/Pop (12+): 174/166,200
MSA Rank/Pop: 249/254,000
Boston ADI
Average Person Ratings: 17.8
Market TSL: 23.25 hours

Stations: 31/6
Diaries: 709/234:1/59.0%
Sample Target: 610
% Below Line: 47.3
% Not Listed: 16.6

1991 Revenue: $6,600,000
HH Inc.: $43,575
Retail $: 2.7 Bil
Pop per Station: 27,700
#1 Biller: WGIR-F $2,250,000

12+ METRO		1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90		Birch Share	Birch AQH	Birch Cume	
1. WZID-F	(SAC)	44/14.9	16.4	18.8	17.5	15.6	----	77/865	475/28.6	29.8	30.1		9.7	20	351	WZID-F
2. WGIR-F	(AOR)	26/ 8.8	8.5	7.3	10.6	13.2	----	64/1112	399/24.0	26.3	23.4		11.6	24	363	WGIR-F
3. WFEA	(BB)	21/ 7.1	1.7	3.5	3.8	2.7	----	25/254	189/11.4	6.1	8.0		3.4	7	154	WFEA
4. WOKQ-F	(C)	18/ 6.1	6.8	6.9	3.1	6.8	----	54/655	250/15.0	15.4	14.1		8.2	17	197	WOKQ-F
5. WHOB-F	(CHR)	12/ 4.1	5.5	5.9	5.5	6.1	----	37/626	220/13.2	16.8	16.2		5.3	11	230	WHOB-F
6. WSSH-F	(SAC)	11/ 3.7	5.5	5.6	6.2	4.7	----	38/558	228/13.7	16.7	17.8		2.9	6	157	WSSH-F
WRKO	(T)	11/ 3.7	2.0	1.4	1.7	2.7	----	21/323	140/ 8.4	7.6	7.3		1.9	4	117	WRKO
8. WZOU-F	(CHR)	10/ 3.4	6.1	3.5	3.1	2.0	----	36/569	266/16.0	19.4	14.3		6.3	13	316	WZOU-F
WAAF-F	(AOR)	10/ 3.4	3.4	1.7	3.4	2.7	----	31/397	168/10.1	13.3	7.5		4.3	9	201	WAAF-F
10. WGIR	(N/T)	9/ 3.0	7.5	5.9	5.8	4.1	----	12/306	227/13.7	15.3	15.0		5.3	11	252	WGIR

12+ FM SHARE (METRO): 78.14% (193 of 247) (FAL 90: 84.30%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZOU-F>>	1 WGIR-F	1 WZID-F	1 WZID-F>	1 WZID-F>	1 WZID-F	1 WZID-F>>	1 WZID-F>	1 WZID-F>	1 WGIR-F>	1 WGIR >>
2 WHOB-F	2 WZID-F>	2 WGIR-F	2 WGIR-F>>	2 WGIR-F>>	2 WFEA >	2 WGIR-F<	2 WGIR-F	2 WGIR-F>	2 WZOU-F	2 WAAF-F
3	3 WAAF-F	3	3 WSSH-F	3 WSSH-F	3 WOKQ-F>	3 WFEA	3 WFEA	3 WOKQ-F	WZID-F	3 WRKO
4	4 WHOB-F	4	WBCN-F	WOKQ-F	4 WRKO	4 WOKQ-F	4 WOKQ-F	4 WFEA	4 WFEA	WGIR-F
5	5	5	5	5	5 WGIR	5 WGIR	5	5	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WZID-F	1 WZID-F	1 WZID-F	1 WZID-F>	1 WZID-F>>
WGIR-F>>	2 WGIR-F>>	2 WGIR-F>	2 WGIR-F>	2 WSSH-F>
3 WHOB-F>	3 WSSH-F	3 WSSH-F>	3 WSSH-F	3 WGIR-F>
4	WHOB-F	4	4	4 WOKQ-F
5	5	5	5	5

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAAF-F>>	1 WGIR-F>	1 WGIR-F>	1 WGIR-F>	1 WGIR-F
2 WGIR-F>>	2 WAAF-F	2 WZID-F>>	2 WZID-F>	2 WZID-F>
3 WZOU-F	3 WZID-F>	3 WCGY-F	3 WAAF-F	3 WOKQ-F
WXKS-F	4 WCGY-F	WBCN-F	4 WBCN-F	WBCN-F
WRKO	WBCN-F	WAAF-F	5	5
WHOB-F				
WCGY-F				
WBCN-F				

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		28 (3)	28 (3)	11.3	12.4
AOR/CLASSIC		55 (7)	55 (7)	22.3	20.2
AC/OLDIES/SOFT ROCK		29 (8)	29 (8)	11.7	21.9
MOR/VARIETY					2.1
COUNTRY		18 (1)	18 (1)	7.3	8.3
BLACK/URBAN					
BEAUTIFUL/EASY		58 (3)	58 (3)	23.5	23.1
NEWS/TALK	31 (5)		31 (5)	12.6	9.1
NOSTALGIA	21 (1)		21 (1)	8.5	
RELIGION/GOSPEL					
SPANISH					
CLASSICAL		3 (1)	3 (1)	1.2	1.2
JAZZ/NEW AGE		2 (1)	2 (1)	0.8	1.7
UNKNOWN/OTHERS	2 (1)		2 (1)	0.8	
	54 (7)	193 (24)	247 (31)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WJYY-F	105.5	Concord/Mnchstr	1.7/4.8/ 20/ 251
WKBR	1250	Manchestr	0.7/2.3/ 3/ 53
WBCN-F	104.1	Boston	2.7/9.5/ 22/ 406
WBMX-F	98.5	Boston	1.7/4.8/ 10/ 223
WBOS-F	92.9	Brookline/Bostn	0.3/2.5/ 1/ 60
WBZ	1030	Boston	2.0/8.7/ 14/ 390
WCDJ-F	96.9	Boston	0.7/3.4/ 3/ 101
WCGY-F	93.7	Lawrence/Boston	2.4/9.1/ 22/ 402
WCRB-F	102.5	Waltham/Boston	1.0/3.1/ 12/ 168
WEEI	590	Boston	0.3/3.4/ 5/ 135
WHDH	850	Boston	1.4/2.3/ 4/ 75
WHEB-F	100.3	Portsmouth	0.3/4.3/ 2/ 158
WHOM-F	94.9	Mt.Wash/Portlnd	1.0/4.8/ 14/ 274
WLYT-F	92.5	Haverhill/Bostn	0.7/6.9/ 8/ 172
WMJX-F	106.7	Boston	1.0/3.9/ 4/ 134
WNNH-F	99.1	Henniker/Concd	1.0/4.2/ 14/ 202
WODS-F	103.3	Boston	2.7/11.1/ 29/ 497
WVBF-F	105.7	Framingham/Bstn	0.3/1.9/ 13/ 253
WXKS-F	107.9	Medford/Boston	2.0/8.7/ 11/ 291
WXLO-F	104.5	Fitchburg	0.7/5.8/ 11/ 234
WZLX-F	100.7	Boston	0.7/5.4/ 12/ 189

RADIO STATIONS

WFEA, 1370, 5 KW (DA-2) , AC NBC, TALKNT , $ 18.00 (Katz) Sunshine
WGIR, 610, 5 KW/1 KW (DA-2) , NEWS/TALK ABC , $ 35.00 (Banner) Knight
WKBR, 1250, 5 KW (DA-2) , MOR/VARIOUS CBS , $ 14.00 (S. Katz)

WGIR-F, 101.1, 10 KW @ 920, AOR , $ 67.00 (Banner) Knight
WJYY-F, 105.5, 1.6 KW @ 456, SOFT AC , $ 24.00 (Eastman) Empire (CONCORD)
WZID-F, 95.7, 14 KW @ 926, EZ , $ 46.00 (Katz) Sunshine
WHOB-F, 106.3, 3 KW @ 328, CHR , $ 30.00 (McGuild) (NASHUA)

OTHER RANKED STATIONS -- See Boston or Portsmouth

Miscellaneous: WKBR sold for $160,000...

American Radio Fall 1991, Copyright 1992

MELBOURNE-TITUSVILLE-COCOA

Arbitron Rank/Pop (12+): 101/354,700
MSA Rank/Pop: 115/414,000
Orlando ADI
Average Person Ratings: 15.5
Market TSL: 20.75 hours

Stations: 27/7
Diaries: 809/436:1/54.1%
Sample Target: 810
% Below Line: 45.8
% Not Listed: 22.7

1991 Revenue: NA
HH Inc.: $33,309
Retail $: 3.0 Bil
Pop per Station: 50,671
#1 Biller: NA

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WMMB (FS)	58/10.5	11.0	8.9	7.3	----	----	58/573	573/16.2	13.3	12.8				WMMB
2. WWKA-F (C)	49/ 8.8	10.1	11.3	10.9	----	----	88/1204	672/18.9	20.4	20.4				WWKA-F
3. WHTQ-F (AOR)	48/ 8.6	7.6	7.1	10.3	----	----	82/1219	670/18.9	16.2	16.5				WHTQ-F
WLRQ-F (SAC)	48/ 8.6	7.1	4.5	3.4	----	----	48/598	580/16.4	14.8	10.2				WLRQ-F
5. WHKR-F (C)	25/ 4.5	4.9	2.6	3.2	----	----	25/322	322/ 9.1	7.0	5.8				WHKR-F
6. WDIZ-F (AOR)	24/ 4.3	3.5	2.4	3.4	----	----	60/911	448/12.6	11.2	10.9				WDIZ-F
7. WAOA-F (AC)	22/ 4.0	4.1	4.7	2.3	----	----	22/466	464/13.1	11.9	9.2				WAOA-F
8. WSTF-F (AC)	21/ 3.8	3.7	4.9	8.4	----	----	48/913	504/14.2	13.9	16.3				WSTF-F
9. WJHM-F (B)	17/ 3.1	3.5	2.8	2.1	----	----	64/798	237/ 6.7	8.6	6.8				WJHM-F
WGGD-F (O)	17/ 3.1	3.0	4.2	3.8	----	----	17/278	273/ 7.7	8.7	9.8				WGGD-F
11. WOMX-F (CHR)	16/ 2.9	4.3	5.0	7.9	----	----	35/883	439/12.0	13.9	16.5				WOMX-F
12. WZTU-F (AC)	15/ 2.7	5.4	8.8	12.0	----	----	27/664	384/10.8	11.2	18.5				WZTU-F
13.														
14.														
15.														

12+ FM SHARE (METRO): 82.75% (355 of 429) (FAL 90: 82.77%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJHM-F	1 WHTQ-F>	1 WHTQ-F	1 WHTQ-F	1 WLRQ-F	1 WMMB >	1 WMMB	1 WMMB	1 WHTQ-F	1 WHTQ-F>	1 WMMB <
2 WHTQ-F>	2 WDIZ-F>	2 WLRQ-F>	WLRQ-F>	2 WHTQ-F	2 WLRQ-F<	2 WWKA-F	2 WLRQ-F	2 WMMB	2 WWKA-F	2 WHTQ-F
3 WZTU-F	3 WAOA-F	3 WWKA-F	3 WWKA-F	3 WWKA-F	3 WWKA-F>	3 WLRQ-F	3 WWKA-F	WLRQ-F	3 WJHM-F	3
WAOA-F	4 WWKA-F	4 WDIZ-F>	4 WHKR-F	4 WHKR-F	4 WHKR-F	4 WHTQ-F	4 WHTQ-F	4 WWKA-F	WLRQ-F	4
5	WLRQ-F	5 WHKR-F	5 WDIZ-F	5	5	5	5	5	5 WMMB	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WHTQ-F>>	1 WHTQ-F	1 WSTF-F	1 WLRQ-F>>	1 WLRQ-F>
2 WWKA-F	2 WLRQ-F	WLRQ-F	2 WWKA-F	2 WWKA-F
WOMX-F	WAOA-F>	WAOA-F	WHTQ-F	WHKR-F
WLRQ-F	4 WSTF-F	4 WHTQ-F	WHKR-F	4 WSTF-F
WAOA-F>	5	WHKR-F	5	5

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WDIZ-F	1 WHTQ-F	1 WHTQ-F>	1 WHTQ-F>	1 WHTQ-F>
2 WHTQ-F>>	2 WDIZ-F	2 WDIZ-F>>	2 WDIZ-F>	2 WWKA-F
3 WAOA-F	3	3 WWKA-F	3 WWKA-F	3 WDIZ-F>
4	4	4	4 WLRQ-F	4 WLRQ-F
5	5	5	5	5 WHKR-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		21 (3)	21 (3)	4.9	7.4
AOR/CLASSIC		76 (3)	76 (3)	17.7	11.6
AC/OLDIES/SOFT ROCK		98 (7)	98 (7)	22.8	29.0
MOR/VARIETY	66 (2)		66 (2)	15.4	0.9
COUNTRY		80 (3)	80 (3)	18.6	19.1
BLACK/URBAN		17 (1)	17 (1)	4.0	3.2
BEAUTIFUL/EASY		58 (3)	58 (3)	13.5	12.5
NEWS/TALK	6 (2)		6 (2)	1.4	3.4
NOSTALGIA					10.4
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		3 (1)	3 (1)	0.7	0.4
UNKNOWN/OTHERS	2 (1)	2 (1)	4 (2)	0.9	2.1
	74 (5)	355 (22)	429 (27)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WTAI	1580	Melbourne	0.5/2.6/ 3/ 93
WWHL	1350	Cocoa/Melbourne	0.4/3.2/ 2/ 113
WDBO	580	Orlando	1.4/3.9/ 19/ 334
WGNE-F	98.1	Titusville	1.1/4.5/ 54/ 738
WGYL-F	93.7	Vero Beach	1.4/3.7/ 8/ 133
WKGR-F	98.7	Ft. Pierce	0.7/3.9/ 4/ 140
WLOQ-F	103.1	Winter Park	0.5/1.7/ 5/ 113
WMGF-F	107.7	Mount Dora	0.9/3.6/ 50/ 594
WMMZ-F	93.7	Ocala	0.4/1.4/ 4/ 99
WOCL-F	105.9	DeLand	2.2/7.4/ 52/ 867
WOVV-F	95.5	Ft. Pierce	0.4/2.2/ 2/ 78
WQOL-F	103.7	Vero Beach	1.1/4.3/ 6/ 153
WWLV-F	94.5	Daytona Beach	0.4/2.7/ 30/ 577
WWNZ	740	Orlando	0.5/2.1/ 5/ 102
WXXL-F	106.7	Leesburg	0.5/3.0/ 10/ 287

RADIO STATIONS

WMEL, 920, 5 KW/1 KW (DA-N) , MOR — SUN , $ 15.00 (K & P) — Elyria-Lorain
WMMB, 1240, 1 KW , NOST./MOR — MBS ABC , $ 22.00 (Torbet)

WAOA-F, 107.1, 100 KW @ 500, AC , $ 19.00 (McGuild)
WGGD-F, 102.3, 3 KW @ 240, OLDIES , $ 21.00 (Torbet)
WHKR-F, 102.7, 6 KW @ 300, COUNTRY , $ 20.00 (K & P)
WLRQ-F, 99.3, 1 KW @ 488, SOFT AC , $ 23.00 (Eastman)
WQNE-F, 98.1, 50 KW @ 500, COUNTRY , $ 21.00 (Banner) — Sage

OTHER RANKED STATIONS -- See Orlando

American Radio Fall 1991, Copyright 1992

MEMPHIS

Arbitron Rank/Pop (12+): 43/897,700
MSA Rank/Pop: 51/989,000
ADI # 39
Average Person Ratings: 16.8
Market TSL: 22.50 hours

Stations: 21/21
Diaries: 1307/687:1/46.9%
Sample Target: 1290
% Below Line: 0.0
% Not Listed: 12.0

1991 Revenue: $27,000,000
HH Inc.: $23,401
Retail $: 7.2 Bil
Pop per Station: 42,747
#1 Biller: WGKX-F $5,700,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WGKX-F	(C)	237/15.7	11.7	9.8	10.4	10.0	11.9	314/3652	2679/29.8	20.6	19.1	12.7	202	2104	WGKX-F
2. WHRK-F	(B)	173/11.5	11.7	12.0	13.5	14.0	12.2	217/2701	2095/23.3	24.0	25.6	15.6	248	2652	WHRK-F
3. WDIA	(B)	152/10.1	11.3	9.7	9.7	10.0	10.2	195/2408	1866/20.8	20.3	19.9	8.2	130	1345	WDIA
4. WMC -F	(CHR)	132/ 8.7	6.7	7.9	6.8	8.4	7.5	153/2424	1954/21.8	20.6	21.1	8.0	127	1778	WMC -F
5. KJMS-F	(B)	128/ 8.5	9.7	7.9	4.1	5.4	7.6	136/2028	1841/20.5	17.4	18.2	11.0	175	2218	KJMS-F
6. WEGR-F	(AOR)	116/ 7.7	8.3	8.0	11.2	8.8	8.8	163/2199	1556/17.3	16.3	15.7	11.9	188	1831	WEGR-F
7. WRVR-F	(AC)	89/ 5.9	5.3	6.9	9.1	8.0	6.8	107/1943	1616/18.0	17.1	18.7	5.7	90	1052	WRVR-F
8. KPYR-F	(O)	55/ 3.6	3.7	4.8	4.9	6.2	4.3	82/1947	1301/14.5	14.4	18.2	4.7	75	1070	KPYR-F
9. WLOK	(G)	54/ 3.6	5.0	5.5	5.5	5.4	4.9	54/850	817/ 9.1	12.4	9.7	5.3	84	994	WLOK
10. WMC	(N/T)	49/ 3.2	3.9	2.7	4.1	2.7	3.5	55/971	868/ 9.7	7.3	8.1	2.3	37	790	WMC
11. WEZI-F	(SAC)	40/ 2.7	2.2	3.4	3.4	2.5	2.9	40/784	764/ 8.5	9.1	7.3	0.9	14	441	WEZI-F
12. WREC	(BB)	26/ 1.7	2.3	2.7	2.2	3.2	2.2	44/766	581/ 6.5	7.5	8.2	2.8	44	471	WREC
13.															
14.															

12+ FM SHARE (METRO): 73.42% (975 of 1328) (FAL 90: 70.27%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHRK-F>	1 WHRK-F	1 WGKX-F	1 WGKX-F	1 WGKX-F	1 WGKX-F>	1 WGKX-F>	1 WGKX-F>	1 WGKX-F>	1 WHRK-F	1 KJMS-F<
2 KJMS-F	2 WGKX-F<	2 WHRK-F	2 WHRK-F	2 WDIA <	2 WDIA >	2 WHRK-F<	2 WMC -F	2 WHRK-F	2 KJMS-F>	2 WDIA <
3 WMC -F	3 KJMS-F<	3 WEGR-F<	3 WDIA <	3 WHRK-F	3 WMC -F<	3 WEGR-F	3 WRVR-F<	3 WMC -F	3 WGKX-F	3 WHRK-F>>
4	4 WEGR-F>	4 WDIA <	4 WMC -F<	4 WMC -F	4 WRVR-F	4 WDIA	4 WDIA	4 WEGR-F	4 WDIA	4 WGKX-F
5	5 WMC -F	5 WMC -F	5 WEGR-F	5 WEGR-F	5 WMC	5 WMC -F>	5 WHRK-F<	5 WDIA	5 WMC -F	5
6	6 WDIA	6 KJMS-F	6 WRVR-F	6 WRVR-F	6	6 KJMS-F<	6 WEGR-F	KJMS-F	6 WEGR-F	6
7	7	7 WRVR-F	7 KJMS-F	7 KJMS-F	7	7 WRVR-F	7 KJMS-F	7 WRVR-F	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGKX-F>	1 WHRK-F	1 WHRK-F>	1 WGKX-F	1 WGKX-F	1 KJMS-F	1 WEGR-F	1 WEGR-F	1 WEGR-F	1 WEGR-F
2 WHRK-F	2 WGKX-F	2 WGKX-F<	2 WHRK-F	2 WDIA <	2 WGKX-F<	2 WHRK-F	2 WHRK-F>	2 WGKX-F	2 WGKX-F
KJMS-F>	3 KJMS-F	3 WMC -F	3 WMC -F	3 WMC -F	3 WHRK-F	3 KJMS-F	3 KJMS-F	3 WHRK-F	3 WDIA
4 WEGR-F	4 WMC -F	4 KJMS-F	WDIA	WHRK-F>	4 WEGR-F>>	4 WGKX-F>	4 WMC -F	4 KJMS-F	4 WHRK-F
5 WRVR-F	5 WDIA	5 WDIA	5 KJMS-F	5 WRVR-F	5 WMC -F	5 WMC -F	WGKX-F	5 WDIA	5 WMC -F
WMC -F	6 WRVR-F	6 WRVR-F	6 WRVR-F	6 KJMS-F	6 WDIA	6 WDIA	6 WDIA	6 WMC -F	6 KPYR-F<
WDIA	WEGR-F	7 WEGR-F	7	7	7	7	7	7 WRVR-F	7 WRVR-F
									8 KJMS-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		132 (1)	132 (1)	9.9	13.9
AOR/CLASSIC		116 (1)	116 (1)	8.7	10.2
AC/OLDIES/SOFT ROCK	5 (1)	144 (2)	149 (3)	11.2	10.5
MOR/VARIETY					
COUNTRY	5 (1)	237 (1)	242 (2)	18.2	11.6
BLACK/URBAN	152 (1)	301 (2)	453 (3)	34.1	31.5
BEAUTIFUL/EASY		40 (1)	40 (1)	3.0	4.3
NEWS/TALK	49 (1)		49 (1)	3.7	4.3
NOSTALGIA	26 (1)		26 (1)	2.0	1.8
RELIGION/GOSPEL	105 (6)		105 (6)	7.9	11.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	11 (1)	5 (1)	16 (2)	1.2	0.4
	353 (12)	975 (9)	1328 (21)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KHLS-F	96.3	Blytheville	0.3/0.8/ 8/ 132
KSUD	730	W Memphis/Mmphs	0.3/1.4/ 7/ 157
KWAM	990	Memphis	0.7/2.3/ 18/ 356
WBBP	1480	Memphis	0.6/2.0/ 9/ 181
WCRV	640	Collierville	1.5/4.0/ 29/ 516
WGSF	1210	Arlington/Mphs	0.3/1.6/ 5/ 146
WHBQ	560	Memphis	0.3/1.7/ 6/ 195
WMPS	1380	Millington	0.7/2.3/ 11/ 207
WODZ	680	Memphis	0.3/2.0/ 6/ 246

RADIO STATIONS

KWAM, 990, 10 KW/450 W (DA-2), GOSPEL	UNIULT,	$ 20.00	(Durpetti)	Rivers
WDIA, 1070, 50 KW/5 KW (DA-2) , BLACK	CBS,	$ 39.00	(McGuild)	Ragan Henry
WHBQ, 560, 5 KW/1 KW (DA-2) , OLDIES	ABC, APR,	$ 20.00	(Roslin)	
WLOK, 1340, 1 KW (DA-1) , GOSPEL	NBN, SBN,	$ 24.00	(K & P)	
WMC , 790, 5 KW (DA-N) , TALK	ABC, NBC,	$ 35.00	(Banner)	Scripps-Howard
WREC, 600, 5 KW (DA-N) , NOSTALGIA	CBS,	$ 30.00	(McGuild)	New Market
WXSS, 1030, 50 KW/ 1 KW(DA-2) , BLACK/GOSPEL	SMN, NBN,	$ 20.00	(---)	Willis
KJMS-F, 101.1, 100 KW @ 450, BLACK	NBC,	$ 37.00	(Durpetti)	Rivers
KPYR-F, 98.1, 100 KW @ 1270, OLDIES	,	$ 60.00	(CBS)	Diamond (OSCEOLA, AR)
WEGR-F, 102.7, 100 KW @ 900, AOR	UNIPWR,	$ 57.00	(McGuild)	New Market
WEZI-F, 94.3, 3 KW @ 300, EZ	UNISUP, UNIPWR,	$ 35.00	(Eastman)	Ardman
WGKX-F, 105.9, 100 KW @ 984, COUNTRY	,	$ 105.00	(Katz)	Barnstable
WHRK-F, 97.1, 100 KW @ 531, BLACK	NBC,	$ 75.00	(McGuild)	Ragan Henry
WMC-F , 99.7, 300 KW @ 908, CHR	SOURCE,	$ 96.00	(Banner)	Scripps-Howard
WRVR-F, 104.5, 100 KW @ 750, AC	,	$ 100.00	(MMR)	Keymarket

American Radio Fall 1991, Copyright 1992

MIAMI-FT. LAUDERDALE

Arbitron Rank/Pop (12+): 11/2,777,200

MSA Rank/Pop: 24/3,180,000 (Miami)
ADI # 15

Average Person Ratings: 19.1

Market TSL: 25.25 hours

Stations: 40/35
Diaries: 2856/972:1/44.1%
Sample Target: 2770
% Below Line: 2.7
% Not Listed: 7.1

1991 Revenue: $97,000,000
HH Inc.: $33,612
Retail $: 28.2 Bil
Pop per Station: 79,348
#1 Biller: WIOD $7,500,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1.	WLYF-F	(EZ)	381/ 7.2	7.5	8.9	8.3	8.1	8.0	401/4413	3972/14.3	16.2	15.9	4.5	207	2278	WLYF-F
2.	WPOW-F	(CHR)	330/ 6.2	5.1	5.2	5.8	4.9	5.6	349/5269	4697/16.9	13.6	12.1	8.7	405	5642	WPOW-F
3.	WIOD	(N/T)	305/ 5.7	4.9	4.0	5.3	5.1	5.0	358/4717	4080/14.7	9.7	14.4	5.0	231	2584	WIOD
4.	WHQT-F	(B)	268/ 5.0	4.5	5.3	4.6	4.1	4.8	290/4089	3664/13.2	12.7	11.5	7.0	328	4175	WHQT-F
5.	WAQI	(SP)	264/ 5.0	4.7	4.6	6.1	4.4	5.1	267/2515	2464/ 8.9	7.5	7.4	4.4	205	2107	WAQI
6.	WEDR-F	(B)	263/ 4.9	6.2	5.7	5.8	6.2	5.7	289/3620	3228/11.6	10.5	11.1	7.7	358	3297	WEDR-F
7.	WQBA	(SP)	217/ 4.1	2.5	2.9	3.8	3.6	3.3	218/1890	1867/ 6.7	5.5	6.5	2.0	91	975	WQBA
8.	WKIS-F	(C)	211/ 4.0	3.5	3.9	4.0	4.2	3.8	233/3099	2634/ 9.5	9.4	8.7	3.2	149	1770	WKIS-F
9.	WHYI-F	(CHR)	193/ 3.6	2.9	3.3	3.5	3.6	3.3	211/4368	3786/13.6	12.3	12.0	4.1	192	3515	WHYI-F
10.	WSHE-F	(AOR)	177/ 3.3	4.1	3.3	2.6	3.2	3.3	215/3637	2976/10.7	9.9	9.3	5.1	235	3079	WSHE-F
	WFLC-F	(AC)	177/ 3.3	3.9	4.2	3.3	4.4	3.7	190/3860	3455/12.4	13.0	12.2	3.8	174	2298	WFLC-F
12.	WMXJ-F	(O)	165/ 3.1	3.3	2.6	3.1	3.6	3.0	189/3256	2744/ 9.9	10.0	10.4	2.9	135	1689	WMXJ-F
13.	WJQY-F	(SAC)	158/ 3.0	3.2	3.1	2.8	3.6	3.0	172/2749	2523/ 9.1	8.4	9.5	2.3	105	1341	WJQY-F
14.	WLVE-F	(J/NA)	149/ 2.8	2.7	2.3	2.1	2.5	2.5	159/2489	2228/ 8.0	6.9	7.4	2.8	130	1644	WLVE-F
15.	WTMI-F	(CL)	147/ 2.8	3.4	2.5	2.7	2.5	2.8	156/2398	2055/ 7.4	7.8	6.7	2.5	116	1100	WTMI-F
16.	WZTA-F	(CL AOR)	141/ 2.7	2.5	3.6	2.2	3.0	2.8	157/3051	2510/ 9.0	9.3	8.2	3.5	164	2101	WZTA-F
17.	WINZ	(N/T)	132/ 2.5	2.6	3.0	3.6	2.7	2.9	140/2453	2217/ 8.0	8.6	8.7	1.8	82	1386	WINZ
18.	WXDJ-F	(SP)	129/ 2.4	3.2	3.5	3.7	3.4	3.2	130/1662	1647/ 5.9	6.7	6.2	2.3	108	1465	WXDJ-F
19.	WMRZ	(BB)	124/ 2.3	2.5	2.9	2.0	1.3	2.4	149/1734	1484/ 5.3	5.7	4.0	1.1	49	548	WMRZ
20.	WCMQ-F	(SP)	108/ 2.0	2.6	2.6	2.0	3.0	2.3	108/1671	1664/ 6.0	6.5	7.0	2.7	124	1634	WCMQ-F
21.	WQBA-F	(SP)	106/ 2.0	1.8	1.9	1.5	1.7	1.8	112/1832	1649/ 5.9	5.7	4.9	2.6	120	1493	WQBA-F
22.	WWFE	(SP)	104/ 2.0	2.0	1.6	----	2.1	1.4	105/1191	1171/ 4.2	3.0	2.5	1.3	60	606	WWFE
23.	WAXY-F	(AC)	73/ 1.4	2.1	2.1	2.0	2.1	1.9	83/2140	1895/ 6.8	8.3	8.2	1.8	85	1581	WAXY-F
24.	WRTO-F	(SP)	68/ 1.3	0.9	0.6	0.5	0.8	0.8	68/800	800/ 2.9	2.3	1.8	1.5	68	1121	WRTO-F
25.	WFTL	(T)	65/ 1.2	0.9	0.9	1.2	1.2	1.0	67/876	824/ 3.0	3.0	2.5	1.1	50	520	WFTL
26.	WCMQ	(SP)	60/ 1.1	1.4	1.0	2.2	0.6	1.4	60/840	837/ 3.0	2.7	2.1	0.5	23	491	WCMQ
27.	WMBM	(B)	56/ 1.1	0.7	0.6	1.3	0.9	0.9	56/570	570/ 2.1	1.7	2.4	0.7	33	464	WMBM
28.																
29.																
30.																

12+ FM SHARE (METRO): 67.44% (3328 of 4935) (FAL 90: 70.95%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPOW-F>>	1 WPOW-F	1 WPOW-F	1 WEDR-F	1 WEDR-F	1 WLYF-F	1 WLYF-F	1 WLYF-F	1 WPOW-F	1 WPOW-F	1 WIOD
2 WHQT-F>	2 WEDR-F<	2 WEDR-F	2 WMXJ-F<	2 WIOD <	2 WAQI <	WAQI	2 WIOD	2 WLYF-F	2 WHQT-F	2 WEDR-F
3 WEDR-F	3 WHQT-F	3 WHQT-F	3 WIOD	3 WMXJ-F	3 WIOD	3 WIOD	3 WAQI >	3 WEDR-F	3 WEDR-F	3 WHQT-F
4 WSHE-F	4 WSHE-F<	4 WFLC-F<	WHQT-F<	WLYF-F	4 WQBA	4 WPOW-F	4 WQBA <	WHQT-F<	4 WLYF-F>	4 WLYF-F
5	5 WHYI-F	5 WHYI-F<	5 WLYF-F<	5 WKIS-F	5 WKIS-F	5 WQBA	5 WPOW-F	5 WIOD	5 WSHE-F	5 WAQI
6	6 WFLC-F	6 WLYF-F<	6 WFLC-F	WHQT-F	6 WTMI-F<	6 WHQT-F<	6 WKIS-F	6 WAQI	WIOD	6 WKIS-F<
7	7 WZTA-F	7 WSHE-F	7 WLVE-F	7 WLVE-F	7 WMXJ-F	7 WHYI-F	7 WFLC-F	7 WKIS-F<	7 WQBA	7 WINZ
8	8	WIOD	WKIS-F<	WFLC-F	8	WEDR-F	8 WMXJ-F	8 WSHE-F	8	8 WRHC
9	9	9 WZTA-F	9 WSHE-F<	9	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WPOW-F>	1 WHQT-F	1 WHQT-F	1 WHQT-F	1 WLYF-F
2 WHQT-F	2 WPOW-F	2 WEDR-F	2 WLYF-F	2 WHQT-F
3 WHYI-F	3 WHYI-F	3 WHYI-F	WEDR-F<	WEDR-F
4 WFLC-F	4 WEDR-F	4 WFLC-F	4 WPOW-F<	4 WHYI-F
WEDR-F>	5 WFLC-F>	5 WPOW-F<	5 WHYI-F	WFLC-F
6 WLYF-F	6 WSHE-F	6 WJQY-F<	6 WFLC-F>	6 WMXJ-F
7 WSHE-F	7 WLYF-F	7 WSHE-F	7 WKIS-F	WKIS-F
8	8	8	8	8 WJQY-F<
9	9	9	9	9 WXDJ-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPOW-F>>	1 WPOW-F	1 WSHE-F	1 WIOD <	1 WIOD >
2 WEDR-F>	2 WSHE-F	2 WEDR-F	2 WPOW-F	2 WMXJ-F<
3 WHQT-F	3 WEDR-F	3 WZTA-F	3 WEDR-F	3 WEDR-F<
4 WSHE-F>	4 WHQT-F	WHQT-F	4 WSHE-F	4 WZTA-F<
5 WIOD	5 WZTA-F	WFLC-F	5 WZTA-F	5 WSHE-F
6 WZTA-F	WIOD	6 WPOW-F<	6 WMXJ-F	6 WLVE-F
7	7 WFLC-F	7 WIOD	7 WHQT-F<	7 WKIS-F
8	8 WHYI-F	8 WLVE-F	8 WLVE-F	8 WJQY-F<
9	9	9 WHYI-F	9	9 WFLC-F

American Radio Fall 1991, Copyright 1992

MIAMI-FT. LAUDERDALE

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		523 (2)	523 (2)	10.6	9.3	WAVS	1170	Davie/Miami	0.9/2.6/ 49/ 733
AOR/CLASSIC		318 (2)	318 (2)	6.4	10.6	WEXY	1520	Wilton Mnrs	0.4/1.0/ 23/ 280
AC/OLDIES/SOFT ROCK	39 (1)	464 (4)	503 (5)	10.2	13.3	WKAT	1360	North Miami	0.6/1.8/ 31/ 500
MOR/VARIETY						WQAM	560	Miami/Ft. Ldrdl	0.7/3.2/ 47/1028
COUNTRY		211 (1)	211 (1)	4.3	4.7	WRBD	1470	Pompano Beach	0.3/1.1/ 14/ 309
BLACK/URBAN	85 (3)	531 (2)	616 (5)	12.5	12.4	WRFM	830	Hialeah	0.3/0.7/ 18/ 217
BEAUTIFUL/EASY	8 (1)	574 (3)	582 (4)	11.8	8.8	WRHC	1550	Coral Gables	0.6/1.6/ 32/ 440
NEWS/TALK	537 (4)		537 (4)	10.9	12.9	WVCG	1080	Coral Gables	0.3/2.0/ 19/ 591
NOSTALGIA	124 (1)		124 (1)	2.5					
RELIGION/GOSPEL	18 (1)		18 (1)	0.4	1.9	WEAT	850	West Palm Beach	0.2/0.0/ 0/ 0
SPANISH	757 (7)	411 (4)	1168 (11)	23.7	21.7	WEAT-F	104.3	West Palm Beach	0.7/3.0/216/2658
CLASSICAL		147 (1)	147 (1)	3.0	3.0	WJNO	1230	West Palm Beach	0.7/1.5/134/1641
JAZZ/NEW AGE		149 (1)	149 (1)	3.0	0.5	WRMF-F	97.9	West Palm Beach	0.9/3.7/186/2554
UNKNOWN/OTHERS	39 (2)		39 (2)	0.8	0.8	WYFX	1040	Boynton Beach	0.3/1.4/ 44/ 685
	1607 (20)	3328 (20)	4935 (40)						

RADIO STATIONS

AM STATIONS

WAQI,	710,	50 KW/25 KW (DA-2) ,	Hispanic	, $ 68.00	(Caballero)		
WCMQ,	1210,	25 KW/2.5 KW (DA-2),	Hispanic MOR	, $ 50.00	(SBS)	SBS	
WFTL,	1400,	1 KW ,	Talk	CNN UNISUP, $ 38.00	(Roslin)		
WINZ,	940,	50 KW/25 KW (DA-N) ,	News/Talk	CNN CBS, $ 72.00	(Katz)	Paxson	
WIOD,	610,	10 KW (DA-2) ,	News/Talk	MBS, $130.00	(Christal)	Cox	
WMBM,	1490,	1 KW ,	Gospel	NBN, $ 28.00	(K & P)		
WMRZ,	790,	25 KW ,	Nostalgia	ABC, $ 70.00	(Banner)	Jeff-Pilot	
WOCN,	1450,	1 KW (DA-2) ,	Hispanic	, $ 35.00	(Lotus)		
WQAM,	560,	5 KW/1 KW ,	Country	NBC SMN, $ 33.00	(HNWH)	Sunshine Wireless	
WQBA,	1140,	50 KW/10 KW (DA-2) ,	Hispanic Full Service	, $130.00	(Katz Hisp.)	Tichenor	
WRHC,	1150,	10 KW/500 W (DA-2) ,	Hispanic	, $ 43.00	(---)	Omar Valliant	
WSUA,	1290,	5 KW (DA-2) ,	Hispanic	, $ 38.00	(Caballero)		
WVCG,	1080,	50 KW/10 KW (DA-2) ,	Religion/Ethnic	, $ 30.00	(---)	Evergreen	

FM STATIONS

WAXY,	105.9,	100 KW @ 1020 ,	Oldies	, $109.00	(Eastman)	Ackerly	
WCMQ,	92.3,	31 KW @ 620 ,	Hispanic/Soft AC	, $ 75.00	(SBS)	SBS	
WEDR,	99.1,	70 KW @ 165 ,	Black	CBS, $ 68.00	(McGuild)	Rivers	
WFLC,	97.3,	98 KW @ 800 ,	AC	, $145.00	(Christal)	Cox	
WHQT,	105.1,	100 KW @ 1006 ,	Urban/CHR	, $135.00	(HNR)	EZ	
WHYI,	100.7,	100 KW @ 1006 ,	CHR	, $125.00	(Mc-Guild)	Metroplex	
WJQY,	106.7,	100 KW @ 984 ,	Soft AC	UNISUP, $140.00	(Katz)	Tak	
WKIS,	99.9,	100 KW @ 984 ,	Country	UNIPWR, $ 96.00	(HNWH)	Sunshine Wireless	
WLVE,	93.9,	96 KW @ 1006 ,	AC/Jaz/NAC	, $138.00	(Torbet)	Gilmore	
WLYF,	101.5,	100 KW @ 810 ,	EZ	, $104.00	(Banner)	Jeff-Pilot	
WMXJ,	102.7,	100 KW @ 1006 ,	Oldies	, $	(Durpetti)		
WPOW,	96.5,	100 KW @ 1006 ,	CHR	SOURCE, $178.00	(HNWH)	Beasley	
WQBA,	107.5,	96 KW @ 1006 ,	Hispanic AC	, $ 85.00	(Katz Hisp.)	Tichenor	
WSHE,	103.5,	100 KW @ 1006 ,	AOR	, $ 92.00	(Schubert)	TK	
WTMI,	93.1,	96 KW @ 1006 ,	Classical	, $ 83.00	(CMBS)	Harlin	
WXDJ,	95.7,	100 KW @ 980 ,	??	, $ 57.00	(Caballero)		
WZTA,	94.9,	96 KW @ 1006 ,	Classic AOR	, $ 70.00	(Katz)	Paxson	

Miscellaneous: WINZ,WZTA-F From Guy Gannett to Paxson for $10,000,000 (e) (MVP)... WAXY-F Full time Oldies as of January...

American Radio Fall 1991, Copyright 1992

MILWAUKEE

Arbitron Rank/Pop (12+): 26/1,319,900
MSA Rank/Pop: 33/1,400,000
ADI # 28
Average Person Ratings: 17.5
Market TSL: 23.00 hours

Stations: 25/22
Diaries: 1561/845:1/55.2%
Sample Target: 1570
% Below Line: 1.6
% Not Listed: 10.2

1991 Revenue: $41,600,000
HH Inc.: $31,752
Retail $: 11.6 Bil
Pop per Station: 59,995
#1 Biller: WTMJ $9,200,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WTMJ	(FS)	253/11.0	10.6	11.9	9.4	10.3	10.7	300/4208	3347/25.4	26.5	25.8	9.1	202	2977	WTMJ
2. WMIL-F	(C)	191/ 8.3	7.2	9.8	6.8	8.6	8.0	236/2428	1951/14.8	17.5	17.2	10.7	236	2174	WMIL-F
3. WOKY	(BB)	170/ 7.4	7.7	7.5	7.4	5.2	7.5	174/1780	1652/12.5	14.7	11.1	5.1	112	1288	WOKY
4. WLUM-F	(CHR)	164/ 7.1	7.6	7.3	8.0	9.5	7.5	175/3082	2798/21.2	21.1	23.0	9.1	201	2828	WLUM-F
5. WLZR-F	(AOR)	143/ 6.2	5.3	4.8	5.5	4.5	5.4	167/2378	2009/14.6	13.6	13.1	8.1	180	2682	WLZR-F
6. WKLH-F	(CL AOR)	135/ 5.9	6.3	4.9	7.3	6.5	6.1	171/2582	2132/16.2	14.7	15.3	6.6	147	2362	WKLH-F
7. WKTI-F	(AC)	134/ 5.8	5.7	6.5	6.3	7.5	6.1	154/3058	2588/19.6	21.7	23.9	6.9	152	3330	WKTI-F
8. WEZW-F	(EZ)	113/ 4.9	5.8	4.8	5.2	6.0	5.2	123/1636	1520/11.5	12.1	11.7	3.3	73	1049	WEZW-F
9. WISN	(T)	111/ 4.8	4.1	3.7	5.2	3.6	4.4	134/1885	1601/12.1	9.7	10.6	3.9	86	1291	WISN
10. WKKV-F	(B/AC)	109/ 4.7	2.9	1.4	1.8	1.8	2.7	111/1444	1400/10.6	4.6	6.5	6.9	153	1271	WKKV-F
11. WMYX-F	(AC)	88/ 3.8	4.1	4.9	4.6	4.6	4.3	104/2146	1796/13.6	12.7	14.2	3.3	73	1537	WMYX-F
12. WLTQ-F	(SAC)	82/ 3.6	4.4	3.2	3.9	4.0	3.8	92/1582	1422/10.8	10.8	13.1	2.4	54	978	WLTQ-F
13. WZTR-F	(O)	73/ 3.2	5.0	4.3	3.8	4.0	4.1	86/1976	1643/12.4	14.4	12.3	3.2	70	1599	WZTR-F
14. WQFM-F	(AOR)	61/ 2.6	2.9	3.3	3.1	2.7	3.0	87/1857	1447/11.0	12.9	11.7	4.1	91	2298	WQFM-F
15. WFMR-F	(CL)	49/ 2.1	2.2	3.0	1.7	2.4	2.3	51/913	850/ 6.4	6.5	7.1	1.9	42	669	WFMR-F
16. WNOV	(B)	42/ 1.8	1.0	0.9	2.2	2.2	1.5	42/614	614/ 4.7	3.7	4.0	0.7	16	515	WNOV
17. WMVP	(B)	35/ 1.5	1.5	1.8	1.8	2.3	1.6	35/553	536/ 4.1	4.8	4.7	1.9	42	516	WMVP
18. WEMP	(O)	25/ 1.1	1.0	1.3	1.4	0.9	1.2	29/589	494/ 3.7	4.2	3.9	0.4	8	327	WEMP
19.															
20.															

12+ FM SHARE (METRO): 67.38% (1394 of 2069) (FAL 90: 67.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WLUM-F>>	1 WLZR-F	1 WKLH-F	1 WKLH-F	1 WMIL-F	1 WTMJ >	1 WTMJ >	1 WMIL-F	1 WLUM-F	1 WLUM-F<	1 WTMJ
2 WKKV-F>	2 WLUM-F	2 WLZR-F<	2 WKTI-F	2 WKLH-F	2 WOKY	2 WMIL-F<	2 WTMJ	2 WTMJ	2 WTMJ >	2 WMIL-F>>
3 WLZR-F	3 WKTI-F	3 WKTI-F	3 WMIL-F	3 WKTI-F	3 WMIL-F>	3 WLZR-F	3 WKLH-F<	WMIL-F<	3 WKKV-F<	3 WOKY
4	WKLH-F	4 WLUM-F	4 WMYX-F<	4 WTMJ <	4 WEZW-F<	4 WOKY	4 WOKY	4 WISN	4 WLZR-F	4 WMVP >>
5	5 WKKV-F	5 WMIL-F	5 WLZR-F	5 WEZW-F<	5 WISN	5 WKTI-F	5 WISN <	5 WKLH-F<	5 WMIL-F>	5 WISN
6	6 WMIL-F	6 WKKV-F<	6 WTMJ <	6 WMYX-F<	6	6 WKLH-F	6 WEZW-F	6 WOKY	6 WOKY	6
7	7 WQFM-F<	7 WMYX-F	7 WEZW-F	7 WISN	7	7	7 WKTI-F<	WKTI-F	7 WKTI-F	7
8	8 WMYX-F	8	8	8	8	8	8 WLUM-F<	8	8	8
9	9 WLTQ-F	9	9	9	9	9	9 WLZR-F	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WLUM-F<	1 WKTI-F	1 WKTI-F	1 WKTI-F>	1 WKTI-F
2 WKKV-F>	2 WLUM-F	2 WKLH-F>	2 WLUM-F	2 WMIL-F
3 WKTI-F	3 WKKV-F	3 WMYX-F	3 WMYX-F<	3 WMYX-F<
4 WLZR-F>	4 WKLH-F	WLUM-F	4 WKLH-F<	4 WEZW-F<
5 WMYX-F	5 WMYX-F	5 WMIL-F	5 WKKV-F	5 WKLH-F
6 WLTQ-F	6 WLTQ-F<	WLTQ-F	6 WMIL-F	6 WLTQ-F
WKLH-F	7 WLZR-F	7 WKKV-F	7 WLTQ-F	7 WTMJ
8	8 WMIL-F	8	8	WLUM-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLZR-F>>	1 WLZR-F>>	1 WLZR-F	1 WLZR-F	1 WKLH-F
2 WLUM-F>	2 WKLH-F<	2 WKLH-F	2 WKLH-F>	2 WMIL-F
3 WKKV-F	3 WLUM-F>	3 WMIL-F>	3 WMIL-F	3 WLZR-F<
4 WKLH-F	4 WQFM-F	4 WQFM-F	4 WLUM-F<	4 WISN
5 WQFM-F	WMIL-F<	WKTI-F	5 WISN <	5 WTMJ
6 WNOV	6 WKTI-F	6 WLUM-F	6 WKTI-F	6 WKTI-F
WKTI-F	7 WKKV-F	7 WISN	7 WQFM-F	7 WQFM-F
8	8	8	8 WTMJ	8

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		175 (2)	175 (2)	8.5	19.5
AOR/CLASSIC		339 (3)	339 (3)	16.4	16.6
AC/OLDIES/SOFT ROCK	38 (2)	295 (3)	333 (5)	16.1	14.4
MOR/VARIETY	253 (1)		253 (1)	12.2	13.4
COUNTRY		199 (2)	199 (2)	9.6	7.0
BLACK/URBAN	77 (2)	109 (1)	186 (3)	9.0	4.1
BEAUTIFUL/EASY		195 (2)	195 (2)	9.4	4.4
NEWS/TALK	137 (3)		137 (3)	6.6	5.8
NOSTALGIA	170 (1)		170 (1)	8.2	7.4
RELIGION/GOSPEL					
SPANISH					
CLASSICAL		49 (1)	49 (1)	2.4	2.9
JAZZ/NEW AGE					2.3
UNKNOWN/OTHERS		33 (2)	33 (2)	1.6	2.2
	675 (9)	1394 (16)	2069 (25)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBWI-F	92.5	West Bend	0.3/1.2/ 14/ 295
WHKQ-F	92.1	Racine	0.9/1.2/ 25/ 273
WRJN	1400	Racine	0.6/1.6/ 19/ 279
WTKM-F	104.9	Hartford	0.6/1.6/ 21/ 302
WBBM	780	Chicago	0.4/2.8/ 19/ 579
WGN	720	Chicago	0.7/2.8/ 55/ 707
WJZQ-F	95.1	Kenosha	0.5/2.0/ 26/ 531

American Radio Fall 1991, Copyright 1992

MILWAUKEE

RADIO STATIONS

AM STATIONS

WEMP,	1250,	5 KW (DA-2)	, OLDIES	UNISUP, CBS	, $	37.00 (Eastman)	Heritage
WISN,	1130,	50 KW/10 KW (DA-N),	TALK	ABC, MBS	, $	54.00 (Katz)	Hearst
WMVP,	1290,	5 KW (DA-2)	, BLACK	CBS UNIULT	, $	24.00 (K & P)	All Pro
WNOV,	860,	250 W (DAYS, DA)	, BLACK/GOSP.	NBN	, $	20.00 (---)	
WOKY,	920,	5 KW/1 KW (DA-2)	, NOSTALGIA	MBS	, $	50.00 (CBS)	Sundance
WTMJ,	620,	5 KW (DA-N)	, MOR/FULL SER.	NBC	, $	128.00 (Christal)	Journal Co.

FM STATIONS

WKKV,	100.7,	50 KW @ 500,	BLACK AC	UNIPWR	, $	40.00 (Eastman)	(RACINE)
WEZW,	103.7,	20 KW @ 840,	EZ/SOFT AC		, $	60.00 (MMR)	Multimedia
WFMR,	98.3,	3 KW @ 328,	CLASSICAL		, $	41.00 (CMBS)	(MENOMONEE FALLS)
WKLH,	96.5,	20 KW @ 807,	CLASSIC AOR		, $	115.00 (McGuild)	Saga
WKTI,	94.5,	16 KW @ 911,	AC/CHR	SOURCE	, $	110.00 (Christal)	Journal Co.
WLTQ,	97.3,	16 KW @ 911,	SOFT AC	ABC	, $	54.00 (Katz)	Hearst
WLUM,	102.1,	20 KW @ 817,	CHR/URBAN	CBS, UNPWR	, $	71.00 (K & P)	All Pro
WLZR,	102.9,	50 KW @ 428,	AOR	ABC	, $	65.00 (Eastman)	Great American
WMIL,	106.1,	13 KW @ 976,	COUNTRY	UNIULT	, $	78.00 (CBS)	Sundance
WMYX,	99.1,	50 KW @ 448,	AC	CBS	, $	58.00 (Eastman)	Heritage
WQFM,	93.3,	13 KW @ 990,	AOR	ABC	, $	54.00 (MMR)	Shamrock-Lynett
WZTR,	95.7,	34 KW @ 610,	OLDIES		, $	50.00 (Durpetti)	Shockley

FORMAT CODES

AC - Adult Contemporary	J/NAC- Jazz and New Adult Contemporary
AOR - Album Oriented Rock	M/FS - Middle of Road, (MOR) Full Service
B - Black (audience predominately black - over 75%)	N - News
BB - Big Band, Nostalgia	O - Oldies (1955 to current)
C - Country	R - Religion, Christian
CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary
CL - Classical	SP - Hispanic/Spanish
CL AOR - Classic AOR, Classic Rock	T - Talk
E - Ethnic	U - Urban (majority of audience is non-white)
EZ - EZ Listening, Beautiful Music, Some Very soft AC	? - Others or Unknown
G - Gospel	

American Radio Fall 1991, Copyright 1992

MINNEAPOLIS-ST. PAUL

Arbitron Rank/Pop (12+): 17/2,080,800

MSA Rank/Pop: 15/2,430,000
ADI # 13

Average Person Ratings: 17.1

Market TSL: 22.25 hours

Stations: 18/18
Diaries: 2017/1022:1/57.1%
Sample Target: 1900
% Below Line: 0.0
% Not Listed: 15.4

1991 Revenue: $74,000,000
HH Inc.: $35,952
Retail $: 21.0 Bil
Pop per Station: 114,488
#1 Biller: WCCO $19,800,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90		Birch Share	Birch AQH	Birch Cume	
1. WCCO	(FS)	849/18.5	20.1	15.0	17.2	18.2	17.7	857/11398	8603/41.7	33.9	36.3		20.0	733	8362	WCCO
2. KEEY-F	(C)	379/10.8	9.3	9.7	10.5	9.3	10.1	434/5085	4314/20.9	20.9	17.7		8.0	291	3075	KEEY-F
3. KQRS-AF	(AOR)	342/ 9.7	9.8	11.0	10.1	10.1	10.1	442/6425	5253/25.5	27.1	25.9		12.4	449	5853	KQRS-AF
4. WLTE-F	(SAC)	287/ 8.2	8.5	8.9	8.5	8.7	8.5	332/4766	4108/19.9	20.9	20.7		5.2	191	2612	WLTE-F
5. KDWB-F	(CHR)	284/ 8.1	8.7	9.7	7.5	8.6	8.5	324/5746	4968/24.1	26.9	21.0		8.3	302	4413	KDWB-F
6. KSTP-F	(AC)	212/ 6.0	5.5	7.9	6.4	6.1	6.4	245/4508	3950/19.2	17.6	18.9		6.2	226	2996	KSTP-F
7. KQQL-F	(O)	171/ 4.9	4.2	3.7	4.2	4.4	4.3	212/3741	2991/14.5	12.5	12.2		3.7	137	2112	KQQL-F
8. KTCZ-F	(AOR)	150/ 4.3	2.8	3.4	3.1	3.6	3.4	156/2182	2081/10.1	9.6	9.8		4.0	148	2218	KTCZ-F
9. KSTP	(N/T)	106/ 3.0	3.7	3.7	3.3	3.6	3.4	111/2014	1825/ 8.9	13.7	10.1		3.3	121	1769	KSTP
10. KLXK-F	(CL AOR)	105/ 3.0	4.1	4.1	4.6	4.9	3.9	130/3410	2986/14.5	17.6	16.9		3.9	142	2998	KLXK-F
11. KJJO-F	(AOR)	72/ 2.0	2.6	1.7	1.6	2.1	2.0	73/1418	1340/ 6.5	6.6	6.3		3.0	108	1747	KJJO-F
12. KLBB	(BB)	68/ 1.9	1.7	2.7	1.7	2.0	2.0	68/763	744/ 3.6	4.9	4.3		1.0	35	556	KLBB
13. WMIN	(BB)	51/ 1.5	1.1	1.5	1.2	1.1	1.3	54/855	789/ 3.8	4.5	3.5		1.0	36	387	WMIN
14. KFAN	(S/T)	43/ 1.2	0.4	0.5	0.7	0.8	0.7	44/1269	1218/ 5.9	3.7	3.6		1.2	45	1398	KFAN
15. KMZZ	(AOR)	30/ 0.9	1.0	1.1	0.8	0.5	0.9	30/457	443/ 2.1	2.4	2.3		2.2	82	764	KMZZ

12+ FM SHARE (METRO): 67.05% (1994 of 2974) (FAL 90: 71.34%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDWB-F>>	1 KQRS-AF>	1 KQRS-AF	1 WCCO <	1 WCCO	1 WCCO >>	1 WCCO >>	1 WCCO	1 WCCO	1 WCCO >	1 WCCO >>
2	2 KEEY-F	2 KEEY-F	2 KEEY-F<	2 KEEY-F	2 KEEY-F	2 KQRS-AF>	2 WLTE-F	2 KEEY-F	2 KDWB-F>	2 KQRS-F
3	3 KDWB-F>	3 WCCO	3 KQRS-AF	3 KQRS-AF	3 WLTE-F>	3 KEEY-F	3 KEEY-F	3 KQRS-AF	3 KEEY-F	3 KDWB-F
4	4 WLTE-F	4 WLTE-F	4 WLTE-F	WLTE-F>	4 KSTP-F<	4 KDWB-F	4 KQRS-AF>	4 WLTE-F	4 KQRS-AF>	4 KSTP-F
5	WCCO	5 KSTP-F<	5 KSTP-F	5 KSTP-F	5 KQQL-F	5 WLTE-F	5 KSTP-F	5 KDWB-F	5 WLTE-F	5 KEEY-F
6	KSTP-F<	6 KDWB-F	6 KQQL-F	6 KQQL-F	6	6 KSTP-F	6 KQQL-F	6 KSTP-F	6 KSTP-F	6
7	7 KTCZ-F	7 KQQL-F	7 KTCZ-F	7 KTCZ-F	7	7	7 KTCZ-F	7 KQQL-F<	KQQL-F	7
8	8	8 KTCZ-F	8	8	8	8	KDWB-F	8 KTCZ-F	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KQRS-AF	1 KDWB-F	1 KDWB-F	1 WLTE-F	1 WLTE-F
KDWB-F>	2 KQRS-AF>	2 WLTE-F<	2 KEEY-F	2 WCCO <
3 KEEY-F>	3 KEEY-F	3 KQRS-AF	3 KDWB-F	3 KEEY-F
4 WLTE-F	4 WLTE-F	4 KSTP-F<	4 KSTP-F<	4 KSTP-F
5 KSTP-F	5 KSTP-F	5 KEEY-F	5 KQRS-AF	5 KQQL-F
KMZZ	6 KTCZ-F	6 KTCZ-F	6 WCCO	6 KDWB-F
KLXK-F	7	7 WCCO	7 KQQL-F	7 KQRS-AF

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQRS-AF>>	1 KQRS-AF>>	1 KQRS-AF>>	1 KQRS-AF	1 WCCO
2 KJJO-F	2 KEEY-F>	2 KEEY-F	2 WCCO	2 KQRS-AF
KEEY-F	3 WCCO >	3 WCCO >	3 KEEY-F>	3 KEEY-F>
4 KDWB-F>>	4 KTCZ-F	4 KTCZ-F	4 KTCZ-F	4 KTCZ-F<
5 KLXK-F	KJJO-F<	5 KLXK-F	5 WLTE-F	5 WLTE-F
6	6 KLXK-F<	6 KSTP-F	KQQL-F	6 KQQL-F
7	7 KDWB-F	7 KFAN	7	7

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		284 (1)	284 (1)	9.5	16.4
AOR/CLASSIC	38 (2)	661 (4)	699 (6)	23.5	19.1
AC/OLDIES/SOFT ROCK		383 (2)	383 (2)	12.9	27.9
MOR/VARIETY	649 (1)		649 (1)	21.8	19.8
COUNTRY	13 (1)	379 (1)	392 (2)	13.2	8.8
BLACK/URBAN					
BEAUTIFUL/EASY		287 (1)	287 (1)	9.7	
NEWS/TALK	149 (2)		149 (2)	5.0	3.3
NOSTALGIA	119 (2)		119 (2)	4.0	4.7
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE	12 (1)		12 (1)	0.4	
UNKNOWN/OTHERS					
	980 (9)	1994 (9)	2974 (18)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KTCJ	690	Minneapolis	0.3/0.7/ 12/ 145
WDGY	630	St.Paul/Mnnpls	0.4/3.4/ 19/ 817

American Radio Fall 1991, Copyright 1992

MINNEAPOLIS-ST. PAUL

RADIO STATIONS

AM STATIONS

WDGY,	630, 5 KW/500 W (DA-2),	OLDIES	UNISUP,UNIULT,	$	N/A	(Christal)	Midcontinent
KLBB,	1400, 1 KW,	NOSTALGIA	ABC UNISUP,	$	30.00	(Roslin)	
KSTP,	1500, 50 KW (DA-N),	NEWS/JAZZ	ABC,	$	48.00	(McGuild)	Hubbard
KTCJ,	690, 500 W (DAYS),	JAZZ	,	$	24.00	(Eastman)	Parker
KMZZ,	980, 5 KW (DA-1),	EZ	UNIULT,	$	21.00	(HNWH)	Entercom
WCCO,	830, 50 KW,	MOR/FULL SER.	CBS,UNISUP,	$	310.00	(CBS)	CBS
KFAN,	1130, 50 KW/25 KW (DA-2),	SPORTS	MBS,	$	44.00	(Katz)	Malrite

FM STATIONS

KDWB,	101.3, 50 KW @ 822,	CHR	,	$	100.00	(Christal)	Midcontinent
KEEY,	102.1, 50 KW @ 822,	COUNTRY	,	$	130.00	(Katz)	Malrite
KJJO,	104.1,100 KW @ 1070,	AOR	CBS,	$	65.00	(MMR)	Park
KLXK,	93.7, 50 KW @ 822,	AOR	UNIULT,	$	70.00	(HNWH)	Entercom
KQRS,	92.5, 50 KW @ 822,	AOR/Classic AOR	ABC,	$	178.00	(Katz)	Cap.Cities/ABC
KQQL,	107.9, 100 KW @ 1090,	OLDIES	,	$	70.00	(Durpetti)	Trumper
KSTP,	94.5, 95 KW @ 1220,	AC	,	$	158.00	(McGuild)	Hubbard
KTCZ,	97.1, 100 KW @ 236,	AOR/JAZZ	,	$	70.00	(Eastman)	Parker
WLTE,	102.9, 100 KW @ 1304,	SOFT AC	,	$	130.00	(CBS)	CBS

Miscellaneous: KLXK-F from Classic AOR to AOR (after Fall book)... KDWB AM changes to WDGY and format from Oldies to Country (Aug)...

American Radio Fall 1991, Copyright 1992

MOBILE

Arbitron Rank/Pop (12+): 89/391,500
MSA Rank/Pop: 104/494,000
ADI # 63 (w/Pensacola)
Average Person Ratings: 17.3
Market TSL: 22.75 hours

Stations: 24/20
Diaries: 778/503:1/43.6%
Sample Target: 860
% Below Line: 7.4
% Not Listed: 11.2

1991 Revenue: $10,200,000
HH Inc.: $27,432
Retail $: 3.4 Bil
Pop per Station: 19,575
#1 Biller: WKSJ-AF $2,800,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WBLX-F (B)	112/16.5	17.3	15.9	17.4	17.2	16.8	183/1697	905/23.1	24.5	24.4	25.4	175	1406	WBLX-F
2. WKSJ-AF (C)	100/14.8	14.3	17.0	13.3	16.0	14.9	125/1533	1207/29.8	30.3	30.4	15.9	105	1150	WKSJ-AF
3. WABB-F (CHR)	57/ 8.4	6.8	6.8	9.5	10.8	7.9	83/1418	834/21.3	19.0	24.8	8.0	55	976	WABB-F
4. WGOK (B)	40/ 5.9	5.3	6.8	5.1	5.3	5.8	40/462	462/11.8	12.6	12.0	2.0	14	292	WGOK
5. WKRG-F (AC)	37/ 5.5	5.6	5.3	7.3	5.0	5.9	72/1334	639/16.3	17.1	15.8	4.9	34	617	WKRG-F
6. WGCX-F (AOR)	36/ 5.3	4.4	5.9	6.1	5.2	5.4	64/843	428/10.9	12.5	10.8	7.7	53	502	WGCX-F
7. WKRG (N/T)	33/ 4.9	6.2	4.9	6.1	3.4	5.5	34/354	348/ 8.9	11.9	8.4	5.2	36	452	WKRG
8. WDLT-F (SAC)	29/ 4.3	3.5	2.8	4.0	2.7	3.7	30/434	372/ 9.5	9.9	8.3	1.6	11	238	WDLT-F
9. WAVH-F (O)	23/ 3.4	5.6	5.6	4.0	5.6	4.7	50/1111	459/11.7	13.9	13.8	5.5	38	484	WAVH-F
10. WXBM-F (C)	19/ 2.8	2.6	2.1	2.0	2.5	2.4	62/971	381/ 9.7	5.5	5.0	2.5	17	223	WXBM-F
11. WMEZ-F (EZ)	17/ 2.5	3.5	2.8	2.7	4.0	2.9	49/670	225/ 5.7	7.7	7.4	0.1	1	142	WMEZ-F
12. WLPR (BB)	15/ 2.2	2.3	1.2	1.1	1.5	1.7	15/178	178/ 4.5	3.4	2.5	1.0	7	118	WLPR
13. WZEW-F (AOR)	14/ 2.1	2.7	2.8	2.4	1.9	2.5	16/262	239/ 6.1	8.1	4.5	4.2	29	294	WZEW-F
14.														
15.														

12+ FM SHARE (METRO): 79.07% (476 of 602) (FAL 90: 83.80%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBLX-F>>	1 WBLX-F>	1 WBLX-F>	1 WBLX-F	1 WKSJ-AF<	1 WKSJ-AF>	1 WKSJ-AF	1 WKSJ-AF>	1 WBLX-F	1 WBLX-F>>	1 WBLX-F
2 WABB-F	2 WGCX-F<	2 WKSJ-AF>	2 WKSJ-AF>	2 WBLX-F>	2 WBLX-F	2 WBLX-F	2 WBLX-F	2 WKSJ-AF>	2 WABB-F>	2 WKSJ-F
3	3 WKSJ-AF<	3 WABB-F	3 WKRG-F	3 WKRG	3 WABB-F>	3 WKRG-F	3 WKRG-F	3 WABB-F>	3 WKSJ-AF	WABB-F
4	4 WABB-F	4 WGCX-F<	4 WABB-F	4 WDLT-F	4 WGOK	4 WKRG	4 WGOK <	4 WKRG-F	WGCX-F	4
5	5	5 WKRG-F	5 WGCX-F	5 WABB-F	5	5 WKRG-F	5 WKRG	5 WGCX-F	5 WKRG-F	5
6	6	6	WDLT-F	6	6	6	WDLT-F	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WABB-F	1 WBLX-F>	1 WBLX-F	1 WBLX-F	1 WBLX-F	1 WBLX-F	1 WBLX-F<	1 WKSJ-AF	1 WBLX-F<	1 WKSJ-AF>
2 WBLX-F>	2 WABB-F	2 WKRG-F>	2 WABB-F>	2 WKSJ-AF>	2 WGCX-F	2 WGCX-F	WGCX-F	2 WKSJ-AF>	2 WBLX-F>
3 WZBA-F>	3 WKRG-F>	3 WKSJ-AF	3 WKSJ-AF	3 WKRG-F	3 WKSJ-AF>>3	WKSJ-AF>>3	WBLX-F	3 WGCX-F>>	3 WGCX-F>
4 WGCX-F>	4 WKSJ-AF	4 WDLT-F	WKRG-F>	4 WABB-F	4 WABB-F	4 WKRG-F	4 WKRG-F	4 WKRG-F	4 WKRG-F
5 WXBM-F	5 WZBA-F	WABB-F	5 WGOK	5 WDLT-F	5	5 WABB-F	5	5 WZEW-F	5 WAVH-F
WKRG-F	WGCX-F	6	6	6 WGOK	6	6	6	6	6 WZEW-F
									WDLT-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		67 (2)	67 (2)	11.1	13.7
AOR/CLASSIC		50 (2)	50 (2)	8.3	7.9
AC/OLDIES/SOFT ROCK		60 (2)	60 (2)	10.0	14.9
MOR/VARIETY					
COUNTRY	2 (1)	133 (4)	135 (5)	22.4	22.3
BLACK/URBAN	49 (2)	116 (2)	165 (4)	27.4	28.6
BEAUTIFUL/EASY		46 (2)	46 (2)	7.6	4.5
NEWS/TALK	40 (2)		40 (2)	6.6	4.1
NOSTALGIA	27 (2)		27 (2)	4.5	1.7
RELIGION/GOSPEL	3 (1)		3 (1)	0.5	1.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	5 (1)	4 (1)	9 (2)	1.5	0.7
	126 (9)	476 (15)	602 (24)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WABB	1480	Mobile	1.0/5.2/ 8/ 225
WBLX	660	Fairhope/Mobile	1.3/6.5/ 11/ 331
WHEP	1310	Foley	1.8/2.3/ 12/ 89
WKQR-F	101.9	Citronelle	0.6/1.2/ 4/ 72
WLVV	1410	Mobile	0.7/1.4/ 5/ 56
WMMV-F	105.5	Bay Minette/Mob	0.6/2.6/ 5/ 133
WMOB	1350	Mobile	0.4/2.4/ 3/ 93
WZBA-F	104.9	Moss Point	1.8/4.5/ 13/ 229
WJLQ-F	100.7	Pensacola	1.5/8.8/ 42/ 977
WOWW-F	107.3	Pensacola	0.6/2.8/ 73/ 802

RADIO STATIONS

WBLX ,	660,	22 KW/1 KW (DA-2) ,	Black	, $12.00	(---)	
WGOK ,	900,	1 KW/500 W (DA-2),	Black	SBN, $15.00	(Roslin)	
WKRG ,	710,	1 KW/500 W (DA-N),	News/Talk	CBS MBS, $27.00	(Katz)	
WLPR ,	960,	2.5 KW/1 KW (DA-2) ,	Nostalgia	SMN, $14.00	(---)	
WABB-F,	97.5,	100 KW @ 1350 ,	CHR	SUN UPI, $53.00	(Christal)	Dittman
WAVH-F,	96.1,	100 KW @ 1142 ,	Oldies	UNISUP, $29.00	(Durpetti)	
WBLX-F,	92.9,	100 KW @ 1555 ,	Black	UNIPWR ABC, $50.00	(HNWH)	
WDLT-F,	98.3,	6 KW @ 300 ,	Soft AC	UNISUP, $19.00	(K & P)	
WGCX-F,	104.1,	100 KW @ 1555 ,	AOR	ABC UNIPWR, $31.00	(HMR)	(ATMORE)
WKRG-F.	99.9,	100 KW @ 1755 ,	AC	MBS, $30.00	(Katz)	
WKSJ-F,	94.9,	100 KW @ 430 ,	Country	ABC, $89.00	(Banner)	
WMMV-F,	105.5,	2.6 KW @ 357 ,	Black	, $14.00	(---)	(BAY MINETTE)
WZEW-F,	92.1,	3 KW @ 288 ,	AOR	CNN, $16.00	(---)	(FAIRHOPE)

WMEZ, WXBM -- See Pensacola

American Radio Fall 1991, Copyright 1992

MODESTO

Arbitron Rank/Pop (12+): 118/310,800
MSA Rank/Pop: 128/368,000
ADI # 19 (w/Sacramento)
Average Person Ratings: 13.9
Market TSL: 18.75 hours

Stations: 29/16
Diaries: 712/436:1/43.9%
Sample Target: 730
% Below Line: 19.3
% Not Listed: 17.9

1991 Revenue: $10,200,000
HH Inc.: $32,820
Retail $: 2.6 Bil
Pop per Station: 19,425
#1 Biller: KHOP-F $2,000,000

12+ METRO		1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KMIX-F	(C)	43/10.0	8.1	14.6	9.3	6.6	----	62/916	622/20.0	16.2	19.4	11.0	51	500	KMIX-F
2. KHOP-F	(CHR)	39/ 9.0	10.8	9.7	13.9	12.8	----	89/1467	731/23.5	25.3	21.1	12.3	57	856	KHOP-F
3. KOSO-F	(AC)	31/ 7.2	4.6	5.2	3.6	5.0	----	59/955	396/12.7	11.8	12.1	3.7	17	383	KOSO-F
KBEE-F	(EZ)	31/ 7.2	9.2	10.5	11.1	9.8	----	99/1084	421/13.5	18.7	17.8	4.7	22	315	KBEE-F
5. KDJK-F	(AOR)	27/ 6.3	4.2	6.7	7.5	8.0	----	63/936	395/12.7	12.3	14.3	7.7	36	470	KDJK-F
6. KNBR	(T)	24/ 5.6	3.3	1.9	3.4	2.7	----	62/1077	431/13.9	8.5	6.0	3.9	18	273	KNBR
7. KJSN-F	(AC)	21/ 4.9	6.7	5.4	5.1	3.0	----	25/504	409/13.2	12.2	15.0	3.9	18	243	KJSN-F
8. KVFX-F	(CL AOR)	17/ 3.9	5.4	4.1	4.6	4.6	----	44/709	312/10.0	10.3	9.5	7.1	33	403	KVFX-F
KLOC	(SP)	17/ 3.9	2.1	3.9	6.1	6.8	----	22/235	170/ 5.5	4.2	5.9	6.0	28	284	KLOC
10. KTRB	(C)	12/ 2.8	4.2	7.1	3.6	5.0	----	31/653	298/ 9.6	8.6	9.2	3.2	15	233	KTRB
11. KMIX	(C)	10/ 2.3	0.4	----	1.0	----	----	12/173	99/ 3.2	4.3	0.0	0.6	3	59	KMIX
12. KHTN-F	(CHR)	9/ 2.1	0.4	----	----	----	----	35/667	192/ 6.2	1.8	0.0				KHTN-F
KSQO-F	(AC)	9/ 2.1	1.7	1.5	1.4	1.4	----	30/582	170/ 5.5	4.5	5.5				KSQO-F
KCBS	(N/T)	9/ 2.1	2.3	2.6	1.8	3.4	----	46/788	213/ 6.9	7.1	6.2	0.9	4	167	KCBS
15.															

12+ FM SHARE (METRO): 72.60% (257 of 354) (FAL 90: 76.98%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHOP-F>>	1 KDJK-F	1 KMIX-F	1 KOSO-F	1 KOSO-F	1 KBEE-F>	1 KMIX-F	1 KMIX-F	1 KHOP-F	1 KHOP-F>	1 KUBB-F>
2 KMIX-F	2 KMIX-F	2 KDJK-F	KMIX-F	2 KMIX-F>	2 KMIX-F	2 KOSO-F<	2 KBEE-F>	2 KMIX-F	2 KTRB	2 KNBR
3 KHTN-F	3 KHOP-F>	3 KOSO-F	3 KNBR	3 KOSO-F	3 KNBR	3 KHOP-F<	3 KBEE-F<	3 KMIX-F>	KMIX-F	KMIX-F
4	4 KOSO-F>	KHOP-F	4 KJSN-F	4 KJSN-F	4 KNBR	4 KHOP-F	4 KOSO-F	4 KOSO-F<	4 KOSO-F	4 KCBS
5	5 KVFX-F	5	KDJK-F	KDJK-F	5	5	KDJK-F	5 KDJK-F	KDJK-F	KLOC
	KJSN-F									

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KHOP-F>	1 KHOP-F	1 KOSO-F	1 KOSO-F	1 KOSO-F>	1 KDJK-F>>	1 KDJK-F>	1 KMIX-F	1 KDJK-F>	1 KNBR
2 KMIX-F>>	2 KMIX-F	KHOP-F	KHOP-F	2 KMIX-F	2 KHOP-F>	2 KMIX-F>	KDJK-F	2 KNBR	2 KMIX-F
3 KVFX-F	3 KOSO-F>	3 KMIX-F	3 KMIX-F	3 KJSN-F	3 KMIX-F	3 KNBR	3 KNBR >	3 KMIX-F	3 KVFX-F
KLOC	4 KDJK-F	4 KDJK-F	4 KJSN-F	4 KHOP-F	4	4 KHOP-F	4 KVFX-F	4 KVFX-F	KDJK-F
5	5	5 KJSN-F	5	5	5	5 KVFX-F	KOSO-F	5	5

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		51 (3)	51 (3)	14.4	13.0
AOR/CLASSIC		44 (2)	44 (2)	12.4	12.8
AC/OLDIES/SOFT ROCK	4 (2)	68 (4)	72 (6)	20.3	14.8
NOR/VARIETY					2.3
COUNTRY	30 (3)	50 (3)	80 (6)	22.6	30.2
BLACK/URBAN					
BEAUTIFUL/EASY		31 (1)	31 (1)	8.8	12.5
NEWS/TALK	43 (5)		43 (5)	12.1	3.8
NOSTALGIA	3 (1)		3 (1)	0.8	1.0
RELIGION/GOSPEL		8 (2)	8 (2)	2.3	2.0
SPANISH	17 (1)	5 (2)	22 (3)	6.2	5.6
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					1.8
	97 (12)	257 (17)	354 (29)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KABX-F	97.5	Merced	1.6/5.4/ 25/ 487
KAMB-F	101.5	Merced	0.7/4.9/ 8/ 238
KFIV	1360	Modesto	0.7/2.2/ 3/ 104
KNTO-F	95.9	Livingston	0.5/1.7/ 5/ 94
KOOK	970	Modesto	0.7/4.5/ 6/ 188
KUBB-F	96.3	Mariposa	1.2/4.2/ 44/ 679
KCIV-F	99.9	Mt. Bullion	1.2/3.7/ 10/ 192
KFRC	610	San Francisco	0.7/2.0/ 16/ 258
KGO	810	San Francisco	0.7/2.3/ 15/ 299
KMEL-F	106.1	San Francisco	0.7/4.2/ 12/ 325
KMJ	580	Fresno	0.9/3.3/ 21/ 352
KQPW-F	101.9	Fresno	0.7/1.7/ 22/ 424
KRAK	1140	Sacramento	1.9/2.2/ 28/ 414
KSKS-F	93.7	Fresno	0.5/2.6/ 6/ 311
KWG	1230	Stockton	0.2/1.9/ 22/ 331

RADIO STATIONS

KLOC, 920, 500W/2.5KW (DA-2), HISPANIC , $ 20.00 (Lotus)
KMIX, 1390, 5 KW (DA-2) , SEE KMIX-F
KOOK, 970, 1 KW (DA-2) , OLDIES ABC , $ N/A (Eastman) John Price
KTRB, 860, 50 KW/10 KW (DA-2), COUNTRY NBC , $ 19.00 (Banner)

KABX-F, 97.5, 50 KW @ 493, OLDIES , $ 20.00 (Christal) (MERCED)
KAMB-F, 101.5, 50 KW @ 390, RELIGION , $ N/A (---) (MERCED)
KBEE-F, 103.3, 50 KW @ 500, EZ/BTFL ABC , $ 27.00 (Eastman) John Price
KDJK-F, 95.1, 32 KW @ 602, AOR , $ 40.00 (Eastman)
KHOP-F, 104.1, 50 KW @ 500, CHR , $ 42.00 (McGuild) Fuller Jeffrey

KJSN-F, 102.3, 3 KW @ 300, SOFT AC UNIPWR , $ 27.00 (HMR) Comm. Pacific
KMIX-F, 98.3, 2 KW @ 380, COUNTRY NBS , $ 31.00 (Durpetti) (TRULOCK)
KOSO-F, 93.1, 3 KW @ 1790, AC APR , $ 32.00 (Katz) (PATTERSON)
KUBB-F, 96.3, 2 KW @ 2079, COUNTRY UNISUP,UNIULT, $ 18.00 (McGuild) Buckley
KVFX-F, 98.7, 3 KW @ 328, CLASSIC AOR UNISUP , $ 17.00 (Banner) (MANTECA)

Miscellaneous: KOOK/KBEE-F from John Price to Citadel for $3,900,000 (e)...

American Radio Fall 1991, Copyright 1992

MONMOUTH-OCEAN

Arbitron Rank/Pop (12+): 44/852,300

MSA Rank/Pop: 49/996,300
New York ADI
Average Person Ratings: 18.0
Market TSL: 23.75 hours

Stations: 40/8
Diaries: 1065/800:1/51.3%
Sample Target: 1050
% Below Line: 60.4
% Not Listed: 9.2

1991 Revenue: NA
HH Inc.: $50,549
Retail $: 8.6 B11
Pop per Station: 106,537
#1 Biller: NA

12+ METRO		1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90		Birch Share	Birch AQH	Birch Cume	
1. WADB-F	(EZ)	105/ 6.8	5.1	5.5	5.6	3.3	----	105/1003	1003/11.5	11.0	10.6		4.0	60	790	WADB-F
2. WOBM-F	(AC)	101/ 6.6	4.5	5.6	4.0	7.0	----	101/1245	1245/14.6	13.4	14.1		4.2	63	861	WOBM-F
3. WXRK-F	(CL AOR)	82/ 5.3	5.2	5.7	5.3	5.1	----	82/1508	1508/17.7	16.8	14.1		5.2	78	1158	WXRK-F
4. WJLK-F	(AC)	80/ 5.2	3.1	3.4	3.2	2.5	----	80/1004	1004/11.8	10.0	9.0		3.9	58	831	WJLK-F
5. WOR	(T)	75/ 4.9	5.1	3.3	2.7	5.5	----	75/890	890/10.4	11.1	8.9		2.4	36	513	WOR
6. WNEW-F	(AOR)	71/ 4.6	4.2	5.8	4.9	5.6	----	71/1176	1176/13.8	13.7	13.6		6.5	97	1361	WNEW-F
7. WCBS	(N)	61/ 4.0	3.5	3.2	2.8	2.4	----	61/1279	1279/15.0	14.7	13.7		2.1	31	1197	WCBS
8. WKXW-F	(O/T)	56/ 3.6	5.4	4.0	2.7	0.9	----	56/1075	1075/12.6	12.3	10.8		2.5	37	798	WKXW-F
9. WYNY-F	(C)	51/ 3.3	4.5	2.9	3.6	2.5	----	51/586	586/ 6.9	9.3	6.8		2.5	37	761	WYNY-F
10. WABC	(T)	50/ 3.3	4.0	2.3	2.4	3.3	----	50/822	822/ 9.6	10.4	8.0		5.3	79	925	WABC
11. WPLJ-F	(CHR) ##	49/ 3.2	4.0	3.1	3.4	4.6	----	49/1249	1249/14.7	15.2	13.7		2.5	38	1121	WPLJ-F
12. WFAN	(S/T)	46/ 3.0	2.8	3.3	2.9	4.1	----	46/985	985/11.6	10.8	11.4		4.3	64	1106	WFAN
13. WNSR-F	(AC)	42/ 2.7	2.2	1.6	2.5	2.4	----	42/664	664/ 7.8	7.4	8.0		1.5	23	783	WNSR-F
14. WLTW-F	(AC)	41/ 2.7	1.9	2.0	2.2	1.8	----	41/752	752/ 8.8	7.7	7.2		1.0	15	436	WLTW-F
WJRZ-F	(CHR)	41/ 2.7	3.9	2.9	3.3	1.9	----	41/767	767/ 9.0	9.6	7.8		3.6	54	919	WJRZ-F

STATION DETERMINED TO HAVE ENGAGED IN A SPECIAL STATION ACTIVITY.

12+ FM SHARE (METRO): 77.12% (1075 of 1394) (FAL 90: 80.88%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHTZ-F>	1 WXRK-F>	1 WXRK-F	1 WXRK-F	1 WXRK-F	1 WADB-F	1 WXRK-F	1 WADB-F<	1 WADB-F	1 WNEW-F	1 WABC >>
2 WPLJ-F	2 WNEW-F>	2 WNEW-F	2 WNEW-F	2 WJLK-F	2 WOBM-F<	2 WOBM-F	2 WOBM-F	2 WOBM-F<	2 WOBM-F<	2 WOR
WJRZ-F>	3 WPLJ-F	3 WJLK-F	3 WJLK-F	3 WNEW-F	3 WOR	3 WADB-F<	3 WJLK-F	3 WNEW-F<	3 WCBS <	3 WCBS
4 WQHT-F	4 WOBM-F<	4 WOBM-F	4 WOBM-F	4 WOBM-F	4 WJLK-F<	4 WOR	4 WNEW-F	4 WJLK-F	4 WOR <	4 WNEW-F
5	5 WJLK-F	5 WKXW-F	WKXW-F	5 WKXW-F	5 WCBS	5 WJLK-F	5	5	5 WFAN	5 WOBM-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WPLJ-F	1 WPLJ-F	1 WJLK-F	1 WJLK-F	1 WJLK-F>
2 WOBM-F	2 WZVU-F	2 WZVU-F>	2 WOBM-F	2 WOBM-F
3 WQHT-F	WJLK-F	3 WXRK-F	3 WPLJ-F<	3 WNSR-F
WNEW-F	4 WOBM-F	WPLJ-F	4 WNSR-F<	4 WZVU-F
5	5 WXRK-F	5	5 WZVU-F	5 WKXW-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WXRK-F>	1 WXRK-F>	1 WXRK-F	1 WXRK-F	1 WXRK-F
2 WNEW-F>	2 WNEW-F>	2 WNEW-F>	2 WNEW-F>	2 WNEW-F>
3 WHTZ-F	3 WWMR-F	3 WWMR-F	3 WFAN	3 WKXW-F<
4 WPLJ-F	4 WFAN	WJRZ-F	4 WKXW-F	4 WFAN
WWMR-F	5 WHTG-F	5 WHTG-F	5 WOBM-F	5 WOBM-F
WFAN		6 WFAN		

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		173 (7)	173 (7)	12.4	13.6
AOR/CLASSIC		207 (6)	207 (6)	14.8	16.4
AC/OLDIES/SOFT ROCK		405 (9)	405 (9)	29.1	28.6
MOR/VARIETY					
COUNTRY	25 (1)	51 (1)	76 (2)	5.5	5.0
BLACK/URBAN		25 (2)	25 (2)	1.8	1.9
BEAUTIFUL/EASY		159 (3)	159 (3)	11.4	13.9
NEWS/TALK	245 (5)		245 (5)	17.6	14.1
NOSTALGIA	48 (2)	22 (1)	70 (3)	5.0	3.1
RELIGION/GOSPEL					0.6
SPANISH					0.6
CLASSICAL	1 (1)	16 (2)	17 (3)	1.2	1.8
JAZZ/NEW AGE		17 (1)	17 (1)	1.2	1.1
UNKNOWN/OTHERS					
	319 (9)	1075 (31)	1394 (40)		

OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME
WHTG-F	106.3	Eatontown	1.2/3.4/ 19/ 293
WOBM	1160	Lakewood	1.6/3.9/ 25/ 330
WZVU-F	107.1	Long Branch	2.6/9.8/ 40/ 833
WBLS-F	107.5	New York	0.3/1.7/ 5/ 146
WCBS-F	101.1	New York	2.1/6.8/ 33/ 585
WEQX-F	108.1	Philadelphia	0.3/2.2/ 5/ 184
WFPG-F	96.9	Atlantic City	1.3/3.2/ 20/ 270
WHLI	1100	Hempstead/GrdnC	0.6/1.4/ 9/ 117
WHTZ-F	100.3	Newark/New York	2.2/10.1/ 34/ 865
WINS	1010	New York	0.8/3.8/ 13/ 320
WIOQ-F	102.1	Philadelphia	0.8/3.3/ 12/ 283
WNGQ-F	98.3	New Brunswick	0.3/1.7/ 5/ 148
WWMR-F	93.3	Philadelphia	1.7/5.2/ 26/ 440
WNCN-F	104.3	New York	0.7/3.8/ 10/ 310
WNEW	1130	New York	2.5/7.1/ 39/ 607
WOGL-F	98.1	Philadelphia	0.5/2.2/ 7/ 187
WPAT-F	93.1	Paterson	2.2/8.8/ 34/ 754
WPST-F	97.5	Trenton/Phila.	0.5/2.9/ 7/ 249
WQCD-F	101.9	New York	1.1/3.4/ 17/ 294
WQHT-F	97.1	New York	1.6/7.5/ 25/ 640
WQXR	1560	New York	0.1/0.0/ 0/ 0
WQXR-F	96.3	New York	0.4/2.3/ 7/ 192
WRDR-F	104.9	Egg Harbor	1.4/3.1/ 22/ 260
WRKS-F	98.7	New York	1.3/3.2/ 20/ 272
WYSP-F	94.1	Philadelphia	0.6/2.6/ 9/ 218

RADIO STATIONS

WJLK, 1310, 2.5 KW/1 KW (DA-D), OLDIES	UNIULT	, $	N/A	(Katz)
WADB-F, 95.9, 3 KW @ 300, EZ/BTFL		, $	N/A	(---)
WHTG-F, 106.3, 3 KW @ 233, AOR		, $	N/A	(Banner)
WJLK-F, 94.3, 1.3 KW @ 499, AC	UNIULT	, $	N/A	(Durpett1)
WJRZ-F, 100.1, 1.6 KW @ 450, CHR	ABC, UNISUP	, $	47.00	(Durpett1)
WOBM-F, 92.1, 1.4 KW @ 496, AC		, $	N/A	(Katz)
WZVU-F, 107.1, 3 KW @ 232, AC	UNISUP	, $	N/A	(Katz)

American Radio Fall 1991, Copyright 1992

MONTGOMERY

Arbitron Rank/Pop (12+): 139/241,900
MSA Rank/Pop: 154/310,000
ADI # 110
Average Person Ratings: 17.3
Market TSL: 22.50 hours

Stations: 14/13
Diaries: 765/316:1/55.6%
Sample Target: 700
% Below Line: 0.5
% Not Listed: 14.1

1991 Revenue: $9,100,000
HH Inc.: $27,810
Retail $: 2.3 Bil
Pop per Station: 18,607
#1 Biller: WLWI-F $2,800,000

12+ METRO		1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WLWI-F	(C)	82/19.6	21.2	16.2	17.6	15.5	----	145/1496	785/32.5	33.3	32.7	21.6	101	1057	WLWI-F
2. WZHT-F	(B)	80/19.1	18.9	22.5	24.4	19.2	----	173/1431	693/28.6	26.9	27.3	28.4	133	941	WZHT-F
3. WXFX-F	(CL AOR)	38/ 9.1	6.6	8.5	5.7	10.8	----	44/614	455/18.8	14.6	14.9	11.5	54	465	WXFX-F
WHHY-F	(CHR)	38/ 9.1	13.9	11.5	10.8	11.7	----	63/1078	690/28.5	32.0	28.9	9.0	42	747	WHHY-F
5. WSYA-F	(AC)	26/ 6.2	8.9	9.4	8.4	6.8	----	37/599	394/16.3	20.9	19.2	5.6	26	422	WSYA-F
6. WXVI	(B)	25/ 6.0	6.8	7.0	4.8	7.3	----	25/262	253/10.5	11.9	11.1	3.8	18	231	WXVI
7. WACV	(N/T)	20/ 4.8	2.3	2.8	2.2	1.2	----	22/230	200/ 8.3	7.4	5.9	3.2	15	127	WACV
8. WBAM-F	(AC)	14/ 3.3	4.6	4.5	5.1	5.2	----	35/596	299/12.4	15.8	17.8	2.4	11	268	WBAM-F
9. WLNE-F	(SAC)	11/ 2.6	1.1	----	----	----	----	12/184	170/ 7.0	6.1	0.0	1.7	8	115	WLNE-F
10. WAPZ	(G)	10/ 2.4	0.9	1.8	3.7	2.1	----	10/77	75/ 3.1	2.0	2.0	2.1	10	123	WAPZ
11. WLWI	(BB)	8/ 1.9	1.6	1.6	1.5	2.1	----	9/196	127/ 5.3	5.3	6.1	1.1	5	157	WLWI
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 80.83% (291 of 360) (FAL 90: 83.29%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZHT-F>>	1 WZHT-F	1 WZHT-F	1 WLWI-F	1 WLWI-F	1 WLWI-F>>	1 WLWI-F>	1 WLWI-F>	1 WLWI-F	1 WZHT-F>>	1 WLWI-F
2 WHHY-F	2 WXFX-F>	2 WLWI-F	2 WZHT-F>	2 WZHT-F>	2 WZHT-F	2 WZHT-F	2 WXFX-F	2 WZHT-F>	2 WXVI	2 WZHT-F
3	3 WLWI-F>	3 WXFX-F>	3 WXFX-F	WXVI	3 WHHY-F	3 WHHY-F	3 WZHT-F	3 WXFX-F	3 WLWI-F	WAPZ
4	4 WHHY-F	4 WSYA-F	4 WSYA-F	4 WSYA-F	4 WACV	4 WXFX-F	4 WSYA-F<	4 WHHY-F	4 WHHY-F	4 WXVI
5	5 WSYA-F	5 WHHY-F	5 WHHY-F	5 WHHY-F	5	5	5 WACV	5 WSYA-F	5	5
6	6	6	6	6	6	6	6 WHHY-F	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZHT-F>>	1 WZHT-F>>	1 WZHT-F>	1 WZHT-F	1 WZHT-F	1 WZHT-F>>	1 WXFX-F	1 WXFX-F>>	1 WZHT-F	1 WLWI-F
2 WLWI-F>	2 WLWI-F>	2 WLWI-F	2 WLWI-F>	WLWI-F>	2 WXFX-F>>	2 WZHT-F>>	2 WLWI-F	WXFX-F	2 WXFX-F
3 WXFX-F>	3 WXFX-F	3 WSYA-F	3 WSYA-F	3 WSYA-F	3 WHHY-F>	3 WLWI-F	3 WZHT-F>	3 WLWI-F	3 WZHT-F>
4 WHHY-F	4 WSYA-F	4 WXFX-F	4 WXFX-F	4 WXVI	4 WACV	4 WHHY-F	4 WSYA-F>	4	4 WSYA-F
5	5 WHHY-F	5 WHHY-F	5 WHHY-F	5 WHHY-F	5	5	5 WHHY-F	5	5 WHHY-F
6	6	6	6	6 WXFX-F	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP	3 (1)	38 (1)	41 (2)	11.4	13.7
AOR/CLASSIC		38 (1)	38 (1)	10.6	9.7
AC/OLDIES/SOFT ROCK		40 (2)	40 (2)	11.1	15.9
MOR/VARIETY					
COUNTRY		84 (2)	84 (2)	23.3	18.6
BLACK/URBAN	25 (1)	80 (1)	105 (2)	29.2	34.0
BEAUTIFUL/EASY		11 (1)	11 (1)	3.1	
NEWS/TALK	20 (1)		20 (1)	5.6	3.2
NOSTALGIA	8 (1)		8 (1)	2.2	1.9
RELIGION/GOSPEL	13 (2)		13 (2)	3.6	2.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					0.5
	69 (6)	291 (8)	360 (14)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WHHY	1440	Montgomery	0.7/6.1/ 3/ 165
WMGY	800	Montgomery	0.7/3.4/ 3/ 88
WSTH-F	106.1	Alxndr City	0.5/1.8/ 19/ 318

RADIO STATIONS

WACV, 1170, 10 KW/1 KW (DA-2), TALK	CBS, SUN , $ 12.00 (Roslin)	Woods		
WAPZ, 1250, 5 KW/80 W , GOSPEL	NBN , $ 9.00 (---)			
WXVI, 1600, 5 KW/1 KW , BLACK	SBN , $ 12.00 (McGuild)			
WZTN, 1000, 5 KW (DAYS, DA) , GOSPEL	, $ 10.00 (---)			
WBAM-F, 98.9, 100 KW @ 730, OLDIES	UNIULT , $ 25.00 (Christal)			
WHHY-F, 101.9, 100 KW @ 670, CHR	ABC , $ 41.00 (Banner)			
WLWI-F, 92.3, 100 KW @ 500, COUNTRY	HBS , $ 63.00 (Katz)	Colonial		
WSYA-F, 103.3, 28 KW @ 290, AC	UNIPWR , $ 30.00 (McGuild)	Magic		
WXFX-F, 95.3, 50 KW @ 230, CLASSIC AOR	, $ 25.00 (Torbet)		(PRATTVILLE)	
WZHT-F, 105.7, 100 KW @ 1802, BLACK	ABC , $ 31.00 (McGuild)		(TROY)	

American Radio Fall 1991, Copyright 1992

NASHVILLE

Arbitron Rank/Pop (12+): 45/836,500

MSA Rank/Pop: 49/994,000
ADI # 33

Average Person Ratings: 15.6

Market TSL: 20.50 hours

Stations: 20/19
Diaries: 1333/627:1/51.6%
Sample Target: 1240
% Below Line: 2.0
% Not Listed: 11.5

1991 Revenue: $33,000,000
HH Inc.: $33,040
Retail $: 8.1 Bil
Pop per Station: 44,026
#1 Biller: WSIX-F $5,700,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WSM -F (C)	164/12.6	11.9	9.0	8.3	9.9	10.4	271/3681	2220/26.5	22.6	19.4	14.3	220	1998	WSM -F
2. WSIX-F (C)	151/11.6	10.1	12.2	11.2	11.6	11.3	203/2662	1950/23.3	24.5	19.2	12.3	189	1846	WSIX-F
3. WKDF-F (AOR)	120/ 9.2	7.3	7.6	6.9	6.1	7.8	211/2827	1503/18.0	21.2	17.2	12.0	184	1785	WKDF-F
4. WYHY-F (CHR)	118/ 9.1	11.0	9.9	10.4	11.4	10.1	188/3265	1961/23.4	25.7	25.7	10.2	156	2260	WYHY-F
5. WZEZ-F (SAC)	80/ 6.1	7.2	7.8	8.1	6.8	7.3	104/1685	1216/14.5	16.3	14.3	4.2	64	1276	WZEZ-F
6. WQQK-F (B)	78/ 6.0	7.9	6.0	7.5	7.5	6.8	82/1094	1035/12.4	13.8	13.1	7.2	111	1653	WQQK-F
7. WGFX-F (CL AOR)	71/ 5.5	4.9	4.6	4.4	4.1	4.8	86/1540	1234/14.8	16.0	13.0	6.5	100	1514	WGFX-F
8. WLAC-F (AC)	68/ 5.2	6.1	7.9	7.4	7.7	6.7	90/1794	1262/15.1	20.8	17.8	5.9	91	1299	WLAC-F
9. WSM (C)	48/ 3.7	3.6	4.3	3.8	3.2	3.8	72/1476	866/10.4	11.2	7.6	3.1	47	582	WSM
10. WLAC (N/T/REL)	45/ 3.5	2.2	2.5	5.1	4.0	3.3	49/1010	838/10.0	6.2	9.7	2.3	36	464	WLAC
11. WRMX-F (O)	40/ 3.1	4.0	5.1	3.8	5.8	4.0	48/1146	836/10.0	10.6	11.5	3.1	47	836	WRMX-F
12. WVOL (B)	29/ 2.2	2.6	3.1	2.4	1.6	2.6	29/424	424/ 5.1	5.3	3.8	1.6	24	391	WVOL
13. WBVR-F (C)	26/ 2.0	1.8	2.2	1.1	1.4	1.8	124/1573	527/ 6.3	6.0	4.5	1.4	21	471	WBVR-F
14. WAMB-AF (BB)	22/ 1.7	1.5	1.7	2.5	2.6	1.9	22/386	349/ 4.2	0.0	4.0				WAMB-AF
WRLT-F (AOR)	22/ 1.7	1.6	1.2	1.1	0.7	1.4	23/357	350/ 4.2	3.2	3.2	0.9	14	369	WRLT-F
16. WMDB (B)	21/ 1.6	2.4	0.6	0.9	0.5	1.4	22/292	268/ 3.2	2.9	1.5	1.0	16	122	WMDB
17. WYCQ-F (C)	20/ 1.5	1.1	0.6	0.6	0.8	1.0	40/974	555/ 6.6	3.6	3.2	0.4	6	286	WYCQ-F
18.														
19.														
20.														

12+ FM SHARE (METRO): 84.55% (974 of 1152) (FAL 90: 85.09%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	WYHY-F>>	WKDF-F>	WSIX-F	WSIX-F	WSIX-F	WSM -F	WSIX-F	WSM -F	WSM -F	WYHY-F	WSM -F
2	WQQK-F	WSIX-F	WKDF-F	WSM -F	WSIX-F>	WSM -F>	WSM -F>	WSIX-F	WSIX-F	WSM -F	WKDF-F>>
3	WSM -F	WSM -F<	WSM -F>	WKDF-F>	WKDF-F>	WZEZ-F>	WKDF-F	WKDF-F	WYHY-F	WKDF-F<	WSM <
4		WYHY-F	WYHY-F	WGFX-F	WZEZ-F	WSM	WYHY-F>	WZEZ-F	WKDF-F>	WQQK-F>	WQQK-F
5		WGFX-F>	WGFX-F	WLAC-F	WLAC-F<	WLAC	WZEZ-F	WLAC-F	WQQK-F	WZEZ-F	
6		WQQK-F	WLAC-F<	WZEZ-F	WGFX-F		WSM	WGFX-F	WZEZ-F	WSIX-F	
7		WLAC-F	WQQK-F	WYHY-F							

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1	WKDF-F<	WYHY-F	WSIX-F	WSIX-F	WSIX-F<
2	WYHY-F>	WSIX-F	WLAC-F	WSM -F	WSM -F>
3	WQQK-F	WLAC-F	WSM -F	WLAC-F	WLAC-F
4	WZEZ-F	WKDF-F	WQQK-F	WYHY-F	WZEZ-F>
	WLAC-F	WQQK-F<	WYHY-F	WKDF-F	WQQK-F
6	WSM -F	WSM -F	WGFX-F	WZEZ-F	WYHY-F
7		WGFX-F		WQQK-F	

	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	WKDF-F>>	WKDF-F>>	WKDF-F>>	WKDF-F	WKDF-F
2	WYHY-F	WGFX-F	WGFX-F	WSIX-F	WSIX-F
	WSM -F	WSIX-F<	WSIX-F	WSM -F	WSM -F>
	WSIX-F	WSM -F>	WSM -F	WGFX-F>	WGFX-F
5	WGFX-F	WYHY-F		WYHY-F	
6	WQQK-F				
7					

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		118 (1)	118 (1)	10.2	13.4
AOR/CLASSIC		213 (3)	213 (3)	18.5	17.7
AC/OLDIES/SOFT ROCK		108 (2)	108 (2)	9.4	13.0
MOR/VARIETY					0.6
COUNTRY	48 (1)	361 (4)	409 (5)	35.5	29.1
BLACK/URBAN	50 (2)	78 (1)	128 (3)	11.1	11.6
BEAUTIFUL/EASY		80 (1)	80 (1)	6.9	8.6
NEWS/TALK	45 (1)	15 (1)	60 (2)	5.2	3.0
NOSTALGIA	21 (1)	1 (1)	22 (2)	1.9	2.6
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	14 (1)		14 (1)	1.2	0.4
	178 (6)	974 (14)	1152 (20)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WENO	760	Nashville	1.1/1.5/ 15/ 141
WWTN-F	99.7	Manchester	1.2/5.0/ 20/ 489

American Radio Fall 1991, Copyright 1992

NASHVILLE

AM STATIONS

WAMB, 1160, 50 KW/1 KW (DA-N) , NOSTALGIA	MBS , $	20.00	(Roslin)	
WLAC, 1510, 50 KW (DA-N) , N/T/REL.	CBS , $	40.00	(Durpetti)	Fairmont
WMDB, 880, 2.5 KW (DAYS,DA) , BLACK	, $	17.00	(---)	
WSIX, 980, 5 KW (DA-N) , VARIETY	, $	N/A	(McGuild)	Capstar
WSM , 650, 50 KW , COUNTRY	NBC , $	46.00	(Christal)	Gaylord
WVOL, 1470, 5 KW/1 KW (DA-2) , BLACK	NBN , $	23.00	(MMR)	

FM STATIONS

WQFX-F, 104.5, 49 KW @ 1312, CLASSIC AOR	SOURCE , $	48.00	(Banner)	Capitol Johnson
WKDF-F, 103.3, 100 KW @ 1233, AOR	ABC , $	94.00	(Katz)	Dick
WLAC-F, 105.9, 100 KW @ 1233, AC	, $	90.00	(Durpetti)	Fairmont
WQQK-F, 92.1, 1.5 KW @ 430, BLACK	, $	38.00	(MMR)	
WRMX-F, 96.3, 100 KW @ 826, AC/OLDIES	, $	43.00	(McGuild)	Signature
WSIX-F, 97.9, 100 KW @ 1145, COUNTRY	, $	100.00	(---)	Capstar
WSM-F , 95.5, 100 KW @ 1286, COUNTRY	, $	80.00	(Christal)	Gaylord
WYHY-F, 107.5, 100 KW @ 1235, CHR	, $	87.00	(Eastman)	(LEBANON)
WZEZ-F, 92.9, 100 KW @ 1053, EZ/SOFT AC	, $	50.00	(HNWH)	South Central

American Radio Fall 1991, Copyright 1992

NASSAU-SUFFOLK

Arbitron Rank/Pop (12+): 14/2,218,800

MSA Rank/Pop: 12/2,670,000
New York ADI
Average Person Ratings: 18.8
Market TSL: 24.50 hours

Stations: 40/12
Diaries: 1824/1216:1/48.1%
Sample Target: 1820
% Below Line: 0.0
% Not Listed: 66.9

1991 Revenue: $32,100,000
HH Inc.: $62,636
Retail $: 27.2 Bil
Pop per Station: 184,900
#1 Biller: WALK-AF $7,500,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WALK-AF (AC)	263/ 6.3	6.3	7.1	5.4	7.2	6.3		3353/15.1	16.0	14.0	6.9	234	2438	WALK-AF
2. WBLI-F (CHR)	193/ 4.6	4.5	5.1	5.6	4.4	4.9		2729/12.3	14.9	10.9	5.1	172	2886	WBLI-F
3. WBAB-F (AOR)	160/ 3.8	4.7	4.7	3.9	4.5	4.3		3050/13.7	13.9	13.3	6.2	208	2883	WBAB-F
4. WYNY-F (C)	150/ 3.6	5.0	3.2	3.2	3.5	3.8		1806/ 8.1	7.4	7.8	2.7	92	1461	WYNY-F
5. WHLI (BB)	149/ 3.6	2.3	3.1	3.4	2.2	3.1		957/ 4.3	4.6	3.1	3.9	130	860	WHLI
6. WCTO-F (SAC)	105/ 2.5	2.0	2.6	2.1	1.8	2.3		1236/ 5.6	5.5	5.5	3.1	105	1003	WCTO-F
7. WKJY-F (SAC)	92/ 2.2	2.9	3.1	2.4	3.0	2.7		1619/ 7.3	7.4	7.1	1.5	50	618	WKJY-F
8. WGSM (BB)	91/ 2.2	2.1	2.1	2.6	2.6	2.3		810/ 3.7	3.6	3.0	1.1	38	408	WGSM
9. WDRE-F (AOR)	86/ 2.1	1.4	2.3	2.0	1.9	1.9		1311/ 5.9	7.1	6.0	1.6	55	1035	WDRE-F
10. WRCN-F (AOR)	72/ 1.7	1.3	0.8	0.7	0.8	1.1		953/ 4.3	3.1	2.9	1.4	48	608	WRCN-F
11. WBAZ-F (SAC)	15/ 0.4	0.4	----	0.5	0.4	0.3		303/ 1.4	0.0	1.0	0.6	20	294	WBAZ-F

NOTE: Nassau-Suffolk is a portion of the New York metro. Only stations home to the Nassau-Suffolk survey area are included. There is no TSA

12+ FM SHARE (METRO): 82.12% (1130 of 1376) (FAL 90: 83.61%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBLI-F>>	1 WBAB-F>	1 WALK-AF	1 WALK-AF>	1 WALK-AF>	1 WALK-AF	1 WALK-AF>	1 WALK-AF>	1 WALK-AF	1 WBAB-F	1 WALK-F
2 WDRE-F	2 WBLI-F	2 WBAB-F<	2 WBLI-F	2 WYNY-F<	2 WHLI >	2 WBLI-F>	2 WBLI-F	2 WBLI-F	2 WBLI-F	2 WYNY-F
3 WALK-AF	3 WALK-AF	3 WBLI-F>	3 WBAB-F	3 WBLI-F	3 WYNY-F	3 WBAB-F	3 WYNY-F	3 WYNY-F	3 WALK-AF	3 WBAB-F<
4 WRCN-F>	4 WDRE-F>	4 WYNY-F	4 WYNY-F	4 WBAB-F	4 WGSM	4 WYNY-F	4 WBAB-F	4 WBAB-F>	4 WDRE-F	4 WBLI-F
5 WBAB-F	5 WYNY-F	5 WKJY-F	5 WCTO-F	5 WCTO-F<	5 WBLI-F	5 WHLI	5 WCTO-F	5 WCTO-F	5 WYNY-F	5
6	6	WDRE-F	6	6 WKJY-F	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBAB-F	1 WBLI-F	1 WBLI-F<	1 WALK-AF	1 WALK-AF	1 WBAB-F>	1 WBAB-F>	1 WBAB-F>	1 WBAB-F	1 WALK-AF<
2 WBLI-F>	2 WALK-AF	2 WALK-AF>>	WBLI-F>	2 WBLI-F>	2 WBLI-F>	2 WDRE-F>	2 WDRE-F	2 WALK-AF>	2 WYNY-F
3 WDRE-F>	3 WBAB-F	3 WCTO-F	3 WKJY-F	3 WYNY-F<	3 WDRE-F>	3 WRCN-F	3 WALK-AF	3 WYNY-F	3 WBAB-F>
4 WALK-AF	4 WDRE-F	4 WYNY-F	4 WBAB-F	4 WCTO-F<	4 WRCN-F	4 WALK-AF	4 WYNY-F	4 WBLI-F	4 WDRE-F
5	5 WYNY-F	WDRE-F	5 WCTO-F	5 WKJY-F	5	WBLI-F	WRCN-F>	5 WDRE-F	5 WRCN-F<
6	WCTO-F	WBAB-F	6	6	6	6	6 WCTO-F	6	6 WBLI-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		193 (1)	193 (1)	14.0	14.5
AOR/CLASSIC		318 (3)	318 (3)	23.1	24.2
AC/OLDIES/SOFT ROCK	6 (1)	257 (1)	263 (2)	19.1	29.6
MOR/VARIETY					
COUNTRY		150 (1)	150 (1)	10.9	7.0
BLACK/URBAN					
BEAUTIFUL/EASY		212 (3)	212 ([illegible])	15.4	7.5
NEWS/TALK					
NOSTALGIA	240 (2)		240 (2)	17.4	15.6
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					1.7
	246 (3)	1130 (9)	1376 (12)		

OTHER RATED STATIONS	METRO SHARE/		CUME RTG
See New York for more about the following stations:			
WABC	3.4/ 8.7	WNSR-F	2.9/10.0
WBLS-F	1.4/ 5.7	WOR	3.7/ 9.3
WCBS	3.9/16.7	WPAT-F	3.2/ 6.9
WCBS-F	5.0/14.1	WPLJ-F	2.6/12.4
WEZN-F	0.9/ 4.1	WPLR-F	0.5/ 2.5
WFAN	4.2/13.1	WQCD-F	1.7/ 5.5
WFME-F	0.4/ 0.7	WQHT-F	2.4/10.0
WHTZ-F	3.2/14.7	WQXR-AF	1.2/ 4.5
WINS	2.2/12.1	WRKS-F	2.1/ 6.4
WLIB	0.6/ 1.0	WSKQ	0.4/ 0.7
WLTW-F	2.6/ 8.2	WSKQ-F	0.5/ 1.7
WNCN-F	1.2/ 4.4	WWYZ-F	0.7/ 1.4
WNEW	1.3/ 5.1	WXRK-F	4.3/15.0
WNEW-F	2.3/10.4		

RADIO STATIONS

WGSM ,	740,	25 KW (DAYS, DA) ,	Nostalgia/MOR	UNISUP/ULT, $ 47.00 (MMR)	Greater Media
WHLI ,	1100,	10 KW (DAYS, DA) ,	Nostalgia	, $ 48.00 (Katz)	Barnstable
WLIX ,	540,	250 W (DAYS) ,	Religion	, $ 25.00 (---)	
WALK-F,	97.5,	45 KW @ 530 ,	AC	, $160.00 (Durpetti)	American
WBAB-F,	102.3,	3 KW @ 268 ,	AOR	, $140.00 (MMR)	Noble
WBAZ-F,	101.7,	6 KW @ 231 ,	Soft AC	UNISUP, $ 30.00 (---)	
WBLI-F,	106.1,	25 KW @ 492 ,	CHR	, $111.00 (Katz)	Beck-Ross
WCTO-F,	94.3,	3 KW @ 300 ,	EZ/Btfl	, $ 56.00 (MMR)	Greater Media
WDRE-F,	92.7,	1 KW @ 521 ,	AOR	, $ 64.00 (Katz)	
WKJY-F,	98.3,	3 KW @ 328 ,	Soft AC	, $ 70.00 (Katz)	New Barnstable
WRCN-F,	103.9,	1.5 KW @ 466 ,	AOR	, $ 40.00 (McGuild)	
WWHB-F,	107.1,	3 KW @ 300 ,	CHR	SOURCE, $ 25.00 (Roslin)	

American Radio Fall 1991, Copyright 1992

NEW HAVEN

Arbitron Rank/Pop (12+): 90/391,000
MSA Rank/Pop: 93/526,000
ADI # 24 (w/Hartford)
Average Person Ratings: 16.6
Market TSL: 21.75 hours

Stations: 28/6
Diaries: 889/440:1/49.3%
Sample Target: 860
% Below Line: 46.2
% Not Listed: 18.2

1991 Revenue: $13,500,000
HH Inc.: $41,735
Retail $: 4.6 Bil
Pop per Station: 65,166
#1 Biller: WKCI-F $6,000,000

12+ METRO		1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90		Birch Share	Birch AQH	Birch Cume	
1.	WPLR-F	(AOR)	61/ 9.4	8.3	7.9	7.2	9.0	----	146/1915	759/19.4	17.4	18.1		15.5	98	994	WPLR-F
	WKCI-F	(CHR)	61/ 9.4	9.7	10.9	12.1	14.7	----	149/2604	1019/26.1	27.9	26.0		8.4	53	935	WKCI-F
3.	WELI	(FS)	54/ 8.3	7.6	8.4	9.2	9.9	----	61/881	729/18.6	18.6	21.2		7.3	46	655	WELI
4.	WEZN-F	(SAC)	35/ 5.4	7.4	6.0	7.3	5.2	----	143/1927	563/14.4	15.9	14.1		2.8	18	326	WEZN-F
5.	WWYZ-F	(C)	33/ 5.1	5.4	5.8	5.0	3.5	----	88/1110	419/10.7	12.1	10.1		6.6	42	437	WWYZ-F
6.	WKSS-F	(CHR)	31/ 4.8	5.6	4.6	4.6	2.9	----	66/1232	584/14.9	17.8	14.3		6.3	40	847	WKSS-F
7.	WDRC-F	(O)	27/ 4.2	6.9	4.6	3.9	4.6	----	71/1018	411/10.5	14.2	13.5		4.3	27	403	WDRC-F
8.	WFAN	(S/T)	24/ 3.7	3.3	3.8	3.7	3.4	----	68/1197	484/12.4	10.4	10.8		5.8	37	442	WFAN
9.	WHCN-F	(AOR)	22/ 3.4	1.9	1.9	1.9	2.3	----	52/778	336/ 8.6	8.0	6.9		3.2	20	454	WHCN-F
10.	WNHC	(B)	21/ 3.2	3.0	2.7	3.7	3.1	----	23/341	328/ 8.4	7.8	6.0		2.5	16	365	WNHC
11.	WCBS	(N/T)	18/ 2.8	3.6	3.5	1.7	3.2	----	53/1168	432/11.0	10.5	12.6		2.4	15	316	WCBS
	WAVZ	(BB)	18/ 2.8	3.3	4.9	5.2	3.8	----	23/362	313/ 8.0	8.1	8.4		2.8	18	227	WAVZ
13.	WIOF-F	(AC)	16/ 2.5	1.7	2.4	3.3	2.8	----	29/626	255/ 6.5	9.1	8.6		2.1	13	266	WIOF-F
	WYBC-F	(VARIETY)	16/ 2.5	3.0	3.0	2.2	2.0	----	16/345	311/ 8.0	8.5	7.7		2.4	15	267	WYBC-F
15.																	

12+ FM SHARE (METRO): 67.98% (361 of 531) (FAL 90: 66.67%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKCI-F	1 WPLR-F>>	1 WPLR-F	1 WKCI-F	1 WKCI-F	1 WELI >	1 WELI >	1 WPLR-F	1 WPLR-F	1 WPLR-F	1 WELI >
2 WKSS-F>	2 WKCI-F	2 WKCI-F>	2 WPLR-F>	2 WPLR-F>	2 WKCI-F	2 WKCI-F>	2 WKCI-F	2 WKCI-F>	2 WKCI-F	2 WPLR-F>
3 WYBC-F	3 WHCN-F	3 WDRC-F<	3 WDRC-F	3 WDRC-F	3 WWYZ-F	3 WFAN	3 WEZN-F	3 WEZN-F<	3 WKSS-F	3 WEZN-F
4	4 WKSS-F	4 WKSS-F<	4 WFAN	4 WFAN	WEZN-F	4 WPLR-F	4 WELI	4 WELI	4 WELI	WCBS
5	5	5 WHCN-F	5 WEZN-F	5 WWYZ-F	5 WDRC-F	5	5	5	5	5 WNHC

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WPLR-F	1 WKCI-F	1 WKCI-F>	1 WKCI-F>	1 WKCI-F>
2 WKSS-F>	2 WPLR-F>	2 WPLR-F>	2 WPLR-F	2 WDRC-F>
3 WKCI-F>	3 WKSS-F	3 WWYZ-F	3 WDRC-F	3 WWYZ-F
4 WEBE-F	4	4	4 WKSS-F	4 WEZN-F
5	5	5	5	5

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPLR-F>>	1 WPLR-F>>	1 WPLR-F>	1 WPLR-F>>	1 WPLR-F>
2 WHCN-F>	2 WHCN-F>	2 WHCN-F	2 WHCN-F	2 WFAN >
3 WKSS-F	3 WFAN	3 WFAN >>	3 WEZN-F	3 WHCN-F
4 WNHC	4 WKCI-F	4 WFIF	4 WKCI-F	4 WKCI-F
WKCI-F	5	WEZN-F	5	5

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		106 (4)	106 (4)	20.0	20.2
AOR/CLASSIC		87 (3)	87 (3)	16.4	12.2
AC/OLDIES/SOFT ROCK		67 (5)	67 (5)	12.6	20.3
MOR/VARIETY	65 (3)	16 (1)	81 (4)	15.3	12.1
COUNTRY		33 (1)	33 (1)	6.2	7.0
BLACK/URBAN	21 (1)	3 (1)	24 (2)	4.5	5.3
BEAUTIFUL/EASY		49 (2)	49 (2)	9.2	1.3
NEWS/TALK	60 (5)		60 (5)	11.3	12.2
NOSTALGIA	18 (1)		18 (1)	3.4	5.8
RELIGION/GOSPEL	6 (1)		6 (1)	1.1	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					3.6
	170 (11)	361 (17)	531 (28)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WABC	770	New York	1.1/2.9/ 20/ 304
WALK-F	97.5	Patchogue	0.5/2.4/ 6/ 254
WBLS-F	107.5	New York	0.5/2.7/ 6/ 209
WCCC-F	106.9	Hartford	0.6/2.8/ 10/ 339
WEBE-F	107.9	Westport	1.7/8.3/ 83/1302
WFIF	1500	Milford	0.9/1.7/ 13/ 112
WICC	600	Bridgeport	0.5/2.9/ 97/1287
WOR	710	New York	1.4/3.5/ 25/ 294
WPOP	1410	Hartford	0.3/1.4/ 6/ 185
WQHT-F	97.1	New York	0.9/3.0/ 24/ 469
WRCH-F	100.5	New Britain/Hrt	2.2/6.8/ 34/ 536
WTIC	1080	Hartford	1.2/5.4/ 26/ 560
WTIC-F	96.5	Hartford	1.2/5.8/ 15/ 536
WZMX-F	93.7	Hartford	1.5/5.7/ 31/ 652

RADIO STATIONS

WAVZ, 1300, 1 KW (DA-N) , NOST. UNISUP, ABC, $ 32.00 (McGuild) Noble
WELI, 960, 5 KW (DA-N) , MOR/FULL SER. , $ 66.00 (Eastman) Clear Channel
WNHC, 1340, 1 KW , BLACK , $ 18.00 (HNWH)

WKCI-F, 101.3 10 KW @ 1070, CHR , $ 156.00 (McGuild) Noble
WPLR-F, 99.1, 14 KW @ 950, AOR , $ 84.00 (Eastman) Southern Starr
WYBC-F, 94.3, 1 KW @ 100, JAZZ/VARIOUS , $ 20.00 (---)

OTHER RANKED STATIONS -- See Hartford, New Haven or New York

Miscellaneous: WKCI-F from Noble to Clear Channel for $14,000,000...

American Radio Fall 1991, Copyright 1992

NEW ORLEANS

Arbitron Rank/Pop (12+): 39/997,900
MSA Rank/Pop: 42/1,310,000
ADI # 40
Average Person Ratings: 17.2
Market TSL: 22.75 hours

Stations: 26/24
Diaries: 1708/584:1/47.9%
Sample Target: 1650
% Below Line: 0.6
% Not Listed: 11.1

1991 Revenue: $30,200,000
HH Inc.: $26,730
Retail $: 10.1 Bil
Pop per Station: 41,579
#1 Biller: WWL $6,200,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WWL	(N/T)	196/11.4	8.1	8.0	10.9	8.1	9.6	268/3728	2650/26.6	19.1	23.7	7.9	140	1797	WWL
2. WQUE-AF	(B)	176/10.3	10.1	10.7	10.4	10.4	10.4	230/2909	2286/22.9	21.1	24.6	15.4	267	2831	WQUE-AF
3. WYLD-F	(B)	158/ 9.2	10.8	10.7	11.1	13.3	10.4	173/2289	1957/19.6	21.5	20.9	12.1	213	2321	WYLD-F
4. WNOE-F	(C)	146/ 8.5	7.4	8.2	7.2	7.5	7.8	204/2531	1605/16.1	14.9	13.1	7.9	140	1291	WNOE-F
5. WEZB-F	(CHR)	127/ 7.4	8.1	9.3	8.5	9.2	8.3	168/2958	2151/21.6	26.0	24.7	8.3	147	1945	WEZB-F
6. WLTS-F	(AC)	86/ 5.0	4.2	5.1	6.7	5.7	5.3	100/1622	1286/12.9	13.4	15.1	3.2	57	1055	WLTS-F
7. WLMG-F	(SAC)	82/ 4.8	5.4	6.4	5.0	5.6	5.4	96/1575	1295/13.0	15.6	14.0	4.8	84	1024	WLMG-F
8. WMXZ-F	(AC)	62/ 3.6	5.3	3.8	2.4	2.7	3.8	70/1339	1145/11.5	13.3	9.7	3.3	58	953	WMXZ-F
9. WCKW-F	(CL AOR)	60/ 3.5	4.6	4.0	3.3	4.3	3.8	119/1706	1022/10.2	11.4	11.1	4.2	74	1014	WCKW-F
WBOK	(G)	60/ 3.5	3.2	3.4	4.1	3.1	3.5	61/637	80E/ 6.1	6.8	5.8	3.4	60	636	WBOK
11. WBYU	(BB)	58/ 3.4	3.8	3.3	3.5	3.4	3.5	62/666	630/ 6.3	6.7	6.9	1.3	23	420	WBYU
12. WRNO-F	(AOR)	56/ 3.3	3.3	2.4	4.0	3.5	3.3	70/1216	897/ 9.0	7.9	11.8	3.3	58	866	WRNO-F
13. KMEZ-F	(B)	55/ 3.2	1.9	1.7	1.1	0.9	2.0	55/742	742/ 7.4	4.1	2.9	5.5	97	830	KMEZ-F
14. KQLD-F	(O)	52/ 3.0	4.2	3.8	4.0	4.7	3.8	64/1155	989/ 9.9	11.4	11.4	3.1	55	759	KQLD-F
15. WYLD	(REL)	50/ 2.9	2.9	1.9	1.2	1.5	2.2	57/618	514/ 5.2	4.5	4.6	1.9	34	359	WYLD

12+ FM SHARE (METRO): 71.42% (1087 of 1522) (FAL 90: 72.88%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQUE-AF>>	1 WYLD-F	1 WYLD-F<	1 WWL	1 WWL	1 WWL >	1 WWL >	1 WWL >	1 WQUE-AF	1 WYLD-F	1 WYLD-F
2 WEZB-F	2 WQUE-AF	2 WQUE-AF	2 WQUE-AF	2 WQUE-AF<	2 WNOE-F>	2 WEZB-F	2 WNOE-F	2 WWL	2 WQUE-AF>>	2 WWL >>
3 WYLD-F	3 WEZB-F>	3 WEZB-F<	3 WNOE-F<	3 WNOE-F	3 WBYU	3 WQUE-AF	3 WQUE-AF	3 WNOE-F	3 WEZB-F	3 WQUE-F>>
4	4 WMXZ-F<	4 WWL <	4 WYLD-F	4 WYLD-F	4 WLTS-F<	4 WNOE-F>	4 WLTS-F	4 WYLD-F	4 WNOE-F>	4 WNOE-F
5	5 WCKW-F<	5 WNOE-F	5 WLTS-F	WLTS-F	5 WBOK <	5 WYLD-F	5 WLMG-F	5 WEZB-F>	5 KMEZ-F	5 WLMG-F
6	6 WNOE-F	6 WLTS-F	6 WLMG-F	6 WLMG-F<	6 WLMG-F<	6 WLMG-F	6 WYLD-F<	6 WLTS-F	6	6 WEZB-F
7	7	7 WLMG-F	7 WEZB-F<	7 WEZB-F	7 WYLD-F	7	7 WEZB-F	7	7	7
			8 WCKW-F							

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WYLD-F	1 WYLD-F	1 WQUE-AF<	1 WYLD-F<	1 WQUE-AF
2 WEZB-F	2 WQUE-AF	2 WYLD-F	2 WQUE-AF>	2 WYLD-F
3 WQUE-AF>	3 WEZB-F	3 WMXZ-F	3 WLTS-F	WLTS-F
4 WMXZ-F	4 WMXZ-F	4 WLTS-F	WEZB-F	4 WLMG-F
5 KMEZ-F	5 WLTS-F	5 WLMG-F	5 WLMG-F	5 WNOE-F
6 WNOE-F	6 WNOE-F<	6 WEZB-F	6 WNOE-F	6 WEZB-F
7	7 WLMG-F	7 WNOE-F	7 WMXZ-F	7 WWL
	KMEZ-F			

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYLD-F>	1 WYLD-F	1 WCKW-F	1 WWL	1 WWL >
2 WEZB-F<	2 WCKW-F<	2 WRNO-F	2 WYLD-F	2 WNOE-F
3 WQUE-AF>	3 WQUE-AF	3 WWL	3 WNOE-F<	3 WCKW-F>
4 WRNO-F>	WRNO-F	4 WQUE-AF	4 WQUE-AF	4 WQUE-AF
5 WNOE-F	WEZB-F>	5 WYLD-F	WCKW-F	5 WRNO-F<
6	6 WWL	WEZB-F	6 WEZB-F	6 WEZB-F
7	7	7 WNOE-F	7 WRNO-F	7

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		132 (2)	132 (2)	8.7	10.0
AOR/CLASSIC		121 (3)	121 (3)	8.0	7.6
AC/OLDIES/SOFT ROCK	11 (1)	215 (4)	226 (5)	14.8	22.8
MOR/VARIETY					
COUNTRY	17 (1)	151 (2)	168 (3)	11.0	6.6
BLACK/URBAN	3 (1)	386 (3)	389 (4)	25.6	24.2
BEAUTIFUL/EASY	7 (1)	82 (1)	89 (2)	5.8	1.4
NEWS/TALK	218 (3)		218 (3)	14.3	10.0
NOSTALGIA	58 (1)		58 (1)	3.8	6.3
RELIGION/GOSPEL	110 (2)		110 (2)	7.2	7.8
SPANISH					0.7
CLASSICAL					
JAZZ/NEW AGE					2.0
UNKNOWN/OTHERS	11 (1)		11 (1)	0.7	0.7
	435 (11)	1087 (15)	1522 (26)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KGLA	1540	Gretna	0.6/0.8/ 11/ 82
KHOM-F	104.1	Houma	0.9/5.3/ 52/1094
WADU	830	Norco/Kenner	0.4/1.7/ 11/ 226
WNOE	1060	New Orleans	1.0/3.1/ 18/ 408
WSMB	1350	New Orleans	0.8/3.2/ 15/ 345
WTIX	690	New Orleans	0.5/3.2/ 8/ 398
WYAT	990	New Orleans	0.6/2.5/ 11/ 248
WZRH-F	106.1	Picayne	0.3/1.7/ 12/ 298
WFMF-F	102.5	Baton Rouge	0.3/1.3/ 25/ 682
WKJN-F	103.3	Hammond	0.3/1.2/ 46/1002

American Radio Fall 1991, Copyright 1992

NEW ORLEANS

RADIO STATIONS

AM STATIONS

WBOK, 1230, 1 KW	, GOSPEL	SBN, UNIULT	$ 24.00	(Roslin)		
WBYU, 1450, 1 KW	, NOSTALGIA/EZ	SMN	$ 30.00	(Roslin)		
WNOE, 1060, 50 KW/5 KW (DA-2)	, SEE WNOE-F					
WSMB, 1350, 5 KW (DA-2)	, TALK	ABC	$ 25.00	(In House)		
WTIX, 690, 10 KW/5 KW (DA-2)	, TALK	NBC, MBS	$ 22.00	(---)	GHB (Buck)	
WWL , 870, 50 KW (DA-1)	, NEWS/TALK	ABC	$ 60.00	(CBS)	Keymarket	
WYAT, 990, 250 W	, NOSTALGIA	CBS,UNISP	$ 20.00	(Durpetti)		
WYLD, 940, 10 KW/500 W (DA-2)	, GOSPEL		$ 20.00	(HNWH)	Interurban	

FM STATIONS

KHOM, 104.1, 100 KW @ 1954	, OLDIES	UNISUP, NBC	$ 30.00	(Torbet)	(HOUMA)	
KQLD, 106.7, 100 KW @ 983	, OLDIES	ABC	$ 35.00	(McGuild)	Beasley (PORT SULPHUR)	
WCKW, 92.3, 100 KW @ 1954	, AOR	SOURCE	$ 39.00	(Banner)	(LAPLACE)	
WEZB, 97.1, 100 KW @ 984	, CHR		$ 100.00	(MMR)		
WLMG, 101.9, 100 KW @ 825	, AC		$ 55.00	(Katz)	Keymarket	
WLTS, 105.3, 100 KW @ 902	, SOFT AC	CBS,	$ 60.00	(Durpetti)		
WMXZ, 95.7, 100 KW @ 984	, AC		$ 44.00	(Eastman)	Stoner	
WNOE, 101.1, 100 KW @ 1004	, COUNTRY	ABC,	$ 50.00	(McGuild)	New Market	
WQUE, 93.3, 100 KW @ 984	, URBAN/CHR		$ 76.00	(Christal)	Clear Channel	
WRNO, 99.5, 100 KW @ 1004	, AOR	ABC UNIPWR,	$ 51.00	(MMR)		
WYLD, 98.5, 100 KW @ 984	, BLACK	ABC,	$ 61.00	(HNWH)	Interurban	

Miscellaneous: WTIX from Givens to Buck for $775,000 (Hickman)... KNOK-F changes to KMEZ-F (Sep)...

American Radio Fall 1991, Copyright 1992

NEW YORK

Arbitron Rank/Pop (12+): 1/14,024,700
MSA Rank/Pop: 1/15,400,000
ADI # 1
Average Person Ratings: 19.0
Market TSL: 25.00 hours

Stations: 46/45
Diaries: 6262/2240:1/47.6%
Sample Target: 4400
% Below Line: 0.5
% Not Listed: 10.8

1991 Revenue: $334,000,000
HH Inc.: $41,370
Retail $:113.0 Bil
Pop per Station: 311,660
#1 Biller: WINS $30,000,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WLTW-F	(AC)	1550/ 5.8	4.9	4.8	5.0	5.1	5.1	1593/20519	19733/14.1	13.2	13.0	4.1	996	13847	WLTW-F
2. WRKS-F	(B)	1387/ 5.2	4.8	5.1	5.8	5.6	5.2	1424/17914	17317/12.3	11.9	11.7	6.4	1556	18988	WRKS-F
3. WCBS-F	(O)	1304/ 4.9	5.1	5.2	5.0	5.0	5.1	1353/20562	19643/14.0	14.5	13.4	3.5	849	10631	WCBS-F
4. WQHT-F	(CHR)	1275/ 4.8	4.2	4.0	3.7	4.1	4.2	1343/18900	17618/12.6	10.8	10.9	5.7	1378	18071	WQHT-F
5. WBLS-F	(B)	1176/ 4.4	4.2	3.8	4.1	4.0	4.1	1184/16669	16383/11.7	10.3	9.6	4.6	1120	15674	WBLS-F
6. WNSR-F	(AC)	1114/ 4.2	3.4	4.2	4.2	3.5	4.0	1142/19357	18749/13.4	11.8	10.6	3.6	884	12111	WNSR-F
7. WINS	(N/T)	1091/ 4.1	4.3	4.3	5.7	4.4	4.6	1104/24514	24048/17.1	18.0	18.8	3.8	919	18773	WINS
8. WXRK-F	(CL AOR)	1045/ 3.9	3.8	3.3	3.2	3.5	3.5	1143/19302	17641/12.6	11.4	11.2	3.8	915	15926	WXRK-F
9. WNEW-F	(AOR)	1012/ 3.8	4.0	3.1	2.8	3.2	3.4	1079/17061	15706/11.2	10.3	10.2	4.7	1151	15059	WNEW-F
10. WOR	(T)	890/ 3.3	4.0	4.6	4.3	3.9	4.1	984/14783	13234/ 9.4	9.7	9.5	4.0	964	11268	WOR
11. WHTZ-F	(CHR)	869/ 3.3	3.8	3.6	3.6	4.7	3.6	894/20715	20093/14.3	14.1	15.5	4.2	1029	20171	WHTZ-F
WABC	(T)	869/ 3.3	2.6	2.7	2.6	3.4	2.8	1027/14482	12410/ 8.8	9.0	8.7	3.2	789	10635	WABC
13. WCBS	(N/T)	806/ 3.0	3.5	3.4	4.4	3.6	3.6	949/22359	19173/13.7	14.8	14.5	3.2	780	14085	WCBS
14. WFAN	(S/T)	792/ 3.0	3.3	2.9	2.3	2.7	2.9	980/17228	13997/10.0	10.3	9.3	3.3	797	11274	WFAN
15. WPLJ-F	(CHR) **	747/ 2.8	2.3	2.2	2.0	2.2	2.3	806/19100	17646/12.6	11.7	11.6	2.6	630	14912	WPLJ-F
16. WYNY-F	(C)	732/ 2.7	3.5	3.3	2.5	2.7	3.0	837/10691	9739/ 6.9	7.3	6.9	2.5	610	6821	WYNY-F
17. WPAT-F	(EZ)	729/ 2.7	3.9	4.0	4.0	4.8	3.7	760/10794	10036/ 7.2	11.6	9.9	2.7	665	5791	WPAT-F
18. WSKQ-F	(SP)	649/ 2.4	2.0	1.9	2.1	1.6	2.1	650/6928	6838/ 4.9	3.9	3.4	2.0	495	5296	WSKQ-F
19. WQCD-F	(J/NA)	519/ 1.9	2.0	2.4	2.3	2.0	2.2	542/9111	8623/ 6.1	6.9	6.4	2.4	588	9440	WQCD-F
20. WNEW	(BB)	514/ 1.9	2.5	2.1	1.7	1.8	2.0	563/9542	8594/ 6.1	5.6	5.8	1.6	401	4816	WNEW
21. WADO	(SP)	496/ 1.9	1.5	1.8	2.2	1.6	1.9	496/4652	4643/ 3.3	3.8	2.8	1.4	340	2705	WADO
22. WNCN-F	(CL)	399/ 1.5	1.1	1.3	1.5	1.4	1.4	415/7067	6683/ 4.8	5.5	4.4	1.1	280	5350	WNCN-F
23. WQXR-AF	(CL)	381/ 1.4	1.8	1.7	1.3	1.5	1.5	392/7750	7306/ 5.2	5.3	4.6	1.3	290	5424	WQXR-AF
24. WLIB	(B/T)	324/ 1.2	1.7	1.6	1.5	1.5	1.5	326/3367	3336/ 2.4	2.5	2.4	1.0	236	2715	WLIB
25. WSKQ	(SP)	301/ 1.1	1.2	1.3	1.3	1.5	1.2	301/3277	3270/ 2.3	2.6	2.7	0.7	161	2336	WSKQ
26. WALK-F	(AC)	272/ 1.0	1.0	1.1	0.9	1.1	1.0	290/4046	3744/ 2.6	2.8	2.4	1.0	252	3208	WALK-F
27. WWRL	(G)	213/ 0.8	0.8	0.5	0.9	0.6	0.8	214/2530	2506/ 1.8	1.1	1.7	0.6	142	1738	WWRL
28. WDRE-F	(AOR)	210/ 0.8	0.5	0.8	0.8	0.8	0.7	210/3991	3931/ 2.8	2.8	2.4	0.8	198	2698	WDRE-F
29. WPAT	(EZ)	203/ 0.8	0.7	0.9	1.0	0.9	0.9	206/4505	4368/ 3.1	0.0	3.5	0.6	135	1997	WPAT
30. WFME-F	(REL)	197/ 0.7	0.7	0.5	0.4	0.7	0.6	204/2128	1942/ 1.4	1.5	1.5				WFME-F
WBLI-F	(CHR)	197/ 0.7	0.7	0.9	0.8	0.7	0.8	201/3167	3016/ 2.2	2.7	2.0				WBLI-F
32. WKDM	(SP)	192/ 0.7	0.8	1.0	0.8	1.0	0.8	192/2029	2029/ 1.4	2.3	1.8				WKDM
33. WBAB-F	(AOR)	174/ 0.7	0.8	0.8	0.6	0.7	0.7	174/3500	3442/ 2.5	2.4	2.4				WBAB-F
34.															
35.															

** STATION DETERMINED TO HAVE ENGAGED IN A SPECIAL STATION ACTIVITY.

12+ FM SHARE (METRO): 69.61% (16550 of 23774) (FAL 90: 68.10%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRKS-F	1 WQHT-F	1 WLTW-F	1 WLTW-F	1 WLTW-F	1 WLTW-F	1 WXRK-F<	1 WLTW-F>	1 WLTW-F	1 WRKS-F	1 WOR >>
2 WQHT-F>	2 WRKS-F	2 WCBS-F<	2 WCBS-F	2 WCBS-F	WCBS-F	2 WINS >	2 WCBS-F	2 WQHT-F<	2 WQHT-F	2 WINS >>
3 WHTZ-F>	3 WNEW-F	3 WRKS-F	3 WNSR-F	3 WNSR-F	3 WINS <	3 WRKS-F	3 WNSR-F<	3 WCBS-F	WBLS-F>	3 WBLS-F
4 WPLJ-F<	4 WXRK-F	WQHT-F	4 WNEW-F<	4 WBLS-F<	4 WOR	4 WCBS <	4 WNEW-F	4 WRKS-F	4 WLTW-F	4 WCBS >>
5 WBLS-F	5 WBLS-F	WNSR-F<	5 WBLS-F<	5 WNEW-F	5 WABC	5 WFAN	5 WABC <	5 WNSR-F<	5 WOR	5 WABC >>
6	6 WNSR-F<	6 WXRK-F	6 WXRK-F	6 WXRK-F	6 WCBS	6 WOR	6 WRKS-F	6 WNEW-F<	6 WCBS-F<	6 WRKS-F>>
7	7 WLTW-F<	WNEW-F	7 WRKS-F	7 WRKS-F	7 WPAT-F	WLTW-F	WQHT-F<	7 WABC	7 WHTZ-F	7 WCBS-F
8	8 WHTZ-F	WBLS-F>	8 WYNY-F<	8 WQHT-F	8 WNSR-F	WCBS-F	8 WBLS-F	8 WBLS-F	8 WNSR-F	8 WLTW-F
9	9 WPLJ-F	9 WHTZ-F	9 WQHT-F	WFAN	WFAN	9 WHTZ-F	9 WXRK-F	9 WHTZ-F<	9 WPLJ-F	9 WQHT-F>>
10	10	10 WPLJ-F	10 WFAN	10 WINS	10 WYNY-F	10 WQHT-F	10 WPAT-F	10 WFAN	10 WINS	10 WFAN
						WNSR-F				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WQHT-F	1 WRKS-F	1 WLTW-F<	1 WLTW-F	1 WLTW-F
2 WRKS-F>	2 WQHT-F	WRKS-F	2 WNSR-F	2 WNSR-F
3 WHTZ-F>	3 WNSR-F	WNSR-F	3 WRKS-F	3 WCBS-F
4 WBLS-F<	4 WLTW-F	4 WNEW-F	4 WQHT-F	4 WBLS-F<
5 WNSR-F	WBLS-F	5 WBLS-F	WBLS-F	5 WRKS-F
6 WPLJ-F	6 WHTZ-F<	6 WQHT-F<	6 WCBS-F	6 WYNY-F
7 WLTW-F<	7 WNEW-F	7 WPLJ-F>	7 WHTZ-F	7 WNEW-F<
8 WXRK-F<	8 WPLJ-F	8 WHTZ-F	8 WNEW-F	8 WQHT-F
9 WNEW-F	9 WXRK-F	9 WYNY-F	9 WPLJ-F	9 WSKQ-F
10 WSKQ-F	10 WSKQ-F	10 WXRK-F	10 WSKQ-F	WINS

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WQHT-F	1 WXRK-F	1 WNEW-F	1 WXRK-F	1 WCBS-F
2 WRKS-F	2 WNEW-F	2 WXRK-F>	2 WNEW-F	2 WXRK-F
3 WXRK-F	3 WQHT-F>	3 WQHT-F	3 WCBS-F	3 WNEW-F<
4 WNEW-F	4 WRKS-F	4 WLTW-F	4 WQHT-F<	4 WLTW-F
5 WBLS-F	5 WBLS-F	5 WBLS-F	5 WBLS-F	5 WFAN
6 WHTZ-F>	6 WHTZ-F<	6 WPLJ-F	6 WLTW-F	6 WBLS-F
7 WPLJ-F	7 WPLJ-F	7 WFAN	WFAN	7 WYNY-F
WNSR-F	WLTW-F	8 WNSR-F	8 WRKS-F	WNSR-F
9 WSKQ-F<	9 WNSR-F	WCBS-F	9 WNSR-F	9 WINS <
10 WFAN	WFAN	10 WRKS-F	10 WPLJ-F	10 WQHT-F

American Radio Fall 1991, Copyright 1992

NEW YORK

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		3088 (4)	3088 (4)	13.0	13.7
AOR/CLASSIC		2584 (6)	2584 (6)	10.9	10.1
AC/OLDIES/SOFT ROCK		4456 (6)	4456 (6)	18.7	17.5
MOR/VARIETY					
COUNTRY		732 (1)	732 (1)	3.1	2.7
BLACK/URBAN	324 (1)	2563 (2)	2887 (3)	12.1	11.9
BEAUTIFUL/EASY	203 (1)	1014 (4)	1217 (5)	5.1	5.7
NEWS/TALK	4448 (5)		4448 (5)	18.7	19.8
NOSTALGIA	768 (3)		768 (3)	3.2	2.9
RELIGION/GOSPEL	460 (4)	197 (1)	657 (5)	2.8	1.3
SPANISH	989 (3)	649 (1)	1638 (4)	6.9	7.5
CLASSICAL	32 (1)	748 (2)	780 (3)	3.3	2.9
JAZZ/NEW AGE		519 (1)	519 (1)	2.2	2.3
UNKNOWN/OTHERS					1.5
	7224 (18)	16550 (28)	23774 (46)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCTO-F	94.3	Smithtown	0.4/0.9/105/1298
WDHA-F	105.5	Dover	0.3/1.2/ 77/2032
WGSM	740	Huntington	0.3/0.6/100/ 890
WHLI	1100	Hempstead	0.6/1.0/174/1449
WHUD-F	100.7	Peekskill	0.3/1.3/195/2849
WKJY-F	98.3	Hempstead	0.4/1.4/100/1994
WMCA	570	New York	0.3/1.3/ 96/2006
WMGQ-F	98.3	New Brunswick	0.3/0.8/ 97/1306
WNJR	1430	Newark	0.3/1.0/ 73/1446
WRCN-F	103.9	Riverhead	0.3/0.7/ 75/1008
WWDJ	970	Hackensack	0.3/0.8/ 83/1163
WKXW-F	101.5	Trenton	0.5/1.6/228/3616

RADIO STATIONS

AM STATIONS

WABC,	770,	50 KW	Talk	ABC,	$250.00	(Banner)	Cap Cities/ABC
WADO,	1280,	5 KW (DA-1)	Hispanic	,	$140.00	(Katz Hisp)	Tichenor
WCBS,	880,	50 KW	News	CBS,	$360.00	(CBS)	CBS
WEVD,	1050,	50 KW (DA-1)	Big Band/Ethnic	UNIULT,	$ 80.00	(Groskin)	
WFAN,	660,	50 KW	Sports Talk	NBC UNIPWR,	$260.00	(HNWH)	Emmis
WINS,	1010,	50 KW (DA-1)	News	ABC,	$400.00	(Group W)	Westinghouse
WKDM,	1380,	5 KW (DA-1)	Hispanic	,	$ 85.00	(Katz)	United
WLIB,	1190,	10 KW (Days, DA)	Black News/Talk	SBN,	$ 90.00	(Mc-Guild)	Inner City
WMCA,	570,	5 KW (DA-1)	Religion	,	$ NA	(---)	Salem
WNEW,	1130,	50 KW (DA-N)	Nostalgia/MOR	MBS, NBC,	$150.00	(Eastman)	Westwood One
WOR ,	710,	50 KW (DA-1)	Talk	ABC UNIULT,	$250.00	(Mc-Guild)	Buckley
WPAT,	930,	5 KW (DA-2)	EZ	,	$ NA	(MMR)	Park
WQXR,	1560,	50 KW (DA-2)	Classical	UNISUP,	$ NA	(MMR)	New York Times
WSKQ,	620,	5 KW (DA-2)	Hispanic	,	$100.00	(SBS)	SBS
WWDJ,	970,	5 KW (DA-2)	Religion	,	$ 40.00	(---)	
WWRL,	1600,	5 KW (DA-2)	Gospel	MBS NBN,	$ 45.00	(K & P)	
WZRC,	1480,	5 KW (DA-2)	AOR	SMN,	$ NA	(Torbet)	Infinity

FM STATIONS

WBLS,	107.1,	5.4 KW @ 1223	Black	ABC,	$320.00	(Mc-Guild)	Inner City
WCBS,	101.1,	7 KW @ 1327	Oldies	CBS,	$475.00	(CBS)	CBS
WHTZ,	100.3,	7.8 KW @ 1223	CHR	,	$400.00	(Christal)	Malrite
WFME,	94.7,	38 KW @ 570	Religion	,	$ NA	(---)	Family (NEWARK)
WHUD,	100.7,	50 KW @ 500	Btfl/EZ	,	$100.00	(Katz)	(PEEKSKILL)
WLTW,	106.7,	7.8 KW @ 1223	Soft AC	,	$425.00	(Katz)	Viacom
WNCN,	104.3,	7.8 KW @ 1223	Classical	CNN UNISUP,	$175.00	(CMBS)	GAF
WNEW,	102.7,	7.8 KW @ 1223	AOR	SOURCE UNIPWR,	$340.00	(Group W)	Westinghouse
WNSR,	105.1,	7.8 KW @ 1223	AC	UNIPWR,	$279.00	(Mc-Guild)	Bonneville
WPAT,	93.1,	5.4 KW @ 1418	Btfl/EZ	,	$220.00	(MMR)	Park
WPLJ,	95.5,	6.8 KW @ 1335	CHR	ABC,	$240.00	(Katz)	Cap Cities/ABC
WQCD,	101.9,	5.4 KW @ 1418	Jazz	UNISUP,	$255.00	(Christal)	Tribune Co.
WQHT,	97.1,	6.7 KW @ 1346	CHR/Dance	,	$240.00	(HNWH)	Emmis
WQXR,	96.3,	7.8 KW @ 1223	Classical	UNISUP,	$160.00	(MMR)	New York Times
WRKS,	98.7,	7.8 KW @ 1223	Black	SOURCE UNIPWR,	$275.00	(Durpetti)	Summit
WSKQ,	97.9,	7.8 KW @ 1223	Hispanic	,	$100.00	(SBS)	SBS
WXRK,	92.3,	7.8 KW @ 1223	Classic AOR	ABC,	$310.00	(Torbet)	Infinity
WYNY,	103.5,	5.8 KW @ 1390	Country	NBC MBS,	$200.00	(MMR)	Westwood One

Miscellaneous: WFAN from Emmis to Infinity for $70,000,000...

American Radio Fall 1991, Copyright 1992

NORFOLK

Arbitron Rank/Pop (12+): 33/1,171,000
MSA Rank/Pop: 34/1,390,000
ADI # 38
Average Person Ratings: 16.5
Market TSL: 21.50 hours

Stations: 28/27
Diaries: 1482/790:1/52.6%
Sample Target: 1450
% Below Line: 0.6
% Not Listed: 11.5

1991 Revenue: $30,600,000
HH Inc.: $34,700
Retail $: 10.9 Bil
Pop per Station: 43,370
#1 Biller: WNOR-F $4,100,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WOWI-F (B)	220/11.4	9.3	8.2	10.9	13.1	9.9	244/2637	2290/19.6	20.0	19.5	16.7	348	2922	WOWI-F
2. WFOG-F (EZ)	168/ 8.7	8.1	6.8	7.3	5.5	7.7	182/2019	1840/15.7	14.1	11.0	4.7	98	1625	WFOG-F
3. WCMS-AF (C)	155/ 8.1	9.1	8.1	9.1	8.2	8.6	179/2106	1776/15.2	17.8	16.1	6.8	124	1972	WCMS-AF
4. WNOR-AF (AOR)	147/ 7.7	8.8	7.3	7.0	6.7	7.7	151/2219	2075/17.7	15.9	16.4	9.5	187	2207	WNOR-AF
5. WWDE-F (AC)	118/ 6.1	4.7	7.1	5.9	5.9	5.9	123/1793	1723/14.7	15.8	15.0	4.0	84	1396	WWDE-F
6. WNVZ-F (CHR)	100/ 5.2	4.3	6.1	6.9	6.4	5.6	116/2281	2126/18.2	19.1	18.9	5.9	122	2327	WNVZ-F
7. WAFX-F (CL AOR)	90/ 4.7	5.1	6.2	5.2	7.6	5.3	125/2246	1793/15.3	15.6	16.2	7.6	159	1771	WAFX-F
8. WJQI-AF (SAC)	82/ 4.3	4.6	5.4	5.1	6.2	4.9	83/1308	1272/10.9	13.6	12.3	2.2	45	758	WJQI-AF
9. WMXN-F (AC)	77/ 4.0	5.0	4.3	4.6	3.4	4.5	93/2001	1798/15.4	12.7	10.3	4.8	101	2043	WMXN-F
10. WLTY-F (O)	74/ 3.8	4.8	6.1	5.1	5.1	4.9	85/1451	1303/11.1	14.0	11.9	4.2	87	1427	WLTY-F
11. WGH -F (C)	72/ 3.7	3.1	4.2	2.2	1.4	3.3	91/1117	934/ 8.0	9.1	5.3	2.6	55	1179	WGH -F
12. WNIS (N/T)	70/ 3.6	3.6	2.5	3.3	2.3	3.3	73/918	860/ 7.3	6.1	6.2	4.1	85	851	WNIS
13. WPCE (G)	62/ 3.2	2.1	1.4	2.6	1.9	2.3	62/814	603/ 5.1	3.9	4.1	1.2	25	420	WPCE
14. WMYA-F (B)	57/ 3.0	5.0	1.3	----	0.8	2.3	67/932	858/ 7.3	3.8	2.8	5.0	105	1015	WMYA-F
15. WKOC-F (AOR)	54/ 2.8	2.8	6.0	4.9	4.6	4.1	77/1284	1038/ 8.9	12.2	10.6	3.5	72	1024	WKOC-F
16. WTAR (N/T)	39/ 2.0	1.7	2.6	2.8	3.2	2.3	45/1199	1068/ 9.1	7.1	7.7	1.1	22	648	WTAR
17. WBSK (B)	26/ 1.3	2.3	1.3	1.7	1.5	1.6	26/427	417/ 3.6	4.6	3.8	0.4	9	219	WBSK
18.														
19.														
20.														

12+ FM SHARE (METRO): 85.46% (1458 of 1706) (FAL 90: 85.59%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOWI-F>>	1 WOWI-F	1 WOWI-F	1 WOWI-F	1 WWDE-F	1 WFOG-F	1 WWDE-F	1 WFOG-F>	1 WOWI-F>	1 WOWI-F>>	1 WOWI-F<
2 WNVZ-F	2 WNOR-AF>	2 WNOR-AF>	2 WWDE-F	2 WOWI-F	2 WCMS-AF>>2	WOWI-F<	2 WCMS-AF	2 WNOR-AF<	2 WNVZ-F	2 WNOR-F
3	3 WAFX-F	3 WWDE-F	3 WNOR-AF	3 WCMS-AF	3 WNIS <	3 WCMS-AF<	3 WNOR-AF<	3 WCMS-AF	3 WNOR-AF<	3 WNIS
4	4 WWDE-F	4 WAFX-F	4 WLTY-F	4 WNOR-AF<	4 WWDE-F	4 WFOG-F<	4 WOWI-F	4 WFOG-F>	4 WCMS-AF<	4 WLTY-F<
5	5 WNVZ-F	5 WCMS-AF	5 WCMS-AF	5 WLTY-F	5 WLTY-F	5 WNOR-AF>	5 WWDE-F	5 WAFX-F<	5 WMYA-F>>	5 WCMS-F<
6	6 WMXN-F<	WJQI-AF	WJQI-AF	6 WFOG-F	6 WPCE	6 WNVZ-F>>	6 WNIS >>	6 WNVZ-F<	6 WKSV-AF	6 WTAR
7	7 WJQI-AF<	WNVZ-F	7	7 WJQI-AF	7	7 WKSV-AF>>7	WKSV-AF	7 WWDE-F>>	7	7
8	8 WGH -F	WLTY-F	8	8	8	8 WTZR-AF	WTZR-AF	8 WKSV-AF	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WOWI-F>>	1 WOWI-F>	1 WOWI-F	1 WOWI-F	1 WWDE-F>
2 WAFX-F	2 WWDE-F	2 WWDE-F>	2 WWDE-F>	2 WOWI-F
3 WNVZ-F	3 WJQI-AF<	3 WMYA-F	3 WJQI-AF	3 WCMS-AF
4 WWDE-F	4 WNVZ-F	4 WJQI-AF	4 WNVZ-F	4 WFOG-F<
5 WNOR-AF	WAFX-F	5 WMXN-F	WMXN-F	5 WJQI-AF
6 WJQI-AF	6 WMYA-F<	6 WNVZ-F	6 WCMS-AF	6 WMXN-F
7 WMXN-F	7 WMXN-F	7 WKOC-F	7	7 WMYA-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNOR-AF>>1	WNOR-AF>	1 WNOR-AF	1 WNOR-AF>	1 WNOR-AF
2 WOWI-F	2 WOWI-F>	2 WOWI-F>>	2 WOWI-F>	2 WCMS-AF
3 WAFX-F>>	3 WAFX-F>	3 WAFX-F	3 WAFX-F	WOWI-F
4 WGH -F	4 WGH -F<	4 WWDE-F	4 WLTY-F	4 WLTY-F
5	5 WNVZ-F	WKOC-F	5 WGH -F<	5 WWDE-F
6	6 WWDE-F	6	6 WWDE-F	6 WKOC-F
7	WKOC-F	7	7	7

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		100 (1)	100 (1)	5.9	10.1
AOR/CLASSIC	1 (1)	313 (4)	314 (5)	18.4	20.6
AC/OLDIES/SOFT ROCK		281 (4)	281 (4)	16.5	20.9
MOR/VARIETY					3.2
COUNTRY	5 (1)	222 (2)	227 (3)	13.3	11.7
BLACK/URBAN	26 (1)	284 (3)	310 (4)	18.2	18.3
BEAUTIFUL/EASY	5 (1)	245 (2)	250 (3)	14.7	7.4
NEWS/TALK	109 (2)		109 (2)	6.4	3.0
NOSTALGIA					
RELIGION/GOSPEL	83 (3)	13 (1)	96 (4)	5.6	4.2
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	19 (2)		19 (2)	1.1	0.6
	248 (11)	1458 (17)	1706 (28)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WKOD-F	94.1	Yorktown	1.2/2.7/ 35/ 439
WMBG	740	Williamsburg	0.6/0.8/ 12/ 113
WMYK-F	92.1	Moyock/Chapk	0.4/1.7/ 9/ 233
WPEX	1490	Hampton	0.4/0.9/ 8/ 123
WPMH	1010	Portsmouth	0.6/1.3/ 11/ 147
WTJZ	1270	Newport News	0.5/1.3/ 12/ 159
WXRI-F	107.7	Windsor	0.7/2.0/ 16/ 273
WOCK-F	96.5	Williamsburg	0.6/2.3/ 27/ 547

American Radio Fall 1991, Copyright 1992

NORFOLK

AM STATIONS

WBSK	1350	5 KW/1 KW (DA-2)	Black	NBN ABC	$ 30.00	(Mc-Guild)	Ragan Henry
WNIS	850	5 KW/1 KW (DA-2)	News/Talk	NBC ABC	$ 37.00	(MMR)	Sinclair
WPCE	1400	1 KW	Gospel	SBN UNIULT	$ 25.00	(Mc-Guild)	Willis
WTAR	790	5 KW (DA-1)	News/Talk	CBS UNISUP	$ 35.00	(Katz)	Landmark

FM STATIONS

WAFX	106.9	100 KW @ 937	Classic AOR		$ 61.00	(CBS)	Radio Ventures (P)
WCMS	100.5	50 KW @ 500	Country	ABC	$ 95.00	(Eastman)	
WFOG	92.9	50 KW @ 484	EZ	UNIULT	$ 65.00	(MMR)	Sunshine Wireless
WQH	97.3	74 KW @ 400	Country	ABC UNISUP	$ 40.00	(Durpetti)	Susquehanna
WJQI	94.9	50 KW @ 500	Soft AC	UNISUP	$ 45.00	(HNWH)	Coleman
WKOD	94.1	50 KW @ 500	AOR	UNIULT	$ 36.00	(Roslin)	Eure
WLTY	95.7	40 KW @ 581	Oldies		$ 69.00	(Katz)	Landmark
WKOC	93.7	100 KW @ 940	AOR	ABC	$ 49.00	(Durpetti)	(ELIZABETH CITY)
WNOR	98.7	45 KW @ 520	AOR	SOURCE	$100.00	(Mc-Guild)	Saga
WNVZ	104.5	50 KW @ 480	CHR		$ 70.00	(Banner)	Wilks-Schwartz
WTZR	92.1	2 KW @ 421	AOR	ABC	$ 25.00	(K & P)	Willis (MOYOCK)
WOWI	102.9	50 KW @ 470	Black	SBN UNIPWR	$ 57.00	(MC-Guild)	Ragan Henry
WWDE	101.3	50 KW @ 500	AC	CBS	$ 84.00	(Christal)	Edens
WMXN	105.3	50 KW @ 500	AC	MBS ABC	$ 40.00	(Katz)	ML/Win

Miscellaneous: WTZR-F (Moyock) sold to Willis for $1,230,000 (Hickman)... WKEZ-F changes to WKOD-F and format from Country to AOR (Nov)...

American Radio Fall 1991, Copyright 1992

OKLAHOMA CITY

Arbitron Rank/Pop (12+): 52/787,900

MSA Rank/Pop: 53/978,000
ADI # 44

Average Person Ratings: 16.3
Market TSL: 21.25 hours

Stations: 19/19
Diaries: 1208/652:1/52.1%
Sample Target: 1250
% Below Line: 0.0
% Not Listed: 10.0

1991 Revenue: $23,300,000
HH Inc.: $26,669
Retail $: 7.5 Bil
Pop per Station: 41,468
#1 Biller: KXXY-AF $5,400,000

	12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90		Birch Share	Birch AQH	Birch Cume	
1.	KXXY-AF	(C)	236/18.3	18.6	18.0	15.7	17.1	17.6	276/3240	2592/32.9	30.7	28.8		18.8	240	2441	KXXY-AF
2.	KJYO-F	(CHR)	127/ 9.9	10.5	9.8	9.0	7.3	9.5	141/1998	1723/21.9	25.2	22.1		13.6	180	2098	KJYO-F
3.	KEBC-F	(C)	103/ 8.0	7.4	7.4	6.9	6.8	7.4	159/2249	1566/19.9	17.3	17.4		8.2	108	1479	KEBC-F
4.	KATT-F	(AOR)	99/ 7.7	8.7	8.4	11.1	10.2	9.0	153/1959	1323/16.8	17.5	19.5		9.4	124	2119	KATT-F
5.	KTOK	(N/T)	98/ 7.6	6.8	6.9	8.0	7.2	7.3	112/1600	1401/17.8	16.8	20.5		5.1	68	1165	KTOK
6.	KRXO-F	(CL AOR)	87/ 6.8	6.3	6.1	6.9	7.3	7.0	104/1706	1434/18.2	14.2	14.4		8.0	106	1356	KRXO-F
7.	KMGL-F	(AC)	82/ 6.4	7.0	7.6	6.2	7.0	6.8	99/1695	1292/16.4	16.6	14.8		8.0	106	881	KMGL-F
8.	KOQL-F	(O)	58/ 4.5	5.2	5.7	5.4	4.4	5.2	75/1353	1003/12.7	14.6	12.6		3.9	51	687	KOQL-F
9.	WKY	(EZ) **	56/ 4.4	3.7	4.9	3.9	4.8	4.2	68/1101	828/10.5	10.6	10.0		2.5	33	549	WKY
10.	KKNG-F	(SAC)	47/ 3.7	3.5	3.8	5.0	4.9	4.0	54/835	691/ 8.8	12.5	12.3		1.9	25	425	KKNG-F
11.	KOMA	(O)	44/ 3.4	3.4	1.9	2.2	2.3	2.7	58/1500	1051/13.3	8.0	7.5		2.6	34	554	KOMA
12.	KYIS-F	(CHR)	34/ 2.6	3.5	3.6	4.2	5.9	3.5	39/1098	974/12.4	16.1	14.4		2.6	34	627	KYIS-F
13.	KTNT-F	(J/NA)	22/ 1.7	1.2	1.9	2.5	2.4	1.8	22/346	346/ 4.4	5.4	5.6		2.1	28	480	KTNT-F
14.																	

** STATION DETERMINED TO HAVE ENGAGED IN A SPECIAL STATION ACTIVITY.

12+ FM SHARE (METRO): 78.82% (912 of 1157) (FAL 90: 77.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KJYO-F>>	1 KXXY-AF	1 KXXY-AF>	1 KXXY-AF>	1 KXXY-AF>>	1 KXXY-AF>	1 KXXY-AF>>	1 KXXY-AF>>	1 KXXY-AF>	1 KJYO-F>	1 KXXY-F>>
2	2 KATT-F>	2 KATT-F	2 KRXO-F	2 KRXO-F	2 KTOK >	2 KTOK <	2 KEBC-F	2 KJYO-F	2 KXXY-AF	2 KEBC-F>
3	3 KRXO-F	3 KRXO-F	3 KMGL-F<	3 KMGL-F<	3 KEBC-F<	3 KJYO-F	KMGL-F<	3 KEBC-F<	3 KATT-F>	3 KATT-F
4	4 KJYO-F	4 KMGL-F	4 KEBC-F	4 KEBC-F	4 WKY	4 KEBC-F	4 KTOK	4 KATT-F<	4 KMGL-F	4 KTOK
5	5 KEBC-F	KEBC-F<	5 KOQL-F	5 KOQL-F	5 KMGL-F	5 KRXO-F	5 KATT-F<	5 KTOK <	KEBC-F<	
6	6 KMGL-F	6 KJYO-F	6 KATT-F<	6 KJYO-F<	6 KOQL-F	6 KATT-F	6 KRXO-F<	6 KMGL-F<	6 KTOK	6
7	7	7	7 KJYO-F	7 KATT-F<	7	7	7 KJYO-F	7 KRXO-F	7	7
				8 KTOK						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KXXY-AF	1 KXXY-AF>>	1 KXXY-AF>	1 KXXY-AF>	1 KXXY-AF>
2 KATT-F>	2 KJYO-F	2 KJYO-F	2 KMGL-F>	2 KMGL-F>
3 KJYO-F>	KATT-F>	3 KYIS-F	3 KJYO-F<	3 KEBC-F
4 KYIS-F	4 KYIS-F	KRXO-F	4 KEBC-F	4 KOQL-F
KMGL-F	KMGL-F	KMGL-F	5 KATT-F	5 KJYO-F
KEBC-F	6 KEBC-F	6 KEBC-F	6 KOQL-F	6 KKNG-F<
7	7	7	7	7 KRXO-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KATT-F>	1 KATT-F	1 KXXY-AF	1 KXXY-AF	1 KXXY-AF>
2 KRXO-F>	2 KRXO-F	KATT-F	2 KRXO-F	2 KRXO-F
3 KXXY-AF	3 KXXY-AF>	3 KRXO-F	KATT-F>	3 KATT-F
4 KJYO-F>	4 KEBC-F	4 KEBC-F>	4 KEBC-F	4 KEBC-F
5 KEBC-F	5 KJYO-F	5 KJYO-F	5 KJYO-F	5 KTOK
6 KMGL-F	6	6	6 KOQL-F	6 KOQL-F
7	7	7	7	7 KJYO-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		161 (2)	161 (2)	13.9	16.7
AOR/CLASSIC		186 (2)	186 (2)	16.1	19.5
AC/OLDIES/SOFT ROCK	51 (2)	140 (2)	191 (4)	16.5	18.1
MOR/VARIETY					
COUNTRY	4 (1)	335 (2)	339 (3)	29.3	29.0
BLACK/URBAN					1.9
BEAUTIFUL/EASY	56 (1)	47 (1)	103 (2)	8.9	6.4
NEWS/TALK	117 (2)		117 (2)	10.1	5.4
NOSTALGIA					
RELIGION/GOSPEL	17 (2)	21 (1)	38 (3)	3.3	2.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		22 (1)	22 (1)	1.9	
UNKNOWN/OTHERS					1.1
	245 (8)	912 (11)	1157 (19)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KGFF	1450	Shawnee	0.6/1.5/ 7/ 131
KNTL-F	104.9	Bethny/OK City	1.6/4.7/ 21/ 382
KQCV	800	Oklahoma City	0.8/2.3/ 18/ 234
KTLV	1220	Midwest Cty/OK	0.6/1.2/ 7/ 95
WWLS	640	Moore/Norman	1.5/4.6/ 23/ 484

RADIO STATIONS

KOMA ,	1520,	50 KW (DA-N) ,	Oldies	CBS, $35.00	(CBS)	Diamond
KPRW ,	1140,	1 KW (DAYS) ,	Business News	SBN, $22.00	(Banner)	Surrey
KQCV ,	800,	250 W (DAYS) ,	Religion	, $15.00	(---)	Bott
KTOK ,	1000,	5 KW (DA-2) ,	News/Talk	ABC MDS, $57.00	(Christal)	Clear Channel
KXXY ,	1340,	1 KW ,	See KXXY-F			
WKY ,	930,	5 KW (DA-N) ,	Country	, $32.00	(Torbet)	Gaylord
KATT-F,	100.5,	100 KW @ 1188 ,	AOR	SOURCE, $85.00	(Banner)	Surrey
KEBC-F,	94.7,	100 KW @ 1387 ,	Country	ABC, $40.00	(Katz)	
KJYO-F,	102.7,	100 KW @ 985 ,	CHR	, $54.00	(Christal)	Clear Channel
KKNG-F,	92.5,	100 KW @ 984 ,	EZ	, $44.00	(Torbet)	Wilks-Schwartz
KOQL-F,	101.9,	100 KW @ 1387 ,	Oldies	, $40.00	(Katz)	Entercom
KMGL-F,	104.1,	100 KW @ 1363 ,	AC	, $40.00	(Eastman)	Renda
KNTL-F,	104.9,	3 KW @ 300 ,	Religion	APR ABC, $18.00	(In House)	CBN (BETHANY)
KRXO-F,	107.7,	100 KW @ 990 ,	Classic AOR	, $63.00	(CBS)	Diamond
KXXY-F,	98.1,	100 KW @ 1167 ,	Country	MBS, $100.00	(Mc-Guild)	Newmarket
KYIS-F,	98.0,	100 KW @ 1100 ,	CHR	APR, $38.00	(HRNH)	

Miscellaneous: KZBS-F changes to KYIS-F (Sep)...

American Radio Fall 1991, Copyright 1992

OMAHA

Arbitron Rank/Pop (12+): 74/502,000
MSA Rank/Pop: 82/623,000
ADI # 73
Average Person Ratings: 15.9
Market TSL: 21.00 hours

Stations: 19/17
Diaries: 1043/482:1/54.9%
Sample Target: 980
% Below Line: 1.5
% Not Listed: 11.3

1991 Revenue: $21,000,000
HH Inc.: $35,758
Retail $: 4.9 Bil
Pop per Station: 29,582
#1 Biller: WOW -AF $3,800,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KFAB	(FS)	117/14.6	11.6	10.2	13.4	14.6	12.4	193/3041	1747/34.7	25.7	35.6	13.5	112	1507	KFAB
2. WOW -F	(C)	101/12.6	11.3	11.9	10.8	9.0	11.6	150/1649	1100/21.9	19.7	16.6	12.9	107	1097	WOW -F
3. KEZO-AF	(AOR)	85/10.6	10.6	11.8	13.7	12.1	11.7	127/1817	1312/26.1	22.0	20.9	14.6	119	1383	KEZO-AF
4. KESY-AF	(SAC)	70/ 8.8	7.8	6.8	10.9	8.2	8.6	83/1048	828/16.5	15.5	17.5	3.1	25	649	KESY-AF
5. KQKQ-F	(CHR)	69/ 8.6	8.8	10.3	9.5	11.5	9.3	93/1759	1242/24.7	28.3	29.4	12.4	103	1446	KQKQ-F
6. KEFM-F	(AC)	55/ 6.9	6.8	8.4	8.6	7.5	7.7	73/1574	1150/22.9	20.5	19.7	6.9	57	974	KEFM-F
7. KQOR-F	(O)	48/ 6.0	9.8	7.8	6.5	6.8	7.5	70/1244	835/16.6	20.0	16.5	5.8	48	705	KQOR-F
8. WOW	(C)	33/ 4.1	3.9	5.3	5.2	5.1	4.6	73/1290	577/11.5	11.0	12.0	4.1	34	780	WOW
KXKT-F	(CHR)	33/ 4.1	5.1	4.3	3.5	4.9	4.3	53/1085	763/15.2	18.6	13.9	4.3	36	838	KXKT-F
10. KKCD-F	(J/NA)	26/ 3.1	2.0	3.4	2.6	3.9	2.8	27/411	392/ 7.8	5.6	8.5	2.7	22	334	KKCD-F
11. KKAR	(N/T)	23/ 2.9	1.9	3.0	2.8	2.4	2.7	25/474	414/ 8.2	8.5	7.7	2.9	24	423	KKAR
12. KRRK-F	(AOR)	20/ 2.5	2.9	----	----	----	1.4	21/420	393/ 7.8	0.0	0.0	4.0	33	490	KRRK-F
13. KOIL	(O)	12/ 1.5	1.9	1.8	1.6	1.7	1.7	12/352	311/ 6.2	6.7	6.6	1.4	12	257	KOIL
14.															
15.															

12+ FM SHARE (METRO): 72.64% (515 of 709) (FAL 90: 72.68%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	KQKQ-F>>	KEZO-AF>>1	KEZO-AF	WOW -F<	WOW -F	KFAB >	KFAB >	WOW -F>	KEZO-AF	KQKQ-F	KFAB >>
2	KXKT-F	KQKQ-F	WOW -F	KEZO-AF>	KEZO-AF	WOW -F	WOW -F	KESY-AF<	WOW -F	KFAB	KEFM-F>
3		KEFM-F	KEFM-F	KQOR-F	KFAB	KESY-AF>	KEZO-AF>	KEZO-AF	KQKQ-F	KEZO-AF	WOW -F
4		WOW -F>	KQKQ-F	KEFM-F	KQOR-F	KQOR-F	KESY-AF<	KFAB >	KESY-AF	KESY-AF	KESY-F
5		KRRK-F	KQOR-F	KFAB	KEFM-F	WOW	KQKQ-F	KKAR <	KFAB	KEFM-F	KEZO-F
6		KXKT-F	KFAB	KESY-AF	KESY-AF		KEFM-F	KQOR-F	KEFM-F<	WOW -F	
7			KESY-AF	KQKQ-F	KQKQ-F				KQOR-F	KXKT-F	

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	KQKQ-F>	KQKQ-F	KEZO-AF	KEFM-F	WOW -F	KEZO-AF>>1	KEZO-AF>>1	KEZO-AF>>1	KEZO-AF>	KEZO-AF<
2	KEFM-F	KEFM-F<	KQKQ-F	KQKQ-F<	KEFM-F	WOW -F	WOW -F>	WOW -F>	WOW -F>	WOW -F>
3	KEZO-AF	KEZO-AF>	KEFM-F>	WOW -F	KFAB <	KQKQ-F	KEFM-F	KFAB >	KQOR-F	KFAB <
	KXKT-F	WOW -F>	WOW -F>	KEZO-AF	KESY-AF	KEFM-F>	KRRK-F	KRRK-F	KFAB >	KQOR-F>
5	KRRK-F>	KXKT-F	KQOR-F	KESY-AF	KEZO-AF	KRRK-F	KQKQ-F	KEFM-F	KEFM-F	KESY-AF
6	KESY-AF	KRRK-F	KKCD-F	KQOR-F	KQKQ-F		KFAB			KKCD-F
	WOW -F									KEFM-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		102 (2)	102 (2)	14.4	17.6
AOR/CLASSIC	1 (1)	112 (3)	113 (4)	15.9	16.5
AC/OLDIES/SOFT ROCK	12 (1)	103 (2)	115 (3)	16.2	15.7
MOR/VARIETY	117 (1)		117 (1)	16.5	13.6
COUNTRY	33 (1)	106 (2)	138 (3)	19.5	13.9
BLACK/URBAN					
BEAUTIFUL/EASY	2 (1)	68 (1)	70 (2)	9.9	14.5
NEWS/TALK	23 (1)		23 (1)	3.2	3.1
NOSTALGIA					
RELIGION/GOSPEL	3 (1)		3 (1)	0.4	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		25 (1)	25 (1)	3.5	
UNKNOWN/OTHERS	3 (1)		3 (1)	0.4	2.1
	194 (8)	515 (11)	709 (19)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KCRO	660	Omaha	0.4/1.8/ 5/ 152
KOTD	1000	Platsmouth	0.4/1.0/ 10/ 93
KFMQ-F	101.9	Lincoln/Omaha	1.0/4.9/ 45/ 741
KZKX-F	96.9	Seward	0.5/2.0/ 75/ 951

RADIO STATIONS

KFAB, 1110, 50 KW (DA-N)	, MOR/FULL SER.	NBC,	$ 80.00 (Christal)	Henry
KKAR, 1180, 5 KW/1 KW	, TALK	CBS, NBS,	$ 19.00 (Eastman)	
KOIL, 1290, 5 KW (DA-N)	, OLDIES	CBS UNIULT,	$ 24.00 (Banner)	
WOW , 590, 5 KW	, COUNTRY	ABC,	$ N/A (Torbet)	Great Empire
KBWH-F, 106.3, 1.2 KW @ 459,	BLACK	,	$ 14.00 (---)	(BLAIR)
KEFM-F, 96.1, 100 KW @ 1442,	AC	,	$ 40.00 (McGuild)	
KESY-F, 104.5, 100 KW @ 1087,	EZ/SOFT AC	ABC,	$ 35.00 (Durpetti)	
KEZO-F, 92.3, 100 KW @ 1212,	AOR	,	$ 67.00 (HMR)	Harragansett
KQOR-F, 99.9, 115 KW @ 1227,	OLDIES	NBC, UNIPWR ,	$ 44.00 (Christal)	Henry
KKCD-F, 105.9, 6 KW @ 300,	JAZZ/NAC	,	$ 23.00 (---)	(BELLEVUE)
KQKQ-F, 98.5, 100 KW @ 1174,	CHR	,	$ 63.00 (Eastman)	
KXKT-F, 103.7, 100 KW @ 1247,	CHR	,	$ 31.00 (Banner)	(ATLANTIC, IA)
WOW-F , 94.1, 100 KW @ 510,	COUNTRY	ABC,	$ 70.00 (Torbet)	Great Empire

Miscellaneous: KKVU-F changes to KKCD-F (Nov)...

American Radio Fall 1991, Copyright 1992

ORLANDO

Arbitron Rank/Pop (12+): 42/945,800
MSA Rank/Pop: 45/1,070,000
ADI # 23
Average Person Ratings: 15.9
Market TSL: 21.00 hours

Stations: 26/21
Diaries: 1200/788:1/47.6%
Sample Target: 1260
% Below Line: 4.9
% Not Listed: 12.9

1991 Revenue: $44,100,000
HH Inc.: $32,809
Retail $: 10.6 Bil
Pop per Station: 45,038
#1 Biller: WWKA-F $6,000,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WWKA-F	(C)	189/12.6	13.6	9.4	12.1	9.6	11.9	344/4211	2103/22.2	19.5	18.7	10.3	170	1564	WWKA-F
2. WDBO	(FS)	112/ 7.5	6.9	6.7	8.0	7.2	7.3	139/1958	1409/14.9	15.0	13.6	4.9	82	1397	WDBO
3. WHTQ-F	(AOR)	94/ 6.3	5.8	4.6	5.5	5.6	5.6	192/3202	1527/16.1	12.6	13.0	6.9	115	1815	WHTQ-F
4. WMMO-F	(AC)	91/ 6.1	6.8	7.2	6.2	7.2	6.8	105/1760	1370/14.5	13.3	14.8	6.3	105	1368	WMMO-F
5. WJHM-F	(B)	90/ 6.0	7.1	8.0	8.9	8.3	7.5	186/2532	1367/14.7	15.5	15.3	13.4	222	2239	WJHM-F
6. WOCL-F	(O)	84/ 5.6	5.5	6.0	6.4	4.8	5.9	183/3140	1479/15.6	15.1	12.6	4.2	70	1021	WOCL-F
7. WOMX-AF	(AC)	76/ 5.1	3.6	6.3	4.8	5.5	4.9	116/2969	1722/18.2	18.9	18.8	4.7	74	1449	WOMX-AF
8. WSTF-F	(AC)	74/ 4.9	5.5	6.3	5.0	6.4	5.4	143/2612	1340/14.2	16.1	14.7	4.2	69	900	WSTF-F
WDIZ-F	(AOR)	74/ 4.9	4.2	5.0	4.4	5.7	4.6	145/2725	1529/16.2	14.9	13.8	6.2	103	1567	WDIZ-F
10. WXXL-F	(CHR)	70/ 4.7	3.6	4.9	3.7	3.9	4.2	101/2158	1506/15.9	15.7	12.3	8.4	140	1905	WXXL-F
11. WMGF-F	(AC)	60/ 4.0	4.3	4.3	4.1	3.2	4.2	140/2014	949/10.0	10.6	10.7	3.2	53	898	WMGF-F
12. WZTU-F	(AC)	58/ 3.9	3.5	3.5	4.0	4.8	3.7	100/2156	1210/12.8	10.2	9.9	2.5	42	1026	WZTU-F
13. WLOQ-F	(J)	47/ 3.1	4.0	3.3	2.8	3.2	3.3	53/1011	887/ 9.4	9.7	8.3	3.4	56	943	WLOQ-F
14. WWNZ	(N/T)	41/ 2.7	2.7	2.8	3.6	3.9	3.0	48/1033	836/ 8.8	6.7	8.4	2.6	43	681	WWNZ
15. WWLV-F	(EZ)	34/ 2.3	4.5	3.3	3.7	2.3	3.5	85/1515	547/ 5.8	7.5	8.5	0.8	14	437	WWLV-F

12+ FM SHARE (METRO): 84.34% (1104 of 1309) (FAL 90: 86.30%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJHM-F›	1 WHTQ-F	1 WWKA-F	1 WWKA-F	1 WWKA-F›	1 WWKA-F›	1 WWKA-F	1 WWKA-F›	1 WWKA-F›	1 WWKA-F	1 WWKA-F
2 WXXL-F›	2 WMMO-F	2 WMMO-F	2 WMMO-F	2 WMMO-F‹	2 WDBO ›	2 WMMO-F	2 WJHM-F	2 WJHM-F‹	2 WJHM-F	2 WDBO ››
3 WZTU-F	3 WWKA-F‹	WHTQ-F	3 WOCL-F	3 WOCL-F	3 WOCL-F›	3 WOCL-F	3 WDBO	3 WDBO	3 WDBO	3 WHTQ-F›
4 WHTQ-F	4 WDIZ-F	4 WSTF-F	4 WSTF-F‹	4 WSTF-F‹	4 WMGF-F‹	4 WOMX-AF	4 WOCL-F	4 WHTQ-F	4 WXXL-F‹	4 WOMX-F
5	5 WXXL-F	WOCL-F‹	5 WOMX-AF‹	5 WOMX-AF	5 WOMX-AF‹	5 WMMO-F‹	5 WSTF-F	5 WMMO-F	5 WHTQ-F›	WMGF-F‹
6	WJHM-F	6 WDIZ-F	6 WHTQ-F	6 WHTQ-F‹	6 WSTF-F	6 WHTQ-F‹	WHTQ-F‹	6 WOCL-F‹	6 WZTU-F	6 WMMO-F
7	7 WSTF-F	7 WJHM-F‹	7	7 WDIZ-F‹	7	7 WSTF-F	7 WOMX-AF	7 WDIZ-F‹	7 WMMO-F	7
8	8	8 WOMX-AF	8	8 WDBO	8	WDIZ-F	8 WDIZ-F	8 WOMX-AF	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WJHM-F‹	1 WJHM-F	1 WOMX-AF	1 WWKA-F‹	1 WWKA-F
2 WXXL-F	2 WMMO-F‹	2 WMMO-F	2 WOMX-AF	2 WOMX-AF
3 WHTQ-F›	3 WOMX-AF	3 WWKA-F›	3 WJHM-F‹	WOCL-F
4 WMMO-F	4 WHTQ-F‹	4 WJHM-F	4 WOCL-F	4 WSTF-F
5 WZTU-F	5 WXXL-F	5 WSTF-F	WMMO-F‹	5 WMMO-F
WSTF-F	6 WWKA-F‹	6 WHTQ-F	6 WSTF-F	6 WMGF-F
WDIZ-F	7 WSTF-F	7	7	7 WJHM-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHTQ-F›	1 WHTQ-F›	1 WHTQ-F	1 WHTQ-F	1 WWKA-F›
2 WDIZ-F›	2 WDIZ-F	2 WWKA-F	2 WWKA-F	2 WMMO-F
3 WXXL-F	3 WMMO-F‹	WMMO-F	3 WDIZ-F	WDIZ-F
4 WJHM-F	4 WWKA-F›	WDIZ-F›	4 WMMO-F›	4 WHTQ-F‹
5 WMMO-F	5 WXXL-F	5 WLOQ-F	5 WDBO	5 WDBO
6 WWKA-F	6	6 WXXL-F	6	6 WOCL-F
7	7	7	7	7 WLOQ-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		70 (1)	70 (1)	5.3	9.4
AOR/CLASSIC		173 (3)	173 (3)	13.2	13.7
AC/OLDIES/SOFT ROCK	10 (2)	439 (8)	449 (8)	34.3	23.6
MOR/VARIETY	112 (1)		112 (1)	8.6	6.6
COUNTRY		209 (3)	209 (3)	16.0	11.0
BLACK/URBAN		90 (1)	90 (1)	6.9	12.7
BEAUTIFUL/EASY		49 (2)	49 (2)	3.7	10.4
NEWS/TALK	41 (1)		41 (1)	3.1	4.3
NOSTALGIA	6 (1)		6 (1)	0.5	
RELIGION/GOSPEL	7 (1)	27 (1)	34 (2)	2.6	1.3
SPANISH	12 (1)		12 (1)	0.9	2.0
CLASSICAL					
JAZZ/NEW AGE		47 (1)	47 (1)	3.6	3.3
UNKNOWN/OTHERS	17 (1)		17 (1)	1.3	2.8
	205 (8)	1104 (18)	1309 (26)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAJL	1190	Pinecastle	0.5/1.2/ 7/ 114
WQTO	540	Pine Hills/Orln	0.4/2.3/ 13/ 389
WHBS	1270	Eatonville	1.1/1.8/ 21/ 206
WONQ	1140	Orlando	0.8/1.0/ 13/ 109
WTLN-F	95.3	Apopka/Orlando	1.8/4.5/ 40/ 540
WTRR	1400	Sanford/Orlndo	0.4/0.8/ 13/ 142
WEZY-F	94.1	Lakeland	1.0/2.7/ 71/ 783
WQNE-F	98.1	Titusville	0.5/2.5/ 65/1029
WPCV-F	97.5	Winter Haven/Lk	0.9/4.2/143/1789
WYNF-F	94.9	Tampa/St.Pete	0.3/1.6/ 37/ 657

American Radio Fall 1991, Copyright 1992

RADIO STATIONS

WDBO ,	580,	5 KW (DA-N) ,	MOR/Full Service	ABC,	$ 51.00	(Katz)	New City
WHOO ,	990,	50 KW/5 KW (DA-N),	See WHOO-F				
WPRD ,	1440,	5 KW/1 KW (DA-N),	Children's Radio	IND UNILT,	$ 20.00	(MMR)	Metroplex
WWNZ ,	740,	5 KW/1 KW (DA-N),	News/Talk	CBS MBS,	$ 40.00	(Christal)	Paxson
WDIZ-F,	100.3,	100 KW @ 1186 ,	AOR	ABC,	$ 90.00	(MMR)	Shamrock-Lynett
WHTQ-F,	96.5,	100 KW @ 1598 ,	AOR	SOURCE,	$ 75.00	(Schubert)	TK
WJHM-F,	101.9,	28 KW @ 1584 ,	Black/Urban	,	$ 62.00	(HNWH)	Beasley (DYTNA BCH)
WMGF-F,	107.7,	100 KW @ 1584 ,	Soft AC	NBC,	$ 71.00	(MMR)	Metroplex
WLOQ-F,	103.1,	2.6 KW @ 350 ,	Jazz	,	$ 50.00	(Banner)	
WMMO-F,	98.9,	38 KW @ 500 ,	AC	,	$ 50.00	(Eastman)	Granum
WOCL-F,	105.9,	100 KW @ 1584 ,	Oldies	APR,	$ 90.00	(Christal)	American (DELAND)
WOMX-F,	105.1,	100 KW @ 1310 ,	AC	,	$ 86.00	(Mc-Guild)	Nationwide
WZTU-F,	104.1,	100 KW @ 1598 ,	AC	,	$ 68.00	(Christal)	Paxson (COCOA BEACH)
WSTF-F,	101.1,	100 KW @ 1598 ,	AC	,	$108.00	(Banner)	(COCOA BEACH)
WWKA-F,	92.3,	100 KW @ 1341 ,	Country	,	$140.00	(Katz)	New City
WXXL-F,	106.7,	100 KW @ 801 ,	CHR	,	$ 60.00	(Durpetti)	Taylor (LEESBURG)

Miscellaneous: WMMO-F from Intermart to Granum for $8,150,000 (Media Services)... WWNZ,WZTU-F from Guy Gannett to Paxson for $8,300,000 (e) (MVP)...

American Radio Fall 1991, Copyright 1992

OXNARD-VENTURA

Arbitron Rank/Pop (12+): 114/326,100

MSA Rank/Pop: 75/883,000
Los Angeles ADI
Average Person Ratings: 18.2
Market TSL: 21.75 hours

Stations: 34/13
Diaries: 814/401:1/54.2%
Sample Target: 800
% Below Line: 42.2
% Not Listed: 14.4

1991 Revenue: $9,400,000
HH Inc.: $46,538
Retail $: 5.6 B11
Pop per Station: 25,084
#1 Biller: NA

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KHAY-F (C)	42/ 7.9	8.3	7.9	8.0	----	----	58/868	529/16.2	16.7	14.5	8.5	44	520	KHAY-F
2. KCAQ-F (CHR)	36/ 6.8	6.5	7.4	10.1	----	----	48/1034	716/22.0	19.5	19.5	9.9	51	713	KCAQ-F
3. KLOS-F (AOR)	31/ 5.9	4.9	6.3	5.8	----	----	80/1131	483/14.8	14.4	13.8	6.4	33	410	KLOS-F
4. KTRO (SP)	26/ 4.9	6.3	6.2	5.4	----	----	45/488	346/10.6	11.7	10.0	5.0	26	387	KTRO
5. KRUZ-F (EZ)	22/ 4.2	6.0	3.3	2.4	----	----	54/804	338/10.4	10.9	6.1	2.5	13	214	KRUZ-F
6. KNX (N)	20/ 3.8	4.0	2.5	3.6	----	----	55/1151	489/15.0	14.1	11.0	2.9	15	307	KNX
7. KXLM-F (?)	19/ 3.6	----	----	----	----	----	19/254	243/ 7.5	0.0	0.0				KXLM-F
KBBY-F (AC)	19/ 3.6	5.1	4.4	5.6	----	----	25/427	322/ 9.9	7.4	12.0	2.3	12	230	KBBY-F
9. KELF-F (SP)	17/ 3.2	2.7	3.0	3.0	----	----	17/275	248/ 7.6	6.3	7.4	1.9	10	265	KELF-F
10. KTWV-F (J/NA)	16/ 3.0	1.4	1.1	2.2	----	----	28/488	170/ 5.2	5.5	4.2	1.9	10	190	KTWV-F
KMPC (BB)	16/ 3.0	2.2	1.9	2.0	----	----	36/598	224/ 6.9	5.5	5.5	1.4	7	121	KMPC
12. KKBT-F (B)	15/ 2.8	3.6	2.6	2.0	----	----	22/344	186/ 5.7	7.4	6.8	6.0	31	445	KKBT-F
KBIG-F (AC)	15/ 2.8	3.6	4.2	3.2	----	----	60/867	276/ 8.5	8.5	8.9	2.5	13	112	KBIG-F
KOXR (SP)	15/ 2.8	2.4	3.3	3.8	----	----	16/299	249/ 7.6	6.9	7.7	2.3	12	308	KOXR
KKUR-F (CHR)	15/ 2.8	1.4	1.4	2.6	----	----	16/287	272/ 8.3	6.9	5.3	2.3	12	202	KKUR-F

12+ FM SHARE (METRO): 77.26% (350 of 453) (FAL 90: 76.32%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	KCAQ-F>>	1 KLOS-F	1 KHAY-F	1 KHAY-F	1 KHAY-F>	1 KHAY-F	1 KLOS-F	1 KHAY-F	1 KCAQ-F	1 KCAQ-F>	1 KQLZ-F
2		2 KHAY-F	2 KLOS-F>	2 KLOS-F>	2 KLOS-F>	2 KRUZ-F	2 KHAY-F	2 KLOS-F	2 KHAY-F>	2 KOXR	KVEN
3		3 KCAQ-F	3 KTRO	3 KTRO	3 KNX	3 KNX <	3 KRUZ-F	3 KLOS-F	3 KLOS-F	3 KTRO >	3 KLOS-F
4		4 KTRO	KCAQ-F	KBBY-F>	KBBY-F	4 KMPC >	4 KCAQ-F	4 KBBY-F<	KTRO	4 KKBT-F	KXBS-F
5		5 KKBT-F	5 KBBY-F	5 KTWV-F	5 KTWV-F	5 KBBY-F	5 KTRO	5 KTRO	5 KRUZ-F	5	5
6		KXLM-F	6	KAGR-F	6	6	6	6	6	6	6

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	KHAY-F	1 KHAY-F>	1 KHAY-F	1 KHAY-F	1 KHAY-F	1 KLOS-F	1 KLOS-F>	1 KLOS-F>	1 KLOS-F	1 KHAY-F
	KCAQ-F>	2 KCAQ-F	2 KLOS-F	2 KBBY-F>	2 KBBY-F>	KCAQ-F>	2 KTRO	2 KHAY-F	2 KHAY-F>	2 KLOS-F>
3	KBBY-F>	3 KLOS-F	KTRO	3 KTRO	3 KLOS-F	3 KTRO >	KCAQ-F	3 KKBT-F	3 KTRO	3 KTWV-F
4		KTRO	4 KKBT-F	KCAQ-F	KTRO	4 KXLM-F	4 KXLM-F	KXLM-F	KCAQ-F	4 KRUZ-F
5		5 KKBT-F	KXBS-F	5 KLOS-F	5 KXBS-F	KOXR	5 KKBT-F	KTRO	5 KXLM-F	KNX
6		KBBY-F	6	6	KAGR-F	KELF-F	KHAY-F	6 KTWV-F	6	KXLM-F
										KTRO

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		61 (4)	61 (4)	13.5	16.3
AOR/CLASSIC		58 (5)	58 (5)	12.8	16.1
AC/OLDIES/SOFT ROCK	4 (1)	72 (6)	76 (7)	16.8	20.7
MOR/VARIETY					
COUNTRY		48 (2)	48 (2)	10.2	9.5
BLACK/URBAN		15 (1)	15 (1)	3.3	3.2
BEAUTIFUL/EASY		34 (2)	34 (2)	7.5	4.4
NEWS/TALK	42 (4)		42 (4)	9.3	9.5
NOSTALGIA	16 (1)		16 (1)	3.5	2.3
RELIGION/GOSPEL		5 (1)	5 (1)	1.1	2.7
SPANISH	41 (2)	22 (2)	63 (4)	13.9	13.5
CLASSICAL		2 (1)	2 (1)	0.4	
JAZZ/NEW AGE		16 (1)	16 (1)	3.5	1.3
UNKNOWN/OTHERS		19 (1)	19 (1)	4.2	0.4
	103 (8)	350 (26)	453 (34)		

OTHER RATED STATIONS

			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KAGR-F	107.1	Ventura	2.3/3.2/ 12/ 105
KDAR-F	98.3	Oxnard/Ventura	5.1/ 10/ 258
KOGO	1590	Ventura	0.8/1.8/ 4/ 65
KVEN	1450	Ventura	1.9/7.5/ 17/ 294
KXBS-F	96.7	Santa Paula/Ven	1.9/6.3/ 12/ 224
KABC	790	Los Angeles	0.8/3.0/ 14/ 278
KCBS-F	93.1	Los Angeles	2.1/7.1/ 21/ 537
KDB -F	93.7	Santa Barbara	0.4/2.1/ 23/ 364
KFI	640	Los Angeles	1.5/5.0/ 23/ 600
KIIS-F	102.7	Los Angeles	0.8/5.9/ 22/ 653
KLSX-F	97.1	Los Angeles	1.3/7.9/ 24/ 633
KLVE-F	107.5	Los Angeles	0.9/2.4/ 9/ 180
KOST-F	103.5	Los Angeles	0.8/4.2/ 23/ 533
KPWR-F	105.9	Los Angeles	1.1/6.2/ 24/ 638
KQLZ-F	100.3	Los Angeles	1.3/5.2/ 18/ 335
KROQ-F	106.7	Pasadena	0.6/3.1/ 13/ 274
KRTH-F	101.1	Los Angeles	2.5/11.3/ 31/ 852
KTYD-F	99.9	Snta Barb/Ventr	1.9/7.7/ 32/ 639
KZLA-F	93.9	Los Angeles	0.8/1.7/ 18/ 253

RADIO STATIONS

KOXR, 910, 5 KW/1 KW (DA-2) , HISPANIC		, $ 20.00 (Lotus)	Lotus	
KTRO, 1520, 10 KW/1 KW (DA-2) , HISPANIC		, $ 20.00 (Katz Hisp.)		
KVEN, 1450, 1 KW , TALK	ABC, TALKNT	, $ 23.00 (Radio Time)		
KBBY-F, 95.1, 28 KW @ 100, AC	UNISUP, UNIULT	, $ 32.00 (Katz)		
KCAQ-F, 104.7, 3 KW @ 1590, CHR		, $ 34.00 (McGuild)		
KDAR-F, 98.3, 3 KW @ 72, RELIGION		, $ 11.00 (---)	Salem	
KHAY-F, 100.7, 39 KW @ 1210, COUNTRY		, $ 38.00 (Radio Time)		
KKUR-F, 105.5, 115 W @ 1240, AC		, $ 14.00 (Banner)	Eric/Chandler	
KXBS-F, 96.7, 100 W @ 1500, OLDIES		, $ 15.00 (HNWH)		
KELF-F, 95.9, 400 W @ 720, HISPANIC		, $ 15.00 (Durpetti)		

OTHER RANKED STATIONS: See Los Angeles

Miscellaneous: KZTR-F changes to KELF-F and format from Classic AOR to Hispanic... KAGR-F Sold to Douglas for $1,060,000 (e) (Jorgenson, Chapin)... KXBS-F sold out of receivership $775,000 (Media Services)...

American Radio Fall 1991, Copyright 1992

PENSACOLA

Arbitron Rank/Pop (12+): 125/290,900

MSA Rank/Pop: 138/363,000
ADI # 63 (w/Mobile)
Average Person Ratings: 15.2
Market TSL: 20.25 hours

Stations: 18/10
Diaries: 760/383:1/50.6%
Sample Target: 760
% Below Line: 33.4
% Not Listed: 12.2

1991 Revenue: $7,500,000
HH Inc.: $30,030
Retail $: 2.5 Bil
Pop per Station: 29,090
#1 Biller: WOWW-F $1,550,000

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WOWW-F (C)	60/13.5	10.7	14.2	11.7	9.7	----	83/855	590/20.3	18.7	23.8	8.6	44	525	WOWW-F
2. WBLX-F (B)	50/11.3	11.4	13.2	12.3	9.9	----	68/670	463/15.9	16.1	18.7	20.7	106	739	WBLX-F
3. WXBM-F (C)	38/ 8.6	7.2	7.4	7.9	9.3	----	54/819	462/15.9	17.4	17.1	9.2	47	604	WXBM-F
4. WCOA (FS)	30/ 6.8	7.2	6.4	6.3	6.0	----	30/399	390/13.4	12.7	12.6	5.3	27	469	WCOA
5. WMEZ-F (EZ)	29/ 6.5	6.0	6.2	6.5	10.1	----	50/635	376/12.9	14.6	16.0	3.9	20	250	WMEZ-F
6. WKRG-F (AC)	26/ 5.9	5.6	4.2	3.5	3.3	----	40/767	459/16.1	15.3	10.1	4.9	25	308	WKRG-F
WJLQ-F (CHR)	26/ 5.9	7.6	7.8	7.1	5.4	----	34/699	511/17.6	19.8	21.4	4.1	21	468	WJLQ-F
8. WKGT-F (BB)	22/ 5.0	2.3	2.0	2.1	1.6	----	23/161	180/ 6.2	5.4	5.3	2.0	10	194	WKGT-F
9. WGCX-F (AOR)	19/ 4.3	4.3	3.2	3.8	4.5	----	31/500	350/12.0	8.8	7.5	2.9	15	357	WGCX-F
10. WAVH-F (O)	18/ 4.1	3.7	7.4	7.5	5.2	----	28/644	440/15.1	14.5	16.0	4.5	23	429	WAVH-F
11. WTKX-F (AOR)	17/ 3.8	6.6	6.6	5.2	6.2	----	30/561	386/12.9	15.4	13.6	6.8	35	619	WTKX-F
12. WABB-F (CHR)	16/ 3.6	3.7	3.8	5.0	5.6	----	28/650	377/13.0	13.7	15.4	4.1	21	525	WABB-F
13. WWSF-F (CHR)	11/ 2.5	3.3	4.6	5.4	4.1	----	28/605	277/ 9.5	11.1	12.5	2.7	14	385	WWSF-F
WRNE (B)	11/ 2.5	4.1	----	----	0.4	----	11/122	113/ 3.9	5.5	0.0	2.0	10	164	WRNE
15.														

12+ FM SHARE (METRO): 87.40% (340 of 389) (FAL 90: 89.80%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBLX-F>>	1 WBLX-F	1 WOWW-F>	1 WOWW-F>	1 WOWW-F>	1 WOWW-F>	1 WOWW-F>	1 WOWW-F>	1 WOWW-F<	1 WBLX-F>	1 WKRG-F>
2 WABB-F	2 WXBM-F	2 WBLX-F	2 WXBM-F	2 WXBM-F>	2 WCOA	2 WBLX-F	2 WBLX-F	2 WBLX-F>	2 WXBM-F	2 WBLX-F
3 WWSF-F	WOWW-F	3 WXBM-F	3 WBLX-F	3 WBLX-F	3 WMEZ-F	3 WXBM-F	3 WCOA	3 WXBM-F	3 WJLQ-F	WOWW-F
4 WXBM-F	WJLQ-F	4 WKRG-F	4 WKRG-F	4 WKRG-F	4 WKQT-F	4 WCOA	4 WXBM-F<	4 WJLQ-F<	4 WWSF-F	4 WXBM-F
5	5 WTKX-F	WJLQ-F	5 WJLQ-F	5 WAVH-F	5 WXBM-F	5	5 WMEZ-F	5 WKRG-F	5 WKRG-F	5 WCOA
6	6 WGCX-F	6	6	WJLQ-F	6	6	6	6	WOWW-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WOWW-F>	1 WOWW-F	1 WBLX-F	1 WOWW-F>	1 WOWW-F>
2 WWSF-F	2 WBLX-F	WXBM-F	2 WKRG-F	2 WKRG-F
WKRG-F	3 WKRG-F	WOWW-F	3 WBLX-F	3 WBLX-F
WBLX-F	WXBM-F	4 WKRG-F	4 WXBM-F	WXBM-F
WTKX-F	5 WJLQ-F	5 WGCX-F	5 WAVH-F	5 WAVH-F
WJLQ-F	6	WJLQ-F	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBLX-F>>	1 WBLX-F	1 WXBM-F	1 WOWW-F	1 WOWW-F
2 WJLQ-F	2 WTKX-F	2 WTKX-F	2 WBLX-F	2 WXBM-F>
3 WKRG-F	3 WJLQ-F	3 WGCX-F	3 WJLQ-F	3 WJLQ-F
WABB-F	4 WGCX-F	4 WJLQ-F>	4 WXBM-F	4 WGCX-F
WTKX-F	WXBM-F	5 WBLX-F	5 WTKX-F	WTKX-F
WOWW-F	6	WOWW-F	6	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		55 (4)	55 (4)	14.1	18.0
AOR/CLASSIC		36 (2)	36 (2)	9.3	10.9
AC/OLDIES/SOFT ROCK		44 (2)	44 (2)	11.3	12.9
MOR/VARIETY	30 (1)		30 (1)	7.7	7.1
COUNTRY		104 (3)	104 (3)	26.7	23.9
BLACK/URBAN	11 (1)	50 (1)	61 (2)	15.7	14.6
BEAUTIFUL/EASY		29 (1)	29 (1)	7.5	6.9
NEWS/TALK	3 (1)		3 (1)	0.8	
NOSTALGIA		22 (1)	22 (1)	5.7	2.7
RELIGION/GOSPEL	5 (1)		5 (1)	1.3	2.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					0.4
	49 (4)	340 (14)	389 (18)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WHYM	610	Pensacola	1.1/2.1/ 5/ 61
WSWL	790	Pensacola	0.7/4.0/ 3/ 117
WKSJ-F	94.9	Mobile/Pensacol	1.4/4.9/ 36/ 440
WKSM-F	99.5	Ft. Walton/Pnsc	0.5/3.0/ 23/ 444

RADIO STATIONS

WCOA ,	1370, 5 KW (DA-2)	, MOR/Full Service	SUN MBS, $20.00	(Mc-Guild)	Muniz
WHYM ,	610, 500 W (DAYS)	, Religion	UPI, $ 8.00	(---)	Swaggert
WJLQ-F,	100.7, 100 KW @ 1555	, CHR	ABC, $28.00	(Mc-Guild)	Muniz
WMEZ-F,	94.1, 100 KW @ 1328	, EZ	ABC, $30.00	(Torbet)	
WOWW-F,	107.3, 100 KW @ 1428	, Country	UNIULT, $40.00	(Katz)	Sun Group
WTKX-F,	101.5, 100 KW @ 493	, AOR	CBS, $29.00	(Durpatt)	Holt
WXBM-F,	102.7, 100 KW @ 1328	, Country	MBS, $23.00	(Torbet)	(MILTON)

Other ranked stations -- See Mobile
Miscellaneous: WHYM sold for $84,000...

PEORIA

Arbitron Rank/Pop (12+): 132/277,400

MSA Rank/Pop: 144/346,000
ADI # 107 (w/Bloomington)

Average Person Ratings: 14.9

Market TSL: 19.75 hours

Stations: 20/13
Diaries: 764/363:1/54.7%
Sample Target: 770
% Below Line: 6.8
% Not Listed: 14.3

1991 Revenue: $7,700,000
HH Inc.: $36,451
Retail $: 2.6 Bil
Pop per Station: 21,338
#1 Biller: WWCT-F $1,400,000

12+ METRO		1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90		Birch Share	Birch AQH	Birch Cume	
1. WKZW-F	(CHR)	57/13.8	15.2	15.4	16.6	16.0	----	72/1187	768/27.7	34.6	30.7		16.4	73	1054	WKZW-F
2. WWCT-F	(AOR)	51/12.4	15.2	13.6	12.6	13.5	----	93/1062	588/21.2	23.7	26.6		16.6	75	835	WWCT-F
3. WXCL-AF	(C)	50/12.1	11.1	11.5	11.0	11.1	----	59/741	642/23.1	21.4	21.9		10.3	60	619	WXCL-AF
4. WSWT-F	(SAC)	48/11.7	10.8	13.1	12.9	14.7	----	60/923	667/24.0	22.1	23.9		8.5	38	494	WSWT-F
5. WMBD	(FS)	33/ 8.0	9.4	6.7	8.9	9.6	----	39/700	596/21.5	20.3	17.9		8.6	38	535	WMBD
WGLO-F	(AC)	33/ 8.0	10.8	10.3	10.6	6.2	----	46/916	581/20.9	24.4	20.4		8.7	39	597	WGLO-F
7. WTAZ-F	(T)	19/ 4.6	2.9	2.3	2.0	2.4	----	20/310	292/10.5	7.7	7.7		1.8	8	217	WTAZ-F
8. WQEZ-F	(EZ)	12/ 2.9	2.4	1.8	2.0	2.8	----	13/224	174/ 6.3	4.2	6.1		1.3	6	96	WQEZ-F
9. WIRL	(T)	11/ 2.7	2.4	5.1	5.1	4.5	----	0/0	0/12.9	11.4	14.6		1.8	8	267	WIRL
10. WLS	(T)	10/ 2.4	0.7	----	1.3	0.6	----	14/258	160/ 5.8	3.8	0.0		0.7	3	95	WLS
11. WGN	(N/T)	7/ 1.7	1.0	0.5	1.6	1.5	----	17/353	156/ 5.6	4.6	4.6					WGN
12. WPEO	(REL)	5/ 1.2	0.5	1.3	1.3	2.4	----	5/99	87/ 3.1	2.9	4.0		2.5	11	119	WPEO
13.																
14.																
15.																

12+ FM SHARE (METRO): 76.20% (269 of 353) (FAL 90: 77.95%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKZW-F>>	1 WWCT-F>>	1 WWCT-F>	1 WXCL-AF	1 WXCL-AF	1 WSWT-F<	1 WMBD	1 WSWT-F	1 WKZW-F	1 WKZW-F>	1 WWCT-F<
2	2 WKZW-F>	2 WKZW-F	WWCT-F<	2 WSWT-F<	2 WXCL-AF	2 WKZW-F	2 WWCT-F<	2 WWCT-F	2 WWCT-F	2 WKZW-F>
3	3 WXCL-AF	3 WGLO-F<	3 WGLO-F<	3 WWCT-F<	3 WMBD >	3 WXCL-AF<	3 WXCL-AF	3 WXCL-AF	3 WXCL-AF<	3 WSWT-F
4	WGLO-F	4 WXCL-AF<	4 WKZW-F	4 WGLO-F<	4 WGLO-F	4 WWCT-F<	4 WKZW-F	4 WSWT-F	4 WSWT-F	4 WGLO-F
5	5 WSWT-F	5 WSWT-F	5 WSWT-F	5 WKZW-F	5 WTAZ-F	5 WSWT-F>>	5 WGLO-F>>	5 WGLO-F>>	5 WMBD	5
6	6	6	6	6	6	6 WBZM-AF	6 WBZM-AF	6 WBZM-AF	6 WGLO-F>>	6
									7 WBZM-AF	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WKZW-F	1 WKZW-F>	1 WKZW-F	1 WKZW-F	1 WSWT-F
2 WWCT-F	2 WGLO-F	2 WXCL-AF>	2 WGLO-F<	2 WGLO-F
3 WGLO-F>>	3 WWCT-F	3 WSWT-F	3 WSWT-F>	3 WKZW-F
4 WSWT-F	4 WXCL-AF	4 WWCT-F>	4 WXCL-AF	4 WXCL-AF
5	5 WSWT-F	5 WMBD	WWCT-F	5

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WWCT-F>>	1 WWCT-F>>	1 WWCT-F>>	1 WWCT-F>>	1 WWCT-F
2 WKZW-F>	2 WKZW-F	2 WXCL-AF	2 WXCL-AF	2 WXCL-AF>
3 WSWT-F	3 WXCL-AF>	3 WGLO-F	3 WKZW-F	3 WKZW-F
4 WGLO-F	4 WSWT-F	4 WKZW-F	4 WGLO-F	WGLO-F
5	5	5 WMBD	5 WSWT-F	5 WTAZ-F
				WSWT-F
				WMBD

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		60 (2)	60 (2)	17.0	19.3
AOR/CLASSIC		51 (1)	51 (1)	14.4	16.0
AC/OLDIES/SOFT ROCK		35 (2)	35 (2)	9.9	10.1
MOR/VARIETY	35 (2)		35 (2)	9.9	9.4
COUNTRY	12 (1)	40 (2)	52 (3)	14.7	13.6
BLACK/URBAN					
BEAUTIFUL/EASY		60 (2)	60 (2)	17.0	17.5
NEWS/TALK	30 (4)	19 (1)	49 (5)	13.9	3.9
NOSTALGIA					
RELIGION/GOSPEL	7 (2)		7 (2)	2.0	2.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		4 (1)	4 (1)	1.1	
	84 (9)	269 (11)	353 (20)		

OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME TSA
WCRI-F	98.5	Eureka	1.0/1.6/ 8/ 77
WVEL	1140	Pekin/Peoria	0.5/2.0/ 2/ 59
WAAQ-F	94.9	Galesburg	0.5/2.1/ 4/ 114
WBBM	780	Chicago	0.5/3.8/ 4/ 162
WBNQ-F	101.5	Bloomington/Nrm	0.7/4.3/ 40/ 574
WJBC	1230	Bloomington	0.5/2.3/ 50/ 518
WSOY-F	102.9	Decatur	0.5/1.7/ 6/ 150

RADIO STATIONS

WIRL, 1290, 5 KW (DA-2)	, TALK	MBS, ABC	, $ 25.00 (Christal)	Comm. Service
WMBD, 1470, 5 KW (DA-2)	, MOR/FULL SERVICE	CBS	, $ 34.00 (Katz)	Midwest TV
WPEO, 1020, 1 KW (DAYS)	, RELIGION		, $ 10.00 (---)	
WXCL, 1350, 1 KW (DA-2)	, COUNTRY	ABC	, $ N/A (Banner)	Kelly
WQEZ-F, 94.3, 3 KW @ 300, EZ			, $ 14.00 (Roslin)	(CHILLICOTHE)
WGLO-F, 95.5, 25 KW @ 640, AZ			, $ 20.00 (Durpetti)	(PEKIN)
WKZW-F, 93.3, 40 KW @ 548, CHR			, $ 40.00 (Katz)	Midwest TV
WSWT-F, 106.9, 50 KW @ 480, EZ		ABC	, $ 27.00 (Christal)	Comm. Service
WTAZ-F, 102.3, 3 KW @ 300, TALK		ABC, TALKNT	, $ 12.00 (---)	(MORTON)
WWCT-F, 105.7, 36 KW @ 570, AOR		SOURCE	, $ 37.00 (HNWH)	
WXCL-F, 104.9, 3 KW @ 326, COUNTRY		UNIPWR	, $ 30.00 (Banner)	Kelly

American Radio Fall 1991, Copyright 1992

PHILADELPHIA

Arbitron Rank/Pop (12+): 5/4,085,500
MSA Rank/Pop: 4/4,940,000
ADI # 4
Average Person Ratings: 18.3
Market TSL: 24.00 hours

Stations: 30/26
Diaries: 2919/1400:1/53.5%
Sample Target: 2720
% Below Line: 2.4
% Not Listed: 11.6

1991 Revenue: $132,100,000
HH Inc.: $37,692
Retail $: 38.0 Bil
Pop per Station: 157,134
#1 Biller: KYW $16,500,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KYW	(N)	568/ 7.6	7.5	8.7	8.8	8.8	8.1	617/13836	12192/29.8	33.9	28.0	6.3	486	10235	KYW
2. WMMR-F	(AOR)	536/ 7.2	6.4	5.7	5.4	7.6	6.2	728/10506	7114/17.4	17.3	18.8	7.5	574	7741	WMMR-F
3. WUSL-F	(B)	508/ 6.8	6.8	7.2	6.1	6.7	6.7	594/6985	5779/14.1	14.0	12.7	9.8	753	6399	WUSL-F
4. WYSP-F	(CL AOR)	463/ 6.2	5.9	6.1	5.7	5.8	6.0	615/10707	7574/18.5	18.0	16.9	6.7	518	7831	WYSP-F
5. WEAZ-F	(SAC)	380/ 5.1	5.2	5.6	5.5	5.8	5.3	446/6800	5349/13.1	15.5	15.0	3.5	270	3467	WEAZ-F
6. WEGX-F	(CHR)	366/ 4.9	3.7	3.9	4.2	3.7	4.2	436/9310	7297/17.9	18.1	14.9	5.2	398	8103	WEGX-F
7. WXTU-F	(C)	363/ 4.9	4.7	4.0	5.4	4.2	4.8	501/6499	4516/11.1	10.1	10.8	3.8	289	4093	WXTU-F
8. WWDB-F	(T)	351/ 4.7	5.0	4.8	4.1	4.8	4.7	420/5273	4175/10.2	10.6	9.6	4.2	327	3118	WWDB-F
9. WOGL-F	(O)	342/ 4.6	5.0	4.4	3.9	4.7	4.5	457/7702	5874/14.4	15.8	13.9	4.0	311	4401	WOGL-F
10. WIOQ-F	(CHR)	327/ 4.4	4.1	4.9	5.2	4.8	4.7	411/7591	5656/13.8	17.5	15.9	6.0	465	7454	WIOQ-F
11. WPEN	(BB)	323/ 4.3	6.3	5.6	6.9	5.5	5.8	351/3716	3381/ 8.3	9.6	9.9	3.9	304	3415	WPEN
12. WMGK-F	(AC)	315/ 4.2	3.9	4.6	4.2	5.0	4.2	361/6261	5118/12.5	12.9	13.4	4.1	314	4155	WMGK-F
13. WIP	(S/T)	302/ 4.0	2.7	2.0	2.4	3.2	2.8	341/5971	5077/12.4	7.7	11.0	3.6	274	3339	WIP
14. WYXR-F	(AC)	282/ 3.8	4.3	4.2	3.6	3.6	4.0	330/6773	5570/13.6	15.5	10.9	2.9	226	4299	WYXR-F
15. WDAS-F	(B)	230/ 3.1	3.8	3.6	3.7	3.5	3.5	249/3810	3476/ 8.5	10.3	8.2	5.9	452	5089	WDAS-F
16. WFLN-F	(CL)	214/ 2.9	2.9	3.2	2.6	2.3	2.9	262/3841	2948/ 7.2	8.7	8.1	2.3	181	2383	WFLN-F
17. WKSZ-F	(SAC)	158/ 2.1	2.6	3.4	3.0	3.7	2.8	201/3722	2957/ 7.2	9.9	11.2	1.3	103	1255	WKSZ-F
18. WHAT	(B/T)	113/ 1.5	0.6	0.8	1.4	0.5	1.1	113/968	968/ 2.4	2.4	2.2	1.2	93	805	WHAT
19. WDAS	(G)	81/ 1.1	1.0	0.9	1.1	0.7	1.0	82/1176	1161/ 2.8	3.9	2.2	0.9	71	643	WDAS
20.															

12+ FM SHARE (METRO): 75.98% (5018 of 6604) (FAL 90: 77.24%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIOQ-F	1 WMMR-F	1 WMMR-F	1 WMMR-F	1 WMMR-F	1 KYW >	1 KYW	1 WMMR-F	1 WMMR-F	1 WUSL-F>	1 KYW >>
2 WUSL-F<	2 WYSP-F	2 WYSP-F	2 WYSP-F	2 WYSP-F	2 WPEN <	2 WYSP-F>	2 WEAZ-F	2 KYW	2 WMMR-F	2 WWDB-F>>
3 WEGX-F	3 WUSL-F>	3 WUSL-F>	3 WOGL-F	3 WOGL-F	3 WWDB-F	3 WMMR-F	3 WUSL-F	3 WEGX-F<	3 WWDB-F<	3 WTEL
4	4 WIOQ-F	4 WOGL-F<	4 WUSL-F	4 WUSL-F	4 WEAZ-F<	4 WUSL-F	4 WYSP-F<	4 WUSL-F<	4 WEGX-F<	4 WMMR-F
5	5 WEGX-F	5 WEGX-F	5 WMGK-F	5 WMGK-F	5 WXTU-F>	5 WEGX-F	5 WPEN <	5 WWDB-F<	5 WIOQ-F	5
6	6 WYXR-F>	6 WMGK-F	6 WIP <	6 KYW <	6 WIP	6 WWDB-F	6 WXTU-F	6 WXTU-F<	KYW <	6
7	7 WMGK-F<	7 WYXR-F<	7 WEGX-F	7 WXTU-F<	7 WMGK-F	7 WXTU-F	WMGK-F<	7 WYSP-F<	7 WDAS-F	7
8	8 WDAS-F	8 WIOQ-F	8	8 WIP <	WFLN-F	8 WMGK-F	8 WOGL-F	8 WIOQ-F	8 WYSP-F	8
				9 WEAZ-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WUSL-F	1 WUSL-F	1 WUSL-F	1 WUSL-F	1 WUSL-F
2 WMMR-F<	2 WMMR-F	2 WMMR-F	2 WMMR-F	2 WMGK-F
3 WIOQ-F>	3 WIOQ-F	3 WEGX-F	3 WYXR-F<	3 WXTU-F<
4 WYXR-F	4 WYXR-F	4 WYXR-F	4 WMGK-F<	4 WEAZ-F<
5 WEGX-F	WEGX-F	5 WYSP-F	5 WEGX-F	5 WOGL-F
6 WYSP-F>	6 WYSP-F>	6 WMGK-F	6 WOGL-F<	6 WMMR-F
7 WMGK-F	7 WMGK-F<	WIOQ-F	7 WYSP-F<	7 WYXR-F<
8 WDAS-F	8 WDAS-F	WDAS-F	8 WEAZ-F	8 WEGX-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WMMR-F	1 WMMR-F	1 WMMR-F<	1 WMMR-F	1 WMMR-F
2 WYSP-F>	2 WYSP-F>	2 WYSP-F>	2 WYSP-F>	2 WYSP-F
3 WUSL-F>	3 WUSL-F	3 WIP >	3 WIP	3 WIP
4 WEGX-F	4 WIP	4 WUSL-F<	4 WUSL-F	4 WOGL-F>
5 WIOQ-F	5 WIOQ-F	5 WIOQ-F	5 WOGL-F	5 KYW
6 WIP	6 WEGX-F>	6 WYXR-F	6 WEGX-F	6 WUSL-F
7	7 WYXR-F	7	7 KYW	7 WDAS-F
8	8	8	8 WMGK-F	8 WMGK-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		755 (3)	755 (3)	11.4	12.2
AOR/CLASSIC		999 (2)	999 (2)	15.1	16.5
AC/OLDIES/SOFT ROCK	32 (1)	1008 (5)	1040 (6)	15.7	17.8
MOR/VARIETY					
COUNTRY		363 (1)	363 (1)	5.5	5.5
BLACK/URBAN	113 (1)	738 (2)	851 (3)	12.9	12.1
BEAUTIFUL/EASY	44 (1)	590 (3)	634 (4)	9.6	6.5
NEWS/TALK	870 (2)	351 (1)	1221 (3)	18.5	18.5
NOSTALGIA	323 (1)		323 (1)	4.9	5.8
RELIGION/GOSPEL	130 (3)		130 (3)	2.0	1.6
SPANISH	23 (1)		23 (1)	0.3	
CLASSICAL		214 (1)	214 (1)	3.2	2.8
JAZZ/NEW AGE					
UNKNOWN/OTHERS	51 (2)		51 (2)	0.8	0.6
	1586 (12)	5018 (18)	6604 (30)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WEAZ	560	Philadelphia	0.6/2.2/ 51/1105
WNAP	1110	Norristown	0.3/0.7/ 35/ 373
WNPV	1440	Lansdale	0.3/0.5/ 22/ 230
WOGL	1210	Philadelphia	0.4/2.5/ 37/1279
WTEL	860	Philadelphia	0.3/0.7/ 24/ 306
WVCH	740	Chester/Philly	0.4/0.6/ 32/ 294
WZZD	990	Philadelphia	0.3/1.1/ 32/ 592
WFMZ-F	100.7	Allentown	0.7/1.5/222/2354
WJBR-F	99.5	Wilmington	0.4/2.4/120/2263
WKXW-F	101.5	Trenton	0.5/2.0/139/2304
WPST-F	97.5	Trenton/Philly	0.8/3.6/100/2342

American Radio Fall 1991, Copyright 1992

PHILADELPHIA

RADIO STATIONS

AM STATIONS

KYW , 1060, 50 KW (DA-1)	, NEWS	NBC APR,	$ 260.00	(Group W)	Westinghouse
WOGL, 1210, 50 KW	, OLDIES	CBS,	$ 105.00	(CBS)	CBS
WDAS, 1480, 5 KW/1 KW (DA-2)	, GOSPEL	NBN,	$ 45.00	(McGuild)	Unity
WHAT, 1340, 1 KW	, BLACK	,	$ 42.00	(K & P)	
WIP , 610, 5 KW (DA-1)	, SPORTS/TALK	NBS,	$ 59.00	(Katz)	
WPEN, 950, 5 KW (DA-N)	, NOSTALGIA	UNIULT,	$ 140.00	(MMR)	Greater Media
WPGR, 1540, 50 KW (DAYS,DA)	, OLDIES	,	$ 30.00	(Durpetti)	
WTEL, 860, 10 KW/500 W (DA-2)	, HISPANIC	,	$ 22.00	(Katz Hisp.)	Beasley
WZZD, 990, 50 KW/10 KW (DA-2)	, RELIGION	,	$ 30.00	(Gospel)	

FM STATIONS

WDAS, 105.3, 3 KW @ 870	, BLACK	,	$ 80.00	(McGuild)	Unity
WEAZ, 101.1, 14 KW @ 940	, EZ/SOFT AC	UNISUP,	$ 184.00	(McGuild)	
WEGX, 106.1, 22 KW @ 740	, CHR	ABC,	$ 140.00	(Eastman)	Malrite LP
WFLN, 95.7, 50 KW @ 500	, CLASSICAL	,	$ 98.00	(CMBS)	Marlin
WIOQ, 102.1, 27 KW @ 671	, CHR/URBAN	,	$ 120.00	(Christal)	EZ
WKSZ, 100.3, 35 KW @ 600	, SOFT AC	,	$ 170.00	(HMWH)	
WMGK, 102.9, 9 KW @ 1180	, AC	,	$ 175.00	(MMR)	Greater Media
WMMR, 93.3, 20 KW @ 869	, AOR	SOURCE UNIPWR,	$ 300.00	(Group W)	Westinghouse
WOGL, 98.1, 12 KW @ 1000	, OLDIES	CBS,	$ 120.00	(CBS)	CBS
WYXR, 104.5, 16 KW @ 873	, AC	,	$ 152.00	(Durpetti)	Pyramid
WUSL, 98.9, 18 KW @ 830	, BLACK	ABC,	$ 190.00	(Katz)	Tak
WWDB, 96.5, 17 KW @ 865	, TALK	ABC,	$ 90.00	(Banner)	Panache
WXTU, 92.5, 15 KW @ 900	, COUNTRY	NBS UNIULT,	$ 110.00	(Banner)	Beasley
WYSP, 94.1, 16 KW @ 900	, CLASSIC AOR	ABC,	$ 185.00	(Torbet)	Infinity

WAAF -- SEE WORCESTER

Miscellaneous WPGR sold by Pyramid for $800,000...

American Radio Fall 1991, Copyright 1992

PHOENIX

Arbitron Rank/Pop (12+): 22/1,811,600
MSA Rank/Pop: 19/2,180,000
ADI # 20
Average Person Ratings: 16.8
Market TSL: 22.50 hours

Stations: 30/30
Diaries: 1694/1069:1/51.7%
Sample Target: 1780
% Below Line: 0.0
% Not Listed: 8.0

1991 Revenue: $70,500,000
HH Inc.: $32,545
Retail $: 17.5 Bil
Pop per Station: 60,366
#1 Biller: KNIX-AF $10,900,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KNIX-F	(C)	357/11.7	9.1	10.4	10.5	11.0	10.4	457/5501	4406/24.3	23.4	22.6	8.6	258	3472	KNIX-F
2. KTAR	(N/T)	293/ 9.6	8.6	8.7	10.6	8.8	8.9	311/4791	4378/24.2	20.3	21.6	7.1	213	4250	KTAR
3. KMLE-F	(C)	223/ 7.3	6.4	6.6	5.6	4.3	6.5	244/3227	2888/15.9	13.9	9.2	9.1	273	2994	KMLE-F
4. KUPD-F	(AOR)	199/ 6.5	7.1	7.4	5.3	6.4	6.6	221/3157	2897/16.0	16.3	15.0	8.1	243	3105	KUPD-F
5. KKLT-F	(SAC)	166/ 5.5	4.6	5.6	5.7	6.2	5.3	175/2589	2428/13.4	14.6	15.9	2.6	79	1880	KKLT-F
6. KFYI	(T/N)	131/ 4.3	4.0	4.5	4.5	3.2	4.3	136/1971	1875/10.3	9.5	8.1	3.0	90	1057	KFYI
7. KOY -F	(CHR)	130/ 4.3	4.7	4.8	4.2	4.0	4.5	148/3404	3053/16.9	15.7	15.8	6.4	192	3911	KOY -F
8. KSLX-F	(CL AOR)	127/ 4.2	3.6	4.9	3.8	4.7	4.1	147/2660	2352/13.0	13.7	12.1	4.5	134	2431	KSLX-F
9. KDKB-F	(AOR)	108/ 3.5	4.2	3.0	3.4	3.1	3.5	118/2443	2126/11.7	11.2	10.9	5.1	155	1990	KDKB-F
10. KVRY-F	(AC)	95/ 3.1	3.9	3.4	3.3	3.8	3.4	97/2492	2429/13.4	14.6	14.8	3.6	107	1764	KVRY-F
11. KKFR-F	(CHR)	94/ 3.1	4.4	4.6	4.9	4.1	4.3	98/2607	2339/12.9	15.0	11.8	7.1	213	3678	KKFR-F
12. KOY	(BB)	93/ 3.1	2.8	4.3	3.5	2.1	3.4	101/1698	1535/ 8.5	9.0	6.1	1.0	29	719	KOY
13. KESZ-F	(AC)	89/ 2.9	3.7	3.3	3.3	4.4	3.3	91/1694	1622/ 9.0	9.7	11.4	3.2	96	1579	KESZ-F
14. KOOL-F	(O)	84/ 2.8	4.5	3.0	3.7	2.8	3.5	93/1938	1807/10.0	9.5	9.0	2.3	70	1005	KOOL-F
15. KMXX-F	(AC)	81/ 2.7	3.1	3.3	2.8	3.0	3.0	90/1698	1540/ 8.5	10.6	10.3	2.4	72	1242	KMXX-F
16. KPSN-F	(AC)	71/ 2.3	2.3	4.0	3.8	5.6	3.1	76/1552	1444/ 8.0	9.6	10.2	1.3	40	819	KPSN-F
17. KONC-F	(CL)	69/ 2.3	2.1	2.4	1.4	1.4	2.0	71/1008	992/ 5.5	5.2	3.5	2.0	61	728	KONC-F
18. KOOL	(O)	61/ 2.0	1.7	1.5	1.4	1.5	1.6	65/986	954/ 5.3	4.3	3.7	2.2	67	629	KOOL
19. KMEO	(EZ)	49/ 1.6	1.6	0.9	0.8	2.1	1.2	52/921	896/ 4.9	2.9	5.2	0.7	20	266	KMEO
20. KQRX-F	(AOR)	48/ 1.6	1.9	2.1	1.4	1.4	1.6	51/799	729/ 4.0	4.6	3.6	2.3	70	1295	KQRX-F
21. KUKQ	(AOR)	42/ 1.4	1.4	1.5	1.3	1.0	1.4	42/769	740/ 4.1	3.4	3.5	1.9	57	966	KUKQ
22. KPHX	(SP)	37/ 1.2	1.5	0.4	0.8	1.4	1.0	37/352	352/ 1.9	1.2	2.3	0.5	16	278	KPHX
23.															
24.															
25.															

12+ FM SHARE (METRO): 69.77% (1953 of 2799) (FAL 90: 70.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KOY -F	1 KUPD-F>	1 KNIX-F	1 KNIX-F	1 KNIX-F>	1 KNIX-F<	1 KNIX-F<	1 KNIX-F>	1 KNIX-F>	1 KTAR	1 KNIX-F
2 KKFR-F>>	2 KMLE-F	2 KMLE-F	2 KMLE-F	2 KMLE-F	2 KTAR >>	2 KTAR >	2 KTAR	2 KTAR <	2 KNIX-F	2 KTAR >>
3 KUPD-F	3 KNIX-F	3 KUPD-F>	3 KUPD-F	3 KTAR	3 KFYI	3 KUPD-F	3 KMLE-F	3 KMLE-F	3 KOY -F	3 KFYI <
4	4 KSLX-F<	4 KSLX-F	4 KTAR	4 KUPD-F	4 KKLT-F<	4 KMLE-F	4 KKLT-F<	4 KUPD-F	4 KUPD-F	4 KMLE-F
5	5 KDKB-F>	5 KTAR <	KSLX-F	5 KKLT-F<	5 KMLE-F	5 KFYI <	5 KUPD-F>	5 KKLT-F<	5 KMLE-F<	5 KUPD-F
6	6 KVRY-F	6 KKLT-F<	6 KDKB-F	6 KSLX-F	6 KOY	6 KKLT-F	6 KSLX-F	6 KFYI	6 KKFR-F	6
7	KOY -F	7 KDKB-F	7 KKLT-F	7 KDKB-F	7	7 KOY -F	7 KFYI	7 KOY -F<	7 KFYI	7
								8 KVRY-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KUPD-F	1 KNIX-F<	1 KNIX-F	1 KNIX-F	1 KNIX-F>
2 KMLE-F<	2 KUPD-F<	2 KMLE-F	2 KMLE-F	2 KMLE-F
3 KNIX-F	3 KMLE-F	KDKB-F	3 KKLT-F	3 KKLT-F>
4 KVRY-F	4 KVRY-F	4 KSLX-F<	4 KUPD-F<	4 KESZ-F
5 KOY -F	5 KDKB-F<	5 KMXX-F	5 KESZ-F	5 KMXX-F
KKLT-F	6 KKLT-F	6 KVRY-F	6 KVRY-F	6 KVRY-F
7	7 KSLX-F<	KUPD-F	7 KMXX-F	KSLX-F
8	8 KOY -F			
	KMXX-F			

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KUPD-F>	1 KUPD-F>	1 KUPD-F>	1 KUPD-F	1 KNIX-F
2 KMLE-F	2 KMLE-F	2 KSLX-F	2 KNIX-F	2 KTAR <
3 KQRX-F	3 KSLX-F	KDKB-F	3 KMLE-F	3 KUPD-F
4 KOY -F>	4 KDKB-F	4 KMLE-F	4 KTAR	4 KMLE-F
5 KSLX-F	5 KTAR	5 KTAR >	5 KSLX-F	5 KSLX-F
KKFR-F	6 KNIX-F<	6 KNIX-F	6 KDKB-F	6 KDKB-F
7 KNIX-F	7 KQRX-F	7	7	7

American Radio Fall 1991, Copyright 1992

PHOENIX

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		224 (2)	224 (2)	8.0	14.1
AOR/CLASSIC	42 (1)	482 (4)	524 (5)	18.7	18.9
AC/OLDIES/SOFT ROCK	61 (1)	420 (5)	481 (6)	17.2	19.4
MOR/VARIETY					
COUNTRY	12 (1)	580 (2)	592 (3)	21.2	17.5
BLACK/URBAN	22 (1)		22 (1)	0.8	
BEAUTIFUL/EASY	49 (1)	166 (1)	215 (2)	7.7	6.0
NEWS/TALK	424 (2)		424 (2)	15.1	12.3
NOSTALGIA	138 (3)		138 (3)	4.9	6.3
RELIGION/GOSPEL	12 (1)	12 (1)	24 (2)	0.9	
SPANISH	86 (3)		86 (3)	3.1	3.7
CLASSICAL		69 (1)	69 (1)	2.5	0.7
JAZZ/NEW AGE					0.4
UNKNOWN/OTHERS					0.7
	846 (14)	1953 (16)	2799 (30)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KCWW	1580	Tempe/Phoenix	0.4/1.2/ 15/ 234
KISP	1230	Phoenix	0.7/1.6/ 22/ 290
KLFF	1360	Phoenix	0.6/3.0/ 19/ 551
KRDS	1190	Tolleson/Phnx	0.4/1.3/ 12/ 231
KRDS-F	105.3	Wickenburg/Phnx	0.4/1.4/ 12/ 255
KSUN	1400	Phoenix	0.9/2.3/ 28/ 408
KVVA	860	Phoenix	0.7/1.4/ 21/ 269
KXAM	1310	Mesa/Phoenix	0.9/2.7/ 27/ 499

AM STATIONS

KFYI , 910,	5 KW (DA-N) ,	News/Talk	NBC,	$ 49.00	(Durpetti)	Broadcast Group
KLFF , 1360,	5 KW/1 KW (DA-N),	Nostalgia	MUTUAL,	$ 31.00	(---)	
KOOL , 960,	5 KW (DA-N) ,	Oldies	SMN,	$ NA	(HNWH)	Adams
KOY , 550,	5 KW/1 KW ,	Nostalgia	UNISUP UNIULT,	$ 40.00	(Christal)	Edens
KPHX , 1480,	1 KW/500W (DA-2),	Hispanic	,	$ 26.00	(Caballero)	
KSUN , 1400,	1 KW ,	Hispanic	,	$ 25.00	(Cabellero)	
KTAR , 620,	5 KW (DA-N) ,	News/Talk	CBS ABC,	$175.00	(CBS)	Pulitzer
KUKQ , 1060,	5 KW/500 W (DA-N),	AOR	,	$ 27.00	(Banner)	
KVVA , 860,	1 KW (DA-N) ,	Hispanic	,	$ 25.00	(Lotus)	
KXEG , 1010,	1 KW/250 W ,	Religion	,	$ 10.00	(---)	Mid-America Gospel

FM STATIONS

KDKB , 93.3,	100 KW @ 1540 ,	AOR	,	$ 65.00	(Torbet)	Sandusky
KESZ , 99.9,	100 KW @ 1674 ,	AC	,	$ 68.00	(Banner)	
KGRX , 100.3,	90 KW @ 2047 ,	Jazz/NAC	ABC UNIPWR,	$ 35.00	(Roslin)	(GLOBE)
KKFR , 92.3,	100 KW @ 1647 ,	CHR	,	$ 70.00	(Durpetti)	Broadcast Group
KKLT , 98.7,	100 KW @ 1788 ,	AC	,	$108.00	(CBS)	Pulitzer
KPSN , 96.9,	100 KW @ 1560 ,	AC	,	$ 97.00	(Group W)	Bonneville
KMLE , 107.9,	100 KW @ 1736 ,	Country	,	$ 68.00	(Eastman)	Shamrock
KMXX , 101.5,	100 KW @ 1740 ,	AC	,	$ 70.00	(HMR)	EZ
KNIX , 102.5,	100 KW @ 1620 ,	Country	,	$215.00	(Katz)	Buck Owens
KONC , 106.3,	2.5 KW @ 324 ,	Classical	NBC,	$ 37.00	(CMBS)	(SUN CITY)
KOOL , 94.5,	100 KW @ 1655 ,	Oldies	,	$111.00	(HNWH)	Adams
KOY , 95.5,	100 KW @ 1570 ,	CHR	,	$ 88.00	(Christal)	Edens
KSLX , 100.7,	100 KW @ 1840 ,	Classic AOR	,	$ 80.00	(Eastman)	Great American
KVVA , 107.1,	2.5 KW @ 320 ,	Hispanic	,	$ 30.00	(Lotus)	(APACHE JUNCTION)
KVRY , 104.7,	100 KW @ 1550 ,	AC	,	$120.00	(Mc-Guild)	Nationwide
KUPD , 97.9,	100 KW @ 1620 ,	AOR	,	$ 90.00	(Banner)	

Miscellaneous: KFNN sold for $400,000... KGRX-F (Globe) sold for $750,000 (MVP)... KOPA/KSLX-F from Cook Inlet to Great American for $11,400,000...

American Radio Fall 1991, Copyright 1992

PITTSBURGH

Arbitron Rank/Pop (12+): 20/1,889,000

MSA Rank/Pop: 22/2,100,000
ADI # 17

Average Person Ratings: 17.3
Market TSL: 23.00 hours

Stations: 29/28
Diaries: 1959/984:1/59.4%
Sample Target: 1040
% Below Line: 0.4
% Not Listed: 11.1

1991 Revenue: $52,000,000
HH Inc.: $30,643
Retail $: 14.5 Bil
Pop per Station: 67,464
#1 Biller: KDKA $8,200,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WDVE-F	(AOR)	382/11.7	11.3	10.2	8.6	8.8	10.4	524/5724	3827/20.3	20.4	19.3	12.8	386	4191	WDVE-F
2. KDKA	(FS)	369/11.3	13.1	14.2	13.3	14.9	13.0	441/6556	5320/28.2	32.1	32.5	12.4	376	5611	KDKA
3. WWSW-AF	(O)	291/ 8.9	8.3	8.0	8.3	8.1	8.4	381/5509	4241/22.5	19.0	19.6	8.2	225	3100	WWSW-AF
4. WDSY-F	(C)	217/ 6.6	4.8	4.4	4.2	4.7	5.0	277/3146	2415/12.8	10.3	10.1	8.0	243	2013	WDSY-F
5. WSHH-F	(SAC)	204/ 6.2	6.8	4.2	6.5	5.2	5.9	236/3416	2905/15.4	12.1	14.8	3.5	106	1649	WSHH-F
6. WTAE	(N/T)	184/ 5.6	6.0	4.3	4.9	5.4	5.2	187/2855	2762/14.6	11.9	15.2	5.1	154	2462	WTAE
7. WAMO-F	(B)	165/ 5.0	5.0	4.5	5.1	5.2	4.9	178/2018	1839/ 9.7	11.3	11.0	7.1	216	2767	WAMO-F
8. WBZZ-F	(CHR)	156/ 4.8	5.9	7.2	7.9	6.9	6.4	195/4589	3580/19.0	22.4	16.7	6.2	186	3799	WBZZ-F
9. WJAS	(BB)	140/ 4.3	3.0	3.6	3.7	4.0	3.7	148/1765	1707/ 9.0	8.3	8.0	3.0	92	1120	WJAS
10. WMXP-F	(CHR)	120/ 3.7	3.1	4.5	3.8	3.2	3.8	140/2868	2429/12.9	12.9	10.5	5.0	150	1709	WMXP-F
11. WVTY-F	(AC)	119/ 3.6	3.5	4.0	4.1	3.5	3.8	154/2880	2384/12.6	10.6	11.3	3.3	101	2340	WVTY-F
12. WLTJ-F	(SAC)	91/ 2.8	4.1	5.2	4.5	3.9	4.2	121/2180	1754/ 9.3	11.2	10.6	4.3	130	1479	WLTJ-F
13. WRRK-F	(AOR)	79/ 2.4	3.0	3.5	2.7	3.7	2.9	102/2545	2029/10.7	11.3	10.2	3.0	92	1467	WRRK-F
14. WORD-F	(REL)	64/ 2.0	2.9	3.6	2.6	4.1	2.8	77/1073	864/ 4.6	7.2	6.9	2.5	75	774	WORD-F
KQV	(N/T)	64/ 2.0	2.0	1.5	2.3	1.7	2.0	64/1374	1328/ 7.0	6.6	6.0	1.5	45	1050	KQV

12+ FM SHARE (METRO): 68.55% (1992 of 2906) (FAL 90: 66.49%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WMXP-F	1 WDVE-F>>	1 WDVE-F>	1 WDVE-F<	1 WWSW-AF	1 KDKA >	1 KDKA	1 WDVE-F	1 WDVE-F>	1 KDKA >	1 KDKA >>
2 WBZZ-F>	2 WWSW-AF	2 WWSW-AF>	2 WWSW-AF>>	2 WDVE-F>	2 WWSW-AF	2 WDVE-F>	2 WWSW-AF	2 WWSW-AF	2 WDVE-F	2 WTAE >>
3 WDVE-F	3 WAMO-F	3 WAMO-F	3 WDSY-F<	3 KDKA	3 WSHH-F<	3 WWSW-AF	3 WSHH-F	3 KDKA	3 WAMO-F	3 WDVE-F
4 WAMO-F	4 WBZZ-F	4 WBZZ-F<	4 KDKA <	4 WDSY-F	4 WTAE	4 WSHH-F	4 KDKA	4 WDSY-F	4 WDSY-F	4 WAMO-F
5	5 WMYG-F	5 WDSY-F	5 WVTY-F<	5 WSHH-F<	5 WDSY-F	5 WTAE	5 WDSY-F	5 WSHH-F<	5 WWSW-AF	5 WWSW-F
6	6 WMXP-F<	6 WVTY-F	6 WAMO-F<	6 WVTY-F<	6 WJAS >	6 WDSY-F	6 WTAE	6 WAMO-F	6 WBZZ-F	6 WDSY-F
7	7 WDSY-F	7	7 WBZZ-F	7 WAMO-F	7 WEZE-F	WBZZ-F<	7 WVTY-F>>	7 WBZZ-F<	7 WMXP-F>>	7
8	8 WRRK-F<	8	8	8	8	8 WAMO-F>>	8 WHTX-AF	8 WTAE >>	8 WHTX-AF	8
9	9 WVTY-F	9	9	9	9	9 WHTX-AF	9	9 WHTX-AF	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WDVE-F	1 WDVE-F>	1 WDVE-F>	1 WDVE-F<	1 WWSW-AF>
2 WAMO-F>	2 WAMO-F>	2 WWSW-AF	2 WWSW-AF	2 WDVE-F
3 WMXP-F	3 WWSW-AF	3 WVTY-F<	3 WAMO-F	3 WVTY-F
4 WBZZ-F	WBZZ-F<	4 WAMO-F	4 WBZZ-F	4 KDKA
5 WLTJ-F	5 WMXP-F<	5 WBZZ-F	5 WVTY-F	5 WSHH-F
6 WVTY-F	6 WVTY-F>	6 WMXP-F	6 WMXP-F	WBZZ-F<
7 WWSW-AF	7 WLTJ-F	7 WLTJ-F	7 WSHH-F<	7 WAMO-F
8	8	8	8 WLTJ-F	8 WDSY-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WDVE-F>>	1 WDVE-F>>	1 WDVE-F>>	1 WDVE-F>>	1 WDVE-F
2 WMYG-F	2 WWSW-AF	2 WWSW-AF>	2 WWSW-AF>	2 WWSW-AF>>
3 WRRK-F>	3 WDSY-F	3 WDSY-F	3 WDSY-F	3 KDKA
4 WBZZ-F	4 WRRK-F	4 WMYG-F	4 WMYG-F	4 WDSY-F>
5 WAMO-F	5 WAMO-F	5 WAMO-F	5 KDKA	5 WTAE
6 WMXP-F	6 WBZZ-F	6 KDKA	6 WRRK-F	6 WSHH-F
WDSY-F	7	7 WRRK-F	7 WAMO-F	7 WMYG-F
8	8	8	8	8 WAMO-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		276 (2)	276 (2)	9.5	12.2
AOR/CLASSIC		488 (3)	488 (3)	16.8	15.7
AC/OLDIES/SOFT ROCK	30 (1)	415 (3)	445 (4)	15.3	16.7
MOR/VARIETY	476 (7)		476 (7)	16.4	16.8
COUNTRY	20 (1)	247 (3)	267 (4)	9.2	7.8
BLACK/URBAN		165 (1)	165 (1)	5.7	6.3
BEAUTIFUL/EASY		295 (2)	295 (2)	10.2	9.2
NEWS/TALK	248 (2)		248 (2)	8.5	7.4
NOSTALGIA	140 (1)		140 (1)	4.8	3.8
RELIGION/GOSPEL		93 (2)	93 (2)	3.2	1.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		13 (1)	13 (1)	0.4	2.3
	914 (12)	1992 (17)	2906 (29)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WASP	1130	Brownsville	0.6/1.3/ 21/ 282
WBCW	1530	Jeanette	0.4/0.7/ 13/ 132
WBVP	1230	Beaver Falls	0.6/1.3/ 21/ 251
WCVI	1340	Connellsville	0.3/1.2/ 10/ 223
WEDO	810	McKeesport	0.3/1.3/ 10/ 254
WELA-F	104.3	E Liverpool	0.3/1.0/ 27/ 478
WESA-F	98.3	Charleroi	1.1/2.5/ 35/ 470
WHJB	620	Greensburg/Pitt	0.4/1.9/ 14/ 399
WMBS	590	Uniontown	1.2/2.8/ 45/ 605
WPIT-F	101.5	Pittsburgh	0.9/3.3/ 41/ 894
WWKS-F	106.7	Beaver Falls	0.8/2.6/ 55/ 795
WYTK-F	95.3	Washington	0.6/1.4/ 21/ 289
WVAQ-F	101.9	Morgantown	0.4/0.9/ 64/ 876

American Radio Fall 1991, Copyright 1992

RADIO STATIONS

AM STATIONS

KDKA,	1020, 50 KW	Full Service	NBC, $150.00	(Group W)	Westinghouse
KQV ,	1410, 5 KW (DA-2)	Business News	CBS UNIULT, $ 41.00	(---)	
WEEP,	1080, 50 KW (Days, DA)	Oldies	UNIPWR BRN, $ NA	(Durpetti)	Entercom
WJAS,	1320, 5 KW (DA-N)	Nostalgia	UNISUP CNN, $ 40.00	(Eastman)	Renda
			CBS, $ 15.00	(Regional)	(UNIONTOWN)
WMBS,	590, 1 KW (DA-N)	MOR	, $ NA	(---)	Pyramid
WPIT,	730, 5 KW/24 W	Religion	ABC MBS, $ 65.00	(Katz)	Hearst
WTAE,	1250, 5 KW (DA-N)	News/Talk			
WWSW,	970, 5 KW (DA-2)	See WWSW-FM	, $ 20.00	(HNWH)	Sheridan
WYJZ,	860, 1 KW (Days, DA)	??			

FM STATIONS

WAMO,	105.9, 72 KW @ 430	Black	SBN, $ 56.00	(HNWH)	Sheridan
WBZZ,	93.7, 41 KW @ 547	CHR	, $147.00	(Banner)	EZ
WDSY,	107.9, 50 KW @ 500	Country	UNIPWR, $ 57.00	(Durpetti)	Entercom
WDVE,	102.5, 55 KW @ 816	AOR	SOURCE, $109.00	(Christal)	Broadcast Alchemy
WORD,	104.7, 50 KW @ 500	Religion	, $ 40.00	(---)	
WVTY,	96.1, 50 KW @ 500	AC	ABC, $ 88.00	(Katz)	Hearst
WLTJ,	92.9, 47 KW @ 894	Soft AC	, $ 54.00	(Torbet)	
WMXP,	100.7, 50 KW @ 492	CHR/Dance	ABC, $ 40.00	(Durpetti)	Signature
WRRK,	98.9, 45 KW @ 162	Rock AC	ABC, $ 60.00	(HMR)	
WPIT,	101.5, 48 KW @ 505	Religion	, $ NA	(---)	Pyramid
WSHH,	99.7, 11 KW @ 927	Soft AC/EZ	UPI UNISUP, $ 70.00	(Eastman)	Renda
WWSW,	94.5, 50 KW @ 810	Oldies	ABC, $128.00	(Mc-Guild)	Shamrock

Miscellaneous: WDVE-F from Great American to Broadcast Alchemy for $21,000,000 (e) (Mahlman/Jorgenson/Chapin)... WEZE-F changes to WORD-F and format from EZ to Religion (Oct)... WMYG-F changes to WRRK-F (Oct)...

********** F O R M A T C O D E S **********

- AC - Adult Contemporary
- AOR - Album Oriented Rock
- B - Black (audience predominately black - over 75%)
- BB - Big Band, Nostalgia
- C - Country
- CHR - Contemporary Hit Radio, Top 40, Contemporary
- CL - Classical
- CL AOR - Classic AOR, Classic Rock
- E - Ethnic
- EZ - EZ Listening, Beautiful Music, Some Very soft AC
- G - Gospel

- J/HAC- Jazz and New Adult Contemporary
- M/FS - Middle of Road, (MOR) Full Service
- N - News
- O - Oldies (1955 to current)
- R - Religion, Christian
- SAC - Soft Adult Contemporary
- SP - Hispanic/Spanish
- T - Talk
- U - Urban (majority of audience is non-white)
- ? - Others or Unknown

American Radio Fall 1991, Copyright 1992

PORTLAND, ME

Arbitron Rank/Pop (12+): 153/207,400
MSA Rank/Pop: 179/240,000
ADI # 69
Average Person Ratings: 17.1
Market TSL: 22.50 hours

Stations: 20/17
Diaries: 648/320:1/57.4%
Sample Target: 620
% Below Line: 1.7
% Not Listed: 19.2

1991 Revenue: $10,000,000
HH Inc.: $35,573
Retail $: 3.2 Bil
Pop per Station: 12,200
#1 Biller: WPOR-AF $2,400,000

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90		Birch Share	Birch AQH	Birch Cume	
1. WBLM-F (AOR)	50/14.1	13.2	12.8	15.2	12.6	----	142/1934	610/29.4	26.4	27.2		20.4	74	649	WBLM-F
2. WPOR-AF (C)	46/13.0	12.9	14.7	15.5	14.1	----	103/1115	546/26.3	26.7	26.3		16.2	56	532	WPOR-AF
3. WMGX-F (CL AOR)	34/ 9.6	7.8	10.4	9.2	10.7	----	69/885	471/22.7	20.8	20.1		10.2	37	542	WMGX-F
4. WGAN (FS)	25/ 7.1	9.0	6.1	5.7	5.5	----	36/645	367/17.7	19.3	16.8		3.9	14	437	WGAN
5. WYNZ-F (O)	23/ 6.5	4.2	5.5	2.5	2.8	----	33/476	286/13.5	15.4	12.9		4.1	15	273	WYNZ-F
6. WTHT-F (CHR)	18/ 5.1	6.3	4.0	4.7	4.0	----	51/916	324/15.6	18.7	14.8		8.3	30	415	WTHT-F
7. WHOM-F (SAC)	17/ 4.8	6.9	4.0	4.1	3.7	----	105/1442	323/15.6	14.4	11.5		4.4	16	304	WHOM-F
8. WPKM-F (CL)	15/ 4.2	1.8	1.8	1.9	2.8	----	18/226	168/ 8.1	6.7	6.3		0.8	3	139	WPKM-F
9. WKZS-F (AC)	13/ 3.7	5.7	6.4	5.7	5.2	----	46/958	336/16.2	16.7	16.0		3.3	12	257	WKZS-F
10. WCSO-F (AC)	11/ 3.1	3.3	3.4	5.7	4.0	----	19/511	232/11.2	13.1	12.9		3.0	11	344	WCSO-F
11. WLAM (BB)	10/ 2.8	4.5	4.0	4.1	----	----	32/363	168/ 8.1	7.3	8.5		1.1	4	111	WLAM
12. WCLZ-F (J/NA)	7/ 2.0	3.0	2.1	3.5	4.6	----	26/489	200/ 9.6	7.0	7.7		3.9	14	174	WCLZ-F
13.															
14.															
15.															

12+ FM SHARE (METRO): 85.66% (245 of 286) (FAL 90: 81.18%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTHT-F	1 WBLM-F	1 WBLM-F	1 WMGX-F	1 WMGX-F	1 WPOR-AF›	1 WPOR-AF	1 WBLM-F	1 WBLM-F	1 WBLM-F›	1 WGAN ›
WBLM-F››	2 WMGX-F››	2 WMGX-F	2 WBLM-F	2 WBLM-F	2 WGAN ›	2 WBLM-F	2 WPOR-AF	2 WPOR-AF	2 WMGX-F	2 WPOR-F
3	3 WPOR-AF	3 WPOR-AF›	3 WPOR-AF›	3 WPOR-AF›	3 WYNZ-F	3 WGAN	3 WMGX-F	3 WMGX-F›	3 WGAN	3 WBLM-F
4	4 WYNZ-F	4 WYNZ-F	4 WYNZ-F	4 WYNZ-F	4 WPKM-F	4 WMGX-F›	4 WYNZ-F	4 WYNZ-F	4 WTHT-F›	4
5	5 WTHT-F	5	5	5 WGAN	WHOM-F	5 WYNZ-F	5 WHOM-F	5 WTHT-F‹	5 WPOR-AF	5
6	6	6	6	6	6	6	6 WGAN	6 WHOM-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WBLM-F›	1 WMGX-F	1 WMGX-F›	1 WBLM-F	1 WPOR-AF
2 WMGX-F››	2 WBLM-F››	2 WBLM-F›	2 WMGX-F›	2 WMGX-F
3 WPOR-AF	3 WPOR-AF	3 WPOR-AF	WPOR-AF	WBLM-F
WTHT-F	4 WTHT-F	WCSO-F›	4 WHOM-F	4 WYNZ-F
5	WCSO-F	5 WYNZ-F	5 WYNZ-F	5 WHOM-F
			WCSO-F	6 WCSO-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBLM-F››	1 WBLM-F››	1 WMGX-F	1 WBLM-F›	1 WMGX-F‹
2 WPOR-AF	2 WMGX-F››	WBLM-F	2 WMGX-F	2 WBLM-F
3 WYNZ-F	3 WPOR-AF	3	3 WPOR-AF›	3 WPOR-AF›
WTHT-F	4 WYNZ-F	4	4 WYNZ-F	4 WGAN
WMGX-F	5 WTHT-F	5	5	5 WYNZ-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		18 (1)	18 (1)	6.3	8.9
AOR/CLASSIC		86 (3)	86 (3)	30.1	17.3
AC/OLDIES/SOFT ROCK		52 (5)	52 (5)	18.2	30.6
MOR/VARIETY	25 (1)		25 (1)	8.7	8.9
COUNTRY	1 (1)	45 (1)	46 (2)	16.1	17.7
BLACK/URBAN					
BEAUTIFUL/EASY		17 (1)	17 (1)	5.9	4.8
NEWS/TALK	2 (1)		2 (1)	0.7	
NOSTALGIA	10 (1)		10 (1)	3.5	4.8
RELIGION/GOSPEL	3 (1)		3 (1)	1.0	2.2
SPANISH					
CLASSICAL		15 (1)	15 (1)	5.2	2.2
JAZZ/NEW AGE		7 (1)	7 (1)	2.4	2.8
UNKNOWN/OTHERS		5 (2)	5 (2)	1.7	
	41 (5)	245 (15)	286 (20)		

OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME
WKRH-F	105.9	Bath	0.8/5.7/ 19/ 443
WLOB	1310	Portland	0.8/2.8/ 3/ 61
WXGL-F	93.9	Lewiston	0.8/4.3/ 36/ 464
WZPK-F	103.7	Berlin	0.6/5.0/ 24/ 457
WBZ	1030	Boston	0.6/2.8/ 6/ 168
WCDQ-F	92.1	Sanford	0.6/1.5/ 7/ 173
WTOS-F	105.1	Skowhegan	0.6/3.5/ 29/ 583

RADIO STATIONS

WGAN, 560, 5 KW (DA-1) , MOR/FULL SER. NBC ABC, $ 19.00 (Katz) Saga
WLAM, 870, 10 KW/1 KW (DA-2) , NOSTALGIA UNIULT, $ 14.00 (HNWH)

WBLM-F, 102.9, 100 KW @ 1460, AOR , $ 55.00 (McGuild) Fuller-Jeffrey
WCLZ-F, 98.9, 48 KW @ 400, JAZZ/NAC , $ 20.00 (Christal)
WHOM-F, 94.9, 48 KW @ 3760, SAC , $ 47.00 (Christal) Barnstable (MT.WASHINGTON)
WKZS-F, 99.9, 30 KW @ 650, AC UNISUP, $ 34.00 (HNWH) (AUBURN)
WMGX-F, 93.1, 50 KW @ 440, CL AOR , $ 38.00 (Katz) Saga

WPKM-F, 106.3, 3 KW @ 300, CLASSICAL , $ 20.00 (CHBS)
WPOR-F, 101.9, 33 KW @ 607, COUNTRY ABC, $ 60.00 (McGuild)
WTHT-F, 107.5, 35 KW @ 506, CHR UNIPWR, $ 26.00 (Banner) Beacon (LEWISTON)
WSCO-F, 97.9, 16 KW @ 900, AC , $ 25.00 (Christal) Porter
WXGL-F, 93.9, 27 KW @ 640, OLDIES , $ 21.00 (Torbet) (LEWISTON)
WYNZ-F, 100.9, 3 KW @ 225, OLDIES UNISUP, UNIULT , $ 22.00 (Eastman) Buckley

Miscellaneous: WWQT-F changes to WCOS-F and format from CHR to AC...

American Radio Fall 1991, Copyright 1992

PORTLAND, OR

Arbitron Rank/Pop (12+): 25/1,432,900
MSA Rank/Pop: 41/1,430,000
ADI # 27
Average Person Ratings: 15.6
Market TSL: 20.75 hours

Stations: 24/23
Diaries: 1563/917:1/53.6%
Sample Target: 1580
% Below Line: 0.5
% Not Listed: 13.4

1991 Revenue: $48,300,000
HH Inc.: $32,021
Retail $: 12.8 Bil
Pop per Station: 62,300
#1 Biller: KKCW-F $7,000,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KINK-AF (AOR)	189/ 8.5	7.8	11.0	9.9	8.6	9.3	197/2385	2192/15.3	23.5	20.4	8.7	142	2511	KINK-AF
2. KKRZ-F (CHR)	179/ 8.0	8.9	9.2	7.3	8.1	8.4	183/2978	2878/20.1	23.3	20.3	10.4	238	3610	KKRZ-F
3. KUPL-F (C)	176/ 7.9	9.2	8.7	8.7	9.1	8.6	209/3056	2495/17.4	15.6	15.7	8.7	197	2315	KUPL-F
4. KEX (FS)	175/ 7.8	6.0	10.1	10.1	8.6	8.5	196/3186	2841/19.8	30.7	20.8	7.5	171	2639	KEX
5. KXL (N/T)	163/ 7.3	5.2	4.3	4.9	5.5	5.4	176/2561	2320/16.2	11.6	12.6	6.5	148	1451	KXL
6. KKCW-F (AC)	143/ 6.4	5.5	7.1	7.1	7.6	6.5	160/2617	2377/16.6	13.4	17.1	6.3	144	2120	KKCW-F
7. KKSN-F (O)	142/ 6.4	6.8	4.9	6.4	6.3	6.1	172/2946	2430/17.0	14.4	16.4	5.9	135	2104	KKSN-F
8. KUFO-F (AOR)	128/ 5.7	7.4	7.0	4.7	5.5	6.2	155/2235	1987/13.9	14.4	13.1	5.8	132	2422	KUFO-F
9. KWJJ-F (C)	92/ 4.1	4.1	2.9	2.9	3.0	3.5	117/1804	1447/10.1	8.4	7.2	4.4	100	1254	KWJJ-F
10. KQON-F (AOR)	90/ 4.0	3.4	4.2	3.1	4.1	3.7	112/1699	1466/10.2	12.5	10.6	5.7	129	1990	KQON-F
11. KKSN (BB)	88/ 3.9	3.6	3.2	2.1	3.0	3.2	91/1277	1208/ 8.4	6.2	6.3	2.5	57	804	KKSN
12. KXL -F (SAC)	86/ 3.9	3.5	2.9	3.7	4.5	3.5	97/1672	1328/ 9.3	8.3	11.0	2.1	47	748	KXL -F
13. KXYQ-F (CHR)	71/ 3.2	3.5	2.9	3.5	3.6	3.3	109/2137	1522/10.6	12.5	12.7	3.2	72	2346	KXYQ-F
14. KMXI-F (AC)	37/ 1.7	2.0	2.4	2.0	1.3	2.0	39/1100	1014/ 7.1	7.3	6.7	1.8	40	848	KMXI-F
15. KWJJ (C)	26/ 1.2	1.8	0.8	1.5	2.2	1.3	29/681	568/ 4.0	3.6	4.4	1.4	31	636	KWJJ

12+ FM SHARE (METRO): 71.66% (1386 of 1934) (FAL 90: 71.80%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKRZ-F››	1 KUFO-F	1 KINK-AF›	1 KINK-AF›	1 KINK-AF›	1 KEX	1 KXL ‹	1 KINK-AF	1 KKRZ-F‹	1 KEX ‹	1 KXL ››
2 KXYQ-F	2 KINK-AF	2 KKSN-F‹	2 KKSN-F	2 KKSN-F	2 KXL	2 KEX	2 KUPL-F	2 KINK-AF	2 KKRZ-F	2 KEX
3	3 KKRZ-F	3 KUFO-F	3 KKCW-F	3 KKCW-F	3 KUPL-F	3 KINK-AF	3 KKCW-F	3 KUPL-F	3 KXL ›	3 KUPL-F››
4	4 KQON-F	4 KKCW-F	4 KUPL-F	4 KUPL-F	4 KINK-AF	4 KKRZ-F‹	4 KKRZ-F‹	4 KEX	4 KUPL-F‹	4 KUFO-F
5	5 KKCW-F	5 KKRZ-F‹	KUFO-F	5 KEX	5 KKSN-F‹	5 KUPL-F	5 KKSN-F‹	5 KUFO-F	5 KINK-AF‹	KKSN-F
6	6 KUPL-F	6 KUPL-F	6 KEX	6 KUFO-F	6 KKSN ‹	6 KKCW-F	6 KUFO-F	KKCW-F‹	6 KUFO-F	KINK-F
7	KKSN-F	7 KQON-F	7	7	7 KKCW-F	7 KKSN-F	KEX	7 KKSN-F	KKSN-F	7
							8 KXL			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KKRZ-F›	1 KINK-AF	1 KINK-AF›	1 KINK-AF	1 KINK-AF
2 KUPL-F›	2 KKRZ-F	2 KKCW-F›	2 KKCW-F	2 KKCW-F
3 KWJJ-F	3 KKCW-F›	3 KKRZ-F	3 KKRZ-F	3 KKSN-F
KUFO-F	4 KUPL-F	4 KXL -F	4 KKSN-F	4 KUPL-F
5 KKCW-F	5 KUFO-F	5 KKSN-F	5 KUPL-F›	5 KEX
6 KQON-F	6 KXL -F	6 KUFO-F	6 KXYQ-F‹	6 KKRZ-F
7 KXYQ-F	7 KKSN-F	7	7 KEX	7 KXL -F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KUFO-F	1 KUFO-F›	1 KINK-AF	1 KINK-AF	1 KINK-AF›
2 KQON-F	2 KQON-F	KUFO-F›	2 KUFO-F	2 KKSN-F
3 KKRZ-F››	3 KINK-AF	3 KKSN-F	3 KKSN-F	3 KUFO-F
4 KUPL-F	4 KKSN-F‹	4 KQON-F›	4 KQON-F	4 KUPL-F
5	5 KKRZ-F	5 KUPL-F	5 KUPL-F	5 KEX
6	6 KUPL-F	6 KZRC	6 KKRZ-F	6 KWJJ-F
7	7	7 KWJJ-F	7 KEX	KKCW-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		250 (2)	250 (2)	12.9	17.0	KBBT	970	Portland	1.0/2.5/ 23/ 370
AOR/CLASSIC	49 (3)	403 (3)	452 (6)	23.4	23.4	KBMS	1460	Vancouver/Prtln	0.7/1.6/ 16/ 220
AC/OLDIES/SOFT ROCK		322 (3)	322 (3)	16.6	14.1	KDBX-F	107.5	Banks	1.1/1.8/ 25/ 238
MOR/VARIETY	175 (1)		175 (1)	9.0	7.1	KPDQ	800	Portland	0.4/2.3/ 9/ 332
COUNTRY	48 (2)	280 (3)	328 (5)	17.0	16.0	KPDQ-F	93.7	Portland	0.9/3.7/ 20/ 612
BLACK/URBAN	16 (1)		16 (1)	0.8	1.5	KUPL	1330	Portland	1.0/3.1/ 24/ 470
BEAUTIFUL/EASY		86 (1)	86 (1)	4.4	6.8	KZRC	1010	Milwaukee/Port.	1.0/0.9/ 22/ 141
NEWS/TALK	163 (1)		163 (1)	8.4	6.5				
NOSTALGIA	88 (1)		88 (1)	4.6	4.7	KRKT-F	99.9	Albany/Corvalis	0.6/0.8/ 25/ 345
RELIGION/GOSPEL	9 (1)	45 (2)	54 (3)	2.8	2.4				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS					0.5				
	548 (10)	1386 (14)	1934 (24)						

American Radio Fall 1991, Copyright 1992

RADIO STATIONS

AM STATIONS

KBBT, 970, 5 KW (DA-1)	AOR		$ N/A	(Christal)	Henry
KEX , 1190, 50 KW (DA-1)	MOR/FULL SER.	ABC	$ 66.00	(Katz)	Great American
KGW , 620, 5 KW (DA-N)	SEE KINK-FM				
KKSN, 910, 5 KW (DA-2)	NOSTALGIA	UNISP, UNILT	$ 33.00	(Christal)	Heritage
KUPL, 1330, 5 KW (DA-1)	SEE KUPL-F				
KWJJ, 1080, 50 KW/10 KW (DA-N)	SEE KWJJ-F				
KXL , 750, 50 KW/20 KW (DA-1)	NEWS/TALK	CBS	$ 63.00	(McGuild)	Alexander
KZRC, 1010, 5 KW (DAYS)	AOR	SMN	$ 23.00	(Torbet)	First Cities

FM STATIONS

KQON, 92.3, 100 KW @ 1268, AOR		$ 85.00	(Eastman)	Ackerly
KINK, 101.9, 100 KW @ 1674, AOR		$ 110.00	(NMR)	
KKCW, 103.3, 100 KW @ 1654, AC		$ 120.00	(Durpetti)	Trumper
KKRZ, 100.3, 100 KW @ 1433, CHR	ABC	$ 100.00	(Katz)	Great American
KKSN, 97.1, 100 KW @ 1268, OLDIES	UNIULT	$ 64.00	(Christal)	Heritage
KMXI, 106.7, 100 KW @ 997, AC	ABC, SOURCE	$ 48.00	(HNWH)	Fairmont
KPDQ, 93.7, 100 KW @ 937, RELIGION		$ 20.00	(---)	
KUFO, 101.1, 100 KW @ 1640, AOR		$ 50.00	(Christal)	Henry
KUPL, 98.5, 100 KW @ 1104, COUNTRY	APR	$ 70.00	(Banner)	Scripps-Howard
KWJJ, 99.5, 100 KW @ 870, COUNTRY	ABC	$ 44.00	(HNWH)	Park
KXL , 95.5, 100 KW @ 990, EZ/SAC	UNISUP	$ 57.00	(McGuild)	Alexander
KXYQ, 105.1, 100 KW @ 1839, CHR	ABC	$ 52.00	(Torbet)	Van Halen (SALEM)

Miscellaneous: KQW/KINK-F sold by King for $11,500,000 (Kalil)... KXYQ-F (Salem) sold by Daytona to Van Halen for $1,300,000 (MVP)... KKCW-F from Trumper to Force II for $21,000,000 (Star)...

American Radio Fall 1991, Copyright 1992

PORTSMOUTH-DOVER-ROCHESTER,NH

Arbitron Rank/Pop (12+): 106/337,200
MSA Rank/Pop: 135/349,000
Boston ADI
Average Person Ratings: 18.9
Market TSL: 24.50 hours

Stations: 34/10
Diaries: 896/376:1/59.6%
Sample Target: 780
% Below Line: 40.7
% Not Listed: 16.0

1991 Revenue: $7,800,000
HH Inc.: $40,005
Retail $: 3.8 Bil
Pop per Station: 33,720
#1 Biller: WOKQ-F $2,500,000

12+ METRO		1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WOKQ-F	(C)	76/11.9	12.0	13.6	12.0	9.2	----	88/543	766/22.7	21.7	25.9	13.5	48	459	WOKQ-F
2. WHEB-F	(AOR)	59/ 9.3	8.1	8.2	8.6	11.1	----	61/829	735/21.8	19.0	15.2	16.6	59	761	WHEB-F
3. WERZ-F	(CHR)	53/ 8.3	6.6	6.1	7.5	6.9	----	54/650	619/18.4	18.9	16.1	11.0	39	593	WERZ-F
4. WSSH-F	(SAC)	30/ 4.7	5.2	8.0	6.8	5.5	----	30/542	536/15.9	13.7	19.7	2.5	9	323	WSSH-F
5. WRKO	(T)	27/ 4.2	4.4	4.9	3.0	3.4	----	30/340	309/ 9.2	9.7	10.7	2.8	10	96	WRKO
6. WHOM-F	(SAC)	23/ 3.6	2.4	3.1	4.0	3.0	----	48/684	345/10.3	7.0	10.1	2.0	7	197	WHOM-F
WBZ	(T)	23/ 3.6	2.4	3.3	2.6	5.9	----	24/435	393/11.7	8.9	9.1	2.8	10	200	WBZ
8. WMYF	(BB)	21/ 3.3	1.7	2.3	----	0.5	----	22/116	101/ 3.0	2.4	1.8	0.8	3	53	WMYF
WCQL-F	(O)	21/ 3.3	3.0	2.8	3.1	3.2	----	25/389	302/ 9.0	9.4	7.6	5.6	20	284	WCQL-F
10. WZID-F	(SAC)	19/ 3.0	1.9	1.2	2.3	2.9	----	19/238	238/ 7.1	4.8	5.0	0.0	0	38	WZID-F
11. WTSN	(FS)	18/ 2.8	4.1	3.7	2.6	3.2	----	19/250	242/ 7.2	9.5	8.9	2.8	10	305	WTSN
12. WQIR-F	(AOR)	16/ 2.5	2.0	2.1	2.4	3.4	----	16/354	327/ 9.7	9.6	9.4	1.1	4	61	WQIR-F
13.															
14.															
15.															

12+ FM SHARE (METRO): 81.31% (435 of 535) (FAL 90: 82.12%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WERZ-F	1 WHEB-F>	1 WHEB-F>	1 WHEB-F<	1 WOKQ-F	1 WOKQ-F>>	1 WOKQ-F>	1 WOKQ-F<	1 WOKQ-F	1 WERZ-F	1 WBZ
2 WZOU-F>>	2 WERZ-F>	2 WERZ-F	2 WOKQ-F	2 WHEB-F	2 WSSH-F	2 WHEB-F	2 WHEB-F>	2 WHEB-F<	2 WHEB-F	2 WOKQ-F
3	3 WQIR-F	3 WOKQ-F>	3 WERZ-F>	3 WERZ-F	WRKO	3 WERZ-F>	3 WERZ-F>	3 WERZ-F>	3 WOKQ-F	3 WHEB-F
4	4 WOKQ-F	4 WSSH-F	4 WSSH-F	4 WSSH-F	WBZ	4 WBZ	4 WSSH-F	4 WSSH-F	4 WBZ	4 WTSN
5	5	5	5	5	WMYF	5	WRKO	5	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WERZ-F>>	1 WERZ-F>	1 WERZ-F>	1 WERZ-F>	1 WOKQ-F>
2 WHEB-F>	2 WHEB-F>	2 WHEB-F	2 WOKQ-F	2 WSSH-F
3 WHOM-F>	3 WSSH-F	3 WSSH-F	3 WSSH-F	WERZ-F>
4 WSSH-F	4 WHOM-F	WBCN-F	4 WHEB-F	4 WZID-F
WMGX-F	WBCN-F	WOKQ-F	5	5
WQIR-F	WOKQ-F	6	6	6
WBLM-F				

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHEB-F>>	1 WHEB-F>>	1 WHEB-F>>	1 WHEB-F>>	1 WHEB-F
2 WQIR-F>	2 WQIR-F>	2 WOKQ-F	2 WOKQ-F>	2 WOKQ-F>
3 WMGX-F	3 WERZ-F	3 WQIR-F	3 WERZ-F>	3 WERZ-F
WAAF-F	WCDQ-F	WERZ-F	4 WQIR-F	4 WRKO
WCQL-F	5	5 WRKO	WCQL-F	5
WCDQ-F	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		76 (4)	76 (4)	14.2	12.8
AOR/CLASSIC		127 (9)	127 (9)	23.7	25.0
AC/OLDIES/SOFT ROCK		73 (7)	73 (7)	13.6	26.7
MOR/VARIETY	18 (1)		18 (1)	3.4	3.7
COUNTRY		76 (1)	76 (1)	14.2	15.9
BLACK/URBAN					
BEAUTIFUL/EASY		72 (3)	72 (3)	13.5	4.9
NEWS/TALK	58 (4)		58 (4)	10.8	7.5
NOSTALGIA	21 (1)		21 (1)	3.9	
RELIGION/GOSPEL	3 (1)		3 (1)	0.6	
SPANISH					
CLASSICAL		8 (2)	8 (2)	1.5	0.8
JAZZ/NEW AGE		3 (1)	3 (1)	0.6	0.6
UNKNOWN/OTHERS					3.1
	100 (7)	435 (27)	535 (34)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCDQ-F	92.1	Sanford	1.3/5.8/ 13/ 292
WWEM-F	96.7	Rochester/Ports	2.0/5.9/ 14/ 240
WWNH	1340	Madbury/Dover	0.5/1.4/ 3/ 52
WZNN	930	Rochester/Prtsm	0.6/3.3/ 4/ 133
WAAF-F	107.3	Worcester/Bostn	1.1/3.8/ 7/ 127
WBCN-F	104.1	Boston	1.8/7.2/ 10/ 243
WBLM-F	102.9	Portland	1.3/7.7/ 30/ 598
WBMX-F	98.5	Boston	0.9/4.4/ 6/ 145
WBOQ-F	104.9	Gloucester	0.5/1.8/ 3/ 62
WBOS-F	92.9	Brookline/Bostn	0.3/2.1/ 2/ 72
WCDJ-F	96.9	Boston	0.5/1.5/ 3/ 52
WCQY-F	93.7	Lawrence/Boston	2.2/9.2/ 15/ 325
WCRB-F	102.5	Waltham/Boston	0.8/2.7/ 5/ 90
WEEI	590	Boston	0.8/3.9/ 4/ 141
WHOB-F	106.3	Nashua	0.3/2.6/ 2/ 87
WLYT-F	92.5	Haverhill/Bstn	2.0/6.8/ 15/ 249
WMGX-F	93.1	Portland	0.8/1.8/ 29/ 347
WODS-F	103.3	Boston	2.0/7.5/ 13/ 262
WVBF-F	105.7	Framingham/Bstn	0.3/1.7/ 2/ 57
WXKS-F	107.9	Medford/Boston	1.4/7.2/ 9/ 276
WZLX-F	100.7	Boston	0.5/3.3/ 3/ 111
WZOU-F	94.5	Boston	1.9/7.7/ 12/ 282

American Radio Fall 1991, Copyright 1992

PORTSMOUTH-DOVER-ROCHESTER, NH

RADIO STATIONS

WZNN, 930, 5 KW (DA-2)	, NOSTALGIA	CBS, UNISUP	, $	14.00	(Christal)	
WTSN, 1270, 5 KW (DA-2)	, MOR/FULL SER.	ABC	, $	21.00	(Torbet)	
						(SANFORD, ME)
WCDQ-F, 92.1, 1 KW @ 526,	CL AOR		, $	13.00	(Roslin)	
WCQL-F, 95.3, 1.5 KW @ 467,	OLDIES		, $	16.00	(Katz)	Sunshine
WERZ-F, 107.1, 2.5 KW @ 356,	CHR		, $	41.00	(McGuild)	Precision
WHEB-F, 100.3, 50 KW @ 400,	AOR	UPI	, $	60.00	(Banner)	Knight
WWEM-F, 96.7, 3 KW @ 300,	AC		, $	19.00	(Christal)	
WOKQ-F, 97.5, 50 KW @ 492,	COUNTRY		, $	78.00	(McGuild)	Fuller-Jeffrey
WLYT-F, 92.5, 25 KW @ 710,	AC	UNIPWR	, $	38.00	(Eastman)	(HAVERHILL, MA)

OTHER RANKED STATIONS -- See Manchester, Boston or Portland

American Radio Fall 1991, Copyright 1992

PROVIDENCE

Arbitron Rank/Pop (12+): 29/1,282,900

MSA Rank/Pop: 58/918,000
ADI # 43

Average Person Ratings: 18.8
Market TSL: 24.50 hours

Stations: 42/20
Diaries: 1530/838:1/53.2%
Sample Target: 1530
% Below Line: 20.7
% Not Listed: 9.2

1991 Revenue: $24,000,000
HH Inc.: $34,582
Retail $: 6.7 Bil
Pop per Station: 64,145
#1 Biller: WHJY-F $4,200,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WPRO-F	(CHR)	209/ 8.7	9.3	7.5	9.1	9.6	8.6	216/3527	3266/25.5	27.6	27.2	9.0	197	3090	WPRO-F
2. WHJY-F	(AOR)	191/ 7.9	6.8	7.8	5.8	7.8	7.1	224/3082	2606/20.3	17.8	16.9	10.3	225	2431	WHJY-F
3. WSNE-F	(AC)	158/ 6.5	4.7	5.8	5.3	5.2	5.6	165/2674	2377/18.5	15.3	14.1	5.3	115	1380	WSNE-F
4. WHJJ	(N/T)	144/ 6.0	5.7	6.5	6.2	6.1	6.1	144/1811	1785/13.9	13.9	14.4	5.7	124	1247	WHJJ
5. WWLI-F	(SAC)	139/ 5.8	6.1	7.1	9.2	8.4	7.1	154/2061	1822/14.2	17.6	16.7	6.8	149	1828	WWLI-F
6. WWBB-F	(O)	125/ 5.2	5.9	5.6	4.4	5.9	5.3	134/1942	1775/13.8	14.5	14.9	5.9	129	1833	WWBB-F
7. WPRO	(T)	123/ 5.1	5.4	6.0	4.9	5.9	5.3	124/2157	2106/16.4	16.7	16.3	3.7	81	1279	WPRO
8. WWRX-F	(AOR)	102/ 4.2	4.4	4.5	4.4	3.5	4.4	181/2833	1866/14.5	12.4	9.9	3.1	67	1105	WWRX-F
9. WPLM-AF	(BB)	95/ 3.9	4.2	3.6	3.7	4.0	3.8	180/1866	1143/ 8.9	8.3	8.0	1.4	30	535	WPLM-AF
10. WCTK-F	(C)	81/ 3.4	3.7	2.9	3.7	3.5	3.4	99/1548	1184/ 9.2	6.2	7.4	3.7	81	915	WCTK-F
11. WLKW	(EZ)	78/ 3.2	2.8	2.0	2.5	2.4	2.6	81/850	802/ 6.3	5.9	4.6	2.2	47	561	WLKW
12. WWKX-F	(CHR)	73/ 3.0	3.1	3.1	2.8	2.6	3.0	75/1395	1359/10.6	10.8	9.0	5.7	124	1677	WWKX-F
13. WFHN-F	(CHR)	55/ 2.3	1.9	2.5	2.1	2.9	2.2	65/939	681/ 5.3	4.7	5.1	3.2	71	1074	WFHN-F
14. WBRU-F	(AOR)	53/ 2.2	3.3	3.0	2.7	1.7	2.8	62/1294	1096/ 8.5	9.8	7.6	2.7	58	846	WBRU-F
15. WODS-F	(AC)	50/ 2.1	1.1	1.5	1.5	0.9	1.5	77/1328	814/ 6.3	5.6	4.3				WODS-F

12+ FM SHARE (METRO): 73.04% (1601 of 2192) (FAL 90: 75.57%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPRO-F>>	1 WHJY-F>	1 WHJY-F	1 WSNE-F	1 WSNE-F	1 WHJJ	1 WPRO <	1 WHJY-F	1 WHJY-F	1 WPRO-F>	1 WPRO
2 WWKX-F>>	2 WPRO-F>	2 WPRO-F	2 WPRO-F	2 WWLI-F	2 WPRO	2 WPRO-F	2 WPRO-F<	2 WPRO-F	2 WHJY-F	2 WSNE-F
3	3 WWRX-F<	3 WSNE-F	WHJY-F<	WHJY-F<	3 WPLM-AF	3 WHJY-F	3 WWLI-F<	WHJJ	3 WWKX-F	3 WBZ
4	4 WSNE-F>	4 WWBB-F	4 WWBB-F	4 WWBB-F<	WWLI-F<	4 WSNE-F<	4 WSNE-F	4 WSNE-F	4 WPRO	4 WHJJ
5	5 WWLI-F	5 WWLI-F	5 WWLI-F>	5 WPRO-F	5 WWBB-F	5 WHJJ >	5 WWBB-F<	5 WWLI-F	5 WWRX-F	5 WHJY-F
6	6 WWKX-F	6 WWRX-F	6 WWRX-F	6	6 WSNE-F	6 WWLI-F<	6 WHJJ	6 WWBB-F	6 WSNE-F	6 WWRX-F
7	7	7	7	7	7 WLKW	7 WWBB-F	7	WWRX-F	7 WWBB-F	WPRO-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WPRO-F>	1 WPRO-F	1 WSNE-F>	1 WSNE-F<	1 WSNE-F>
2 WHJY-F>	2 WSNE-F	2 WPRO-F	2 WPRO-F>	2 WWLI-F
3 WWKX-F	3 WHJY-F>	3 WHJY-F	3 WWLI-F	3 WPRO-F
4 WWRX-F	4 WWRX-F	4 WWLI-F>	4 WHJY-F	4 WWBB-F>
5 WSNE-F	WWLI-F	5 WWBB-F	5 WWBB-F	5 WHJY-F
6 WFHN-F	6 WFHN-F	6 WWRX-F	6	6
	7 WWKX-F	WFHN-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHJY-F>>	1 WHJY-F>>	1 WHJY-F>	1 WHJY-F>	1 WHJY-F>
2 WPRO-F	2 WWRX-F	2 WWRX-F	2 WPRO-F<	2 WWBB-F<
3 WWRX-F>	WPRO-F>	3 WPRO-F>	3 WWRX-F	3 WSNE-F
4 WAAF-F	4 WAAF-F	4 WSNE-F	4 WWBB-F	4 WWRX-F
5 WWKX-F	5 WSNE-F	5	5 WSNE-F	5 WPRO-F
6	6 WWKX-F	6	6 WWLI-F	6 WWLI-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		360 (5)	360 (5)	16.4	17.3
AOR/CLASSIC		452 (7)	452 (7)	20.6	18.6
AC/OLDIES/SOFT ROCK		388 (6)	388 (6)	17.7	25.9
MOR/VARIETY					2.0
COUNTRY	37 (1)	81 (1)	118 (2)	5.4	6.5
BLACK/URBAN					4.1
BEAUTIFUL/EASY	78 (1)	139 (1)	217 (2)	9.9	1.5
NEWS/TALK	448 (10)		448 (10)	20.4	14.3
NOSTALGIA	16 (2)	92 (1)	108 (3)	4.9	4.2
RELIGION/GOSPEL					
SPANISH					
CLASSICAL		22 (1)	22 (1)	1.0	0.5
JAZZ/NEW AGE		38 (2)	38 (2)	1.7	0.8
UNKNOWN/OTHERS	12 (1)	29 (3)	41 (4)	1.9	4.4
	591 (15)	1601 (27)	2192 (42)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WALE	990	Providence	1.0/2.9/ 24/ 370
WARV	1590	Warwick/Prvdnce	0.5/1.4/ 12/ 186
WBSM	1420	New Bedford	1.7/2.8/ 51/ 447
WHIM	1110	Providence	1.5/4.3/ 37/ 556
WNBH	1340	New Bedford	0.5/2.0/ 16/ 316
WNRI	1380	Woonsocket	0.9/1.7/ 22/ 219
WOTB-F	100.3	Middletown/Prov	0.4/2.4/ 10/ 304
WAAF-F	107.3	Worcester/Bstn	1.7/4.8/ 68/1095
WBCN-F	104.1	Boston	0.8/4.0/ 79/1329
WBMX-F	98.5	Boston	1.0/3.5/ 44/ 953
WBOS-F	92.9	Brookline/Bstn	1.0/2.7/ 43/ 575
WBZ	1030	Boston	1.7/6.5/ 94/1577
WCDJ-F	96.9	Boston	1.2/2.6/ 35/ 523
WCIB-F	101.9	Falmouth/Hyanns	0.3/1.6/ 26/ 550
WCRB-F	102.5	Waltham/Boston	0.9/3.3/ 33/ 684
WEEI	590	Boston	0.4/2.2/ 31/ 727
WFAN	660	New York	0.4/2.1/ 59/ 836
WHDH	850	Boston	0.7/2.8/ 49/ 833
WMJX-F	106.7	Boston	0.3/2.2/ 43/ 721
WPLM	1390	Plymouth/Boston	0.1/0.0/ 0/ 0
WQQN-F	105.6	Groton	0.4/0.7/ 49/ 762
WRKO	680	Boston	0.6/2.0/ 72/ 918
WVBF-F	105.7	Framington	1.0/2.7/ 49/ 788
WVVE-F	102.3	Stonington	0.5/0.8/ 21/ 420
WXKS-F	107.9	Medford/Boston	0.4/4.0/ 54/1333
WZLX-F	100.7	Boston	0.9/4.3/ 36/ 865
WZOU-F	94.5	Boston	0.5/5.1/ 62/1677

American Radio Fall 1991, Copyright 1992

PROVIDENCE

RADIO STATIONS

WHIM, 1110, 5 KW (DAYS)	, COUNTRY	CBS , $ 24.00 (Durpetti)	
WHJJ, 920, 5 KW (DA-N)	, NEWS/TALK	NBC , $ 51.00 (Katz)	Merv Griffin
WPRO, 630, 5 KW (DA-N)	, NEWS/TALK	ABC , $ 70.00 (Banner)	Capital Cities/ABC

WBRU-F, 95.5, 20 KW @ 440, AOR	APR , $ 44.00 (MMR)		Hall (NEW BEDFORD,MA)
WCTK-F, 98.1, 47 KW @ 510, COUNTRY	, $ 30.00 (Torbet)		Merv Griffin
WHJY-F, 94.1, 50 KW @ 440, AOR	, $ 90.00 (Katz)		Capital Cities/ABC
WPRO-F, 92.3, 39 KW @ 553, CHR	ABC , $ 107.00 (Banner)		Beck-Ross
WSNE-F, 93.3, 30 KW @ 619, AC	, $ 71.00 (Eastman)		Wilks-Schwartz
WWBB-F, 101.5, 14 KW @ 950, OLDIES	, $ 62.00 (McGuild)		
WWKX-F, 106.3, 1 KW @ 518, BLACK	UNIPWR , $ 39.00 (Christal)		
WWLI-F, 105.1, 50 KW @ 500, SOFT AC	, $ 69.00 (McGuild)		Zimmerman
WWRX-F, 103.7, 37 KW @ 568, CLASSIC AOR	CNN , $ 40.00 (Durpetti)		

American Radio Fall 1991, Copyright 1992

RALEIGH

Arbitron Rank/Pop (12+): 61/645,800

MSA Rank/Pop: 69/707,000
ADI # 32

Average Person Ratings: 15.3
Market TSL: 20.25 hours

Stations: 30/24
Diaries: 1017/635:1/52.2%
Sample Target: 1050
% Below Line: 4.3
% Not Listed: 19.7

1991 Revenue: $26,300,000
HH Inc.: $34,902
Retail $: 6.4 Bil
Pop per Station: 26,908
#1 Biller: WRDU-F $5,250,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WQOK-F (B)	100/10.2	10.1	7.5	11.1	10.7	9.7	157/1799	1076/16.7	16.3	17.7	13.2	149	1590	WQOK-F
2. WRAL-F (AC)	80/ 8.1	9.2	7.0	8.7	7.2	7.8	166/2613	1420/22.0	20.5	19.4	8.8	100	1317	WRAL-F
3. WPTF (FS)	74/ 7.5	9.4	8.6	8.5	6.7	8.5	110/1723	1151/17.8	15.2	15.2	6.6	75	1170	WPTF
4. WRDU-F (CL AOR)	71/ 7.2	8.1	9.3	7.4	9.0	8.0	142/2253	1242/19.2	18.8	19.3	9.0	102	1554	WRDU-F
5. WQDR-F (C)	61/ 6.2	5.5	6.3	6.3	7.0	6.1	155/2318	958/14.8	12.9	13.1	6.5	73	939	WQDR-F
6. WDCG-F (CHR)	57/ 5.8	7.7	6.9	7.9	7.0	7.1	123/2318	1114/17.2	20.0	19.9	9.3	105	1446	WDCG-F
7. WYLT-F (SAC)	52/ 5.3	4.0	5.0	4.6	4.9	4.7	78/1229	888/13.8	13.4	13.3	3.1	35	548	WYLT-F
WTRG-F (O)	52/ 5.3	3.9	5.1	3.0	5.4	4.3	127/2009	933/14.4	14.6	15.6	2.2	25	644	WTRG-F
9. WFXC-F (B)	44/ 4.5	5.3	4.7	4.1	5.5	4.7	44/722	653/10.1	11.2	10.7	6.6	75	826	WFXC-F
10. WZZU-F (CL AOR)	37/ 3.8	3.7	2.7	3.2	2.7	3.3	63/1282	827/12.8	9.9	10.7	3.6	41	817	WZZU-F
11. WLLE (B)	26/ 2.6	2.1	2.9	3.2	2.4	2.7	29/342	327/ 5.1	5.7	6.5	1.5	17	366	WLLE
12. WKIX (BB)	19/ 1.9	1.0	1.7	2.2	1.4	1.7	20/339	286/ 4.4	3.2	5.0	1.3	15	321	WKIX
13. WPCM-F (C)	18/ 1.8	3.1	1.6	1.7	1.0	2.0	77/1268	427/ 6.6	4.8	4.2	1.2	14	315	WPCM-F
14. WNND-F (J/NA)	15/ 1.5	2.1	2.4	1.2	2.0	1.8	17/360	338/ 5.2	5.8	5.4	2.7	31	471	WNND-F
15. WDNC (BB)	12/ 1.2	1.6	2.1	2.4	1.3	1.8	12/336	309/ 4.8	6.2	4.2	1.4	16	279	WDNC

12+ FM SHARE (METRO): 78.63% (622 of 791) (FAL 90: 80.02%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDCG-F	1 WQOK-F	1 WQOK-F	1 WRAL-F	1 WRAL-F	1 WPTF >	1 WRAL-F	1 WRAL-F<	1 WQOK-F	1 WQOK-F>	1 WQOK-F<
2 WQOK-F>>	2 WRDU-F>	2 WRDU-F	2 WQOK-F<	2 WQOK-F	2 WRAL-F	2 WQOK-F	2 WPTF	2 WRDU-F	2 WDCG-F>	2 WPTF >>
3	3 WRAL-F	3 WRAL-F>	3 WRDU-F	3 WRDU-F	3 WYLT-F	3 WPTF	3 WQOK-F	3 WRAL-F	3 WRDU-F	3 WFXC-F
4	4 WDCG-F	4 WTRG-F	4 WTRG-F>	4 WTRG-F	WTRG-F<	4 WRDU-F	4 WRDU-F	4 WQDR-F	4 WFXC-F	4
5	5 WQDR-F	5 WYLT-F	5 WYLT-F	5 WYLT-F	5 WQDR-F	5 WQDR-F	WQDR-F	5 WPTF <	5 WRAL-F<	5
6	6 WZZU-F	WQDR-F	6 WPTF	WPTF	6 WQOK-F	6 WYLT-F	6 WYLT-F	6 WTRG-F	6 WYLT-F	6
7	7	WDCG-F	7	7	7	7	WTRG-F	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WQOK-F>>	1 WQOK-F>	1 WRAL-F	1 WQOK-F	1 WRAL-F>
2 WDCG-F>	2 WRDU-F	2 WRDU-F	2 WRAL-F>	2 WQOK-F
3 WRDU-F	WRAL-F	WQOK-F>	3 WYLT-F	3 WYLT-F
4 WFXC-F	4 WDCG-F	4 WQDR-F	4 WRDU-F	4 WTRG-F
5 WYLT-F	5 WFXC-F	WFXC-F	WFXC-F	5 WFXC-F<
6	6 WQDR-F	WDCG-F	6 WTRG-F	6 WRDU-F
7	7	7	WDCG-F	WQDR-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRDU-F	1 WRDU-F>	1 WRDU-F>	1 WRDU-F	1 WRDU-F
2 WQOK-F>	2 WQOK-F	2 WQOK-F	2 WQOK-F	2 WPTF
3 WQDR-F	3 WRAL-F	3 WRAL-F	3 WRAL-F	3 WQOK-F
4 WZZU-F	4 WZZU-F	4 WZZU-F	4 WZZU-F	4 WRAL-F
WRAL-F	5 WQDR-F	5 WDCG-F	5 WPTF <	5 WTRG-F
6	6 WDCG-F	6	6 WTRG-F	6 WZZU-F
7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		57 (1)	57 (1)	7.2	10.2
AOR/CLASSIC		112 (3)	112 (3)	14.2	16.1
AC/OLDIES/SOFT ROCK		136 (3)	136 (3)	17.2	21.1
MOR/VARIETY	74 (1)		74 (1)	9.4	7.6
COUNTRY	4 (1)	86 (3)	90 (4)	11.4	12.1
BLACK/URBAN	34 (3)	162 (5)	196 (8)	24.8	20.7
BEAUTIFUL/EASY	4 (1)	54 (2)	58 (3)	7.3	
NEWS/TALK					2.6
NOSTALGIA	31 (2)		31 (2)	3.9	3.2
RELIGION/GOSPEL	16 (3)		16 (3)	2.0	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		15 (1)	15 (1)	1.9	1.7
UNKNOWN/OTHERS	6 (1)		6 (1)	0.8	4.8
	169 (12)	822 (18)	791 (30)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAUG	750	New Hope/Ralgh	0.4/1.7/ 5/ 117
WCHL	1360	Chapel Hill	0.6/2.6/ 6/ 180
WCLY	1550	Raleigh	0.5/1.6/ 5/ 114
WDUR	1490	Durham/Raleigh	0.4/1.3/ 5/ 111
WKTC-F	96.9	Tarboro/Rcky Mt	0.9/3.0/ 72/1063
WPJL	1240	Raleigh	0.5/2.0/ 6/ 139
WSRC	1410	Durham	0.6/1.0/ 8/ 77
WTIK	1310	Durham	0.4/1.1/ 4/ 68
WJMH-F	102.1	Reidsville	0.8/3.5/ 25/ 549
WKRR-F	92.3	Asheboro	0.4/5.0/ 38/ 817
WQMG-F	97.1	Grcensboro	0.5/3.0/ 20/ 481
WQSM-F	98.1	Fay tteville	0.4/2.0/ 37/ 771
WZFX-F	99.1	Whiteville	0.5/1.6/140/1238

RADIO STATIONS

WDNC, 620, 5 KW/1 KW (DA-2), NOSTALGIA
WDUR, 1490, 1 KW, GOSPEL
WLLE, 570, 500 W/55 W, BLACK
WPTF, 680, 50 KW (DA-N), MOR/FULL SER.

WDCG-F, 105.1, 100 KW @ 1041, CHR
WFXC-F, 107.1, 1.2 KW @ 500, BLACK
WNND-F, 103.9, 1.5 KW @ 451, JAZZ/NAC
WQDR-F, 94.7, 100 KW @ 1127, COUNTRY
WQOK-F, 97.5, 100 KW @ 981, BLACK

WRAL-F, 101.5, 100 KW @ 1889, AC
WRDU-F, 106.1, 100 KW @ 1350, AOR
WTRG-F, 100.7, 100 KW @ 1967, OLDIES
WYLT-F, 96.1, 100 KW @ 585, SOFT AC
WZZU-F, 93.9, 100 KW @ 1269, CHR

CBS	$	23.00 (Christal)	
NBN	$	16.00 (Eastman)	
SBN	$	18.00 (Spcl Mkts)	
ABC,CNN,	$	65.00 (McGuild)	Durham Life
ABC	$	60.00 (Christal)	
	$	32.00 (Eastman)	Pinnacle
	$	27.00 (Banner)	(FUQUAY)
ABC, UNIULT,	$	70.00 (McGuild)	Durham Life
ABC	$	42.00 (Durpett1)	Ragan Henry (S BOSTON)
	$	96.00 (Katz)	Capitol-Goodman
SOURCE	$	97.00 (HMR)	Voyager
NBC CBS	$	50.00 (HNWH)	Capitol-Johnson (ROCKY MOUNT)
UNISUP, UNIPWR	$	45.00 (CBS)	Universal/Alchemy
ABC	$	37.00 (Torbet)	Village (BURLINGTON)

American Radio Fall 1991, Copyright 1992

RENO

Arbitron Rank/Pop (12+): 136/256,800

MSA Rank/Pop: 174/250,000
ADI # 116

Average Person Ratings: 15.8
Market TSL: 21.00 hours

Stations: 20/19
Diaries: 660/389:1/52.5%
Sample Target: 690
% Below Line: 0.5
% Not Listed: 12.8

1991 Revenue: $8,700,000
HH Inc.: $33,182
Retail $: 2.8 Bil
Pop per Station: 13,515
#1 Biller: KWNZ-F $1,400,000

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KWNZ-F (CHR)	45/11.1	14.4	12.7	10.3	10.8	----	58/865	631/24.6	26.6	28.1	15.3	65	873	KWNZ-F
2. KBUL-F (C)	36/ 8.8	10.0	6.4	8.0	6.3	----	56/784	529/20.6	18.4	17.5	12.2	52	439	KBUL-F
3. KTHX-F (AOR)	35/ 8.6	4.2	4.8	2.8	5.1	----	42/347	274/10.7	8.7	10.1	5.4	23	232	KTHX-F
4. KOZZ-F (AOR)	33/ 8.1	9.1	6.8	10.3	8.4	----	51/666	439/17.1	20.8	19.1	8.5	36	431	KOZZ-F
KNEV-F (EZ)	33/ 8.1	4.2	8.0	5.3	8.7	----	40/525	380/14.8	11.5	13.4	5.9	25	267	KNEV-F
6. KOH (N/T)	32/ 7.9	9.5	9.1	7.6	5.3	----	38/522	378/14.7	16.9	15.7	5.9	25	303	KOH
7. KRNO-F (SAC)	28/ 6.9	8.2	8.2	10.1	8.9	----	40/505	382/14.9	18.6	19.0	6.4	27	287	KRNO-F
8. KODS-F (O)	24/ 5.9	6.2	10.7	9.2	9.9	----	31/641	425/16.5	17.1	21.5	6.4	27	366	KODS-F
9. KZAK-F (AOR)	19/ 4.7	2.7	2.3	1.4	1.4	----	30/309	223/ 8.7	6.4	5.4	7.5	32	250	KZAK-F
10. KHIT-AF (C)	17/ 4.1	2.0	4.3	4.6	7.0	----	40/511	345/13.4	8.1	10.8	2.4	10	175	KHIT-AF
11. KROW (C)	16/ 3.9	2.9	4.3	6.0	4.8	----	27/507	322/12.5	9.3	11.1	1.2	5	118	KROW
12. KRZQ-F (AOR)	11/ 2.7	4.2	5.0	9.0	4.8	----	13/307	266/10.4	12.6	13.4	3.8	16	235	KRZQ-F
13. KKMR-F (AOR)	9/ 2.2	4.7	2.3	3.9	1.7	----	10/161	156/ 6.1	10.2	7.3	1.9	8	143	KKMR-F
14. KQLO (O)	7/ 1.7	2.2	1.4	1.1	1.7	----	10/234	167/ 6.5	6.8	4.6	1.9	8	96	KQLO
15.														

12+ FM SHARE (METRO): 82.54% (293 of 355) (FAL 90: 81.77%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KWNZ-F>>	1 KOZZ-F	1 KTHX-F	1 KTHX-F>	1 KTHX-F>	1 KNEV-F	1 KWNZ-F	1 KWNZ-F	1 KWNZ-F	1 KWNZ-F	1 KOH >
2	2 KWNZ-F	2 KOZZ-F	2 KOZZ-F	2 KOZZ-F	2 KOH	2 KOH <	2 KNEV-F<	KTHX-F	2 KTHX-F>	2 KODS-F>
3	3 KTHX-F>	3 KWNZ-F	3 KWNZ-F	3 KRNO-F	3 KBUL-F>	3 KBUL-F	3 KOZZ-F	3 KBUL-F<	3 KNEV-F	3 KWNZ-F
4	4 KZAK-F	4 KRNO-F	KODS-F	4 KWNZ-F	4 KTHX-F	4 KNEV-F	4 KBUL-F	4 KOZZ-F	4 KOZZ-F	KOZZ-F
5	KRNO-F	5 KODS-F	5 KBUL-F	KBUL-F	5 KRNO-F	5 KOZZ-F	5 KTHX-F<	KNEV-F	KBUL-F	KNEV-F
6	6	KBUL-F	6 KRNO-F	6 KODS-F	KODS-F	6	6 KOH	6 KRNO-F	6 KOH	6
								KOH		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KWNZ-F	1 KOZZ-F	1 KOZZ-F	1 KWNZ-F	1 KRNO-F
KOZZ-F	2 KWNZ-F>	2 KWNZ-F	2 KTHX-F	2 KWNZ-F
3 KZAK-F	3 KRNO-F	3 KTHX-F	KRNO-F	KTHX-F
KRNO-F	4 KTHX-F	4 KRNO-F	KOZZ-F	4 KBUL-F
5	5 KBUL-F	KBUL-F>	5 KBUL-F	5 KOZZ-F
6	6	6 KODS-F	6	6 KODS-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KOZZ-F>	1 KOZZ-F	1 KTHX-F>	1 KTHX-F	1 KTHX-F>
2 KZAK-F	2 KTHX-F	2 KOZZ-F	2 KOZZ-F>	2 KOZZ-F
KWNZ-F>	3 KWNZ-F>	3 KWNZ-F>	3 KWNZ-F	3 KODS-F
4 KRZQ-F	4 KZAK-F	4 KRZQ-F	4 KODS-F	4 KOH
5	KRZQ-F	KBUL-F	5 KZAK-F	KBUL-F
6	6	6	6 KBUL-F	6 KWNZ-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		45 (1)	45 (1)	12.7	20.1
AOR/CLASSIC	2 (1)	107 (5)	109 (6)	30.7	16.1
AC/OLDIES/SOFT ROCK	7 (1)	26 (2)	33 (3)	9.3	23.4
MOR/VARIETY					1.0
COUNTRY	17 (2)	52 (2)	69 (4)	19.4	17.2
BLACK/URBAN					
BEAUTIFUL/EASY		61 (2)	61 (2)	17.2	9.1
NEWS/TALK	34 (2)		34 (2)	9.6	10.4
NOSTALGIA					
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					2.6
JAZZ/NEW AGE					
UNKNOWN/OTHERS	2 (1)	2 (1)	4 (2)	1.1	
	62 (7)	293 (13)	355 (20)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KCBN	1230	Reno	0.5/4.7/ 2/ 121
KOZZ	1450	Reno	0.5/2.8/ 3/ 86
KPTL	1300	Carson City	0.5/1.7/ 3/ 55
KZSR-F	92.9	Reno	0.5/3.2/ 2/ 123
KZFF-F	102.9	SL Tahoe	0.5/1.9/ 4/ 74

American Radio Fall 1991, Copyright 1992

RENO

RADIO STATIONS

KOH	630,	5 KW/1 KW (DA-N),	News/Talk	CBS ABC, $24.00	(Katz)	Lotus
KOZZ	1450,	1 KW ,	AOR	, $11.00	(HNWH)	(SPARKS)
KPLY	1270,	5 KW (DA-1) ,	Talk	ABC MBS, $12.00	(Durpetti)	Pacific Telecom
KQLO	920,	5 KW/1 KW (DA-N),	Nostalgia	, $11.00	(McGuild)	John Price
KROW	780,	50 KW (DA-1) ,	Country	ABC, $20.00	(Eastman)	

KBUL-F,	98.1,	76 KW @ 2275 ,	Country	MBS, $23.00	(Christal)	(CARSON CITY)
KHIT-F,	104.5,	25 KW @ 2930 ,	Country	SMN, $20.00	(Durpetti)	
KZAK-F,	100.1,	.8 KW @ 2956 ,	AOR	, $13.00	(Eastman)	(INCLINE VILLAGE)
KNEV-F,	95.5,	59 KW @ 2270 ,	EZ	, $21.00	(Eastman)	John Price
KOOS-F,	103.7,	6 KW @ 2965 ,	Oldies	, $30.00	(CBS)	Americom-Quinn (CARNELIAN BAY)
KOZZ-F,	105.7,	75 KW @ 2120 ,	AOR	SOURCE, $34.00	(HNWH)	Lotus
				, $38.00	(Torbet)	Roth
KRNO-F,	106.9,	70 KW @ 2214 ,	Soft AC	, $19.00	(K & P)	(SPARKS)
KKMR-F,	100.9,	1 KW @ 800 ,	Classic AOR	, $27.00	(MMR)	(TAHOE CITY)
KRZQ-F,	96.5,	.9 KW @ 2965 ,	AOR	, $18.00	(Katz)	
KTHX-F,	101.7,	1.3 KW @ 425 ,	AOR	, $32.00	(McGuild)	Pacific Telecom (CARSON CTY)
KWNZ-F,	97.3,	87 KW @ 2112 ,	CHR			

Miscellaneous: KIIQ-F changes to KHIT-F (Aug)... KONE changs to KOZZ and format from Country to AOR (Dec)... KNEV-F sold by Price for $300,000... KBUL-F sold to Citadel for $1,300,000 (Blackburn)...

American Radio Fall 1991, Copyright 1992

RICHMOND

Arbitron Rank/Pop (12+): 55/738,100

MSA Rank/Pop: 62/861,000
ADI # 60

Average Person Ratings: 16.4

Market TSL: 21.75 hours

Stations: 20/19
Diaries: 1240/594:1/52.8%
Sample Target: 1160
% Below Line: 0.0
% Not Listed: 14.4

1991 Revenue: $27,500,000
HH Inc.: $36,708
Retail $: 7.3 Bil
Pop per Station: 38,742
#1 Biller: WRVA $4,400,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WRVA	(FS)	148/12.2	10.5	11.3	11.7	12.2	11.4	164/1999	1789/24.3	23.2	22.9	10.3	132	1384	WRVA
2. WCDX-F	(B)	130/10.7	11.4	9.9	9.1	9.9	10.3	133/1310	1207/16.4	17.4	16.9	14.1	181	1434	WCDX-F
3. WKHK-F	(C)	129/10.7	10.5	11.2	9.7	9.7	10.5	155/1776	1471/20.0	21.0	17.9	12.9	165	1486	WKHK-F
4. WRVQ-F	(CHR)	113/ 9.3	9.0	9.7	9.6	10.5	9.4	134/2068	1729/23.5	25.5	24.0	9.2	118	2111	WRVQ-F
5. WTVR-F	(EZ)	84/ 6.9	6.5	7.4	6.6	6.8	6.8	103/1386	1150/15.6	13.4	14.9	2.2	28	577	WTVR-F
6. WRXL-F	(AOR)	78/ 6.4	9.3	10.3	9.8	12.5	8.9	82/1532	1367/18.6	19.7	21.6	10.3	132	1816	WRXL-F
7. WPLZ-F	(B)	74/ 6.1	8.1	6.1	8.2	6.8	7.1	92/1283	988/13.3	15.0	14.2	8.7	112	1134	WPLZ-F
8. WMXB-F	(AC)	65/ 5.4	6.2	6.8	6.0	5.3	6.1	85/1360	1139/16.5	16.7	15.1	4.3	55	870	WMXB-F
9. WVGO-F	(CL AOR)	52/ 4.3	3.7	3.3	3.7	4.5	3.8	55/892	840/11.4	11.4	11.7	4.7	60	1008	WVGO-F
10. WDCK-F	(O)	48/ 4.0	3.2	3.6	2.9	2.1	3.4	81/1312	1084/14.7	11.8	6.3	3.8	49	761	WDCK-F
11. WFTH	(G)	19/ 1.6	0.7	0.8	1.4	1.2	1.1	19/175	175/ 2.4	1.6	1.9	0.5	6	163	WFTH
12.															
13.															

12+ FM SHARE (METRO): 76.35% (791 of 1036) (FAL 90: 77.48%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRVQ-F	1 WCDX-F	1 WCDX-F	1 WCDX-F<	1 WKHK-F	1 WRVA >	1 WRVA >	1 WKHK-F	1 WKHK-F	1 WCDX-F	1 WRVA >>
2 WCDX-F>>	2 WRXL-F	2 WKHK-F	2 WKHK-F	2 WCDX-F	2 WKHK-F	2 WKHK-F	2 WRVA <	2 WCDX-F	2 WRVA >	2 WCDX-F>
3	3 WRVQ-F	3 WRVQ-F	3 WRVQ-F	3 WRVQ-F	3 WTVR-F>	3 WRVQ-F	3 WRVQ-F	3 WRVQ-F	3 WPLZ-F	3 WPLZ-F
4	4 WPLZ-F	4 WRXL-F	4 WMXB-F	4 WMXB-F	4 WCDX-F	4 WCDX-F>	4 WMXB-F<	4 WRVA	4 WRVQ-F>	4 WRVQ-F
5	5 WKHK-F	5 WPLZ-F	5 WPLZ-F	5 WRVA	5 WRVQ-F<	5 WRXL-F	5 WTVR-F	5 WTVR-F	5 WTVR-F	5
6	6 WMXB-F<	6 WMXB-F	6 WVGO-F<	6 WPLZ-F	6 WDCK-F	6 WMXB-F<	WCDX-F	6 WRXL-F>>	6 WRXL-F	6
7	7 WVGO-F	7	7 WRXL-F	7 WVGO-F<	7	7 WTVR-F	7 WRXL-F	7 WPLC-F	WKHK-F	7
				8 WRXL-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WCDX-F>	1 WCDX-F	1 WCDX-F	1 WCDX-F	1 WRVQ-F
2 WRVQ-F	2 WRVQ-F	2 WRVQ-F	2 WRVQ-F	WKHK-F
3 WRXL-F	3 WPLZ-F>	WPLZ-F	3 WKHK-F	WCDX-F
4 WPLZ-F>	4 WMXB-F	4 WMXB-F	4 WPLZ-F<	4 WRVA
5 WAFX-F	WKHK-F	WKHK-F	5 WMXB-F>	5 WMXB-F
WMXB-F	6 WRXL-F	6 WVGO-F	6 WRXL-F	6 WPLZ-F
WKHK-F	7	7	7	7 WTVR-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRXL-F>>	1 WRXL-F	1 WCDX-F	1 WCDX-F<	1 WKHK-F
2 WCDX-F	2 WCDX-F>	2 WRXL-F	2 WRXL-F<	2 WCDX-F>
3 WRVQ-F	3 WRVQ-F	3 WRVQ-F	3 WKHK-F>	3 WRXL-F
WPLZ-F	WKHK-F	WKHK-F	4 WRVQ-F	WRVQ-F
WKHK-F>	5 WVGO-F	5 WVGO-F	5 WVGO-F	5 WVGO-F
6 WVGO-F	WPLZ-F	WMXB-F	6 WPLZ-F	6 WMXB-F
7	7	7 WPLZ-F	7 WMXB-F	7

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		113 (1)	113 (1)	10.9	10.6	WANT	990	Richmond	1.1/3.2/ 13/ 239
AOR/CLASSIC		141 (3)	141 (3)	13.6	11.3	WCLM	1450	Highland/Rchmnd	0.4/1.1/ 5/ 80
AC/OLDIES/SOFT ROCK		113 (2)	113 (2)	10.9	15.4	WDYL-F	92.1	Chester/Richmnd	0.6/3.3/ 7/ 247
MOR/VARIETY	148 (1)		148 (1)	14.3	13.9	WGCV	1240	Petersburg	1.2/2.7/ 16/ 214
COUNTRY	13 (1)	129 (1)	142 (2)	13.7	11.3	WLEE	1320	Richmond	1.4/2.4/ 17/ 175
BLACK/URBAN	13 (1)	204 (2)	217 (3)	20.9	21.3	WRBN	1540	Richmond	0.4/1.3/ 5/ 119
BEAUTIFUL/EASY		84 (1)	84 (1)	8.1	8.9	WTVR	1380	Richmond	0.8/3.7/ 11/ 291
NEWS/TALK	22 (2)		22 (2)	2.1		WXGI	950	Richmond	1.1/3.0/ 14/ 231
NOSTALGIA	10 (1)		10 (1)	1.0	0.9				
RELIGION/GOSPEL	34 (2)	7 (1)	41 (3)	4.0	3.1	WAFX-F	106.9	Suffolk/Norfolk	0.9/4.2/ 23/ 493
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS	5 (1)		5 (1)	0.5	3.3				
	245 (9)	791 (11)	1036 (20)						

RADIO STATIONS

WANT, 990, 1 KW/18 W	, BLACK	NBN , $ 15.00 (---)	
WFTH, 1590, 5 KW (DAYS)	, RELIGION	UNIULT , $ 15.00 (---)	
WRNL, 910, 5 KW (DA-N)	, OLDIES	MBS , $ 18.00 (Katz)	Capitol-Goodman
WRVA, 1140, 50 KW (DA-1)	, MOR/FULL SER.	CBS , $ 107.00 (Christal)	Edens
WTVR, 1380, 5 KW (DA-2)	, NOSTALGIA	ABC , $ 20.00 (HMR)	Park
		, $ 44.00 (HMR)	Sinclair (MECHANICSVILLE)
		, $ 15.00 (---)	(CHESTER)
WCDX-F, 92.7, 2.3 KW @ 369,	BLACK	UNIULT , $ 49.00 (Banner)	ABS (COLONIAL HGTS)
WDYL-F, 92.1, 3 KW @ 328,	RELIGION	APR , $ 77.00 (Banner)	Radio Ventures
WKHK-F, 95.3, 13 KW @ 449,	COUNTRY	UNIPWR , $ 55.00 (McGuild)	Paco-Jon
WMXB-F, 103.7, 20 KW @ 840,	AC	, $ 30.00 (HNWH)	Keymarket (WILLIAMSBURG)
WPLZ-F, 99.3, 3 KW @ 328,	BLACK	ABC , $ 101.00 (Christal)	Edens
WDCK-F, 98.5, 50 KW @ 492,	OLDIES	, $ 97.00 (Katz)	Capitol-Goodman
WRVQ-F, 94.5, 200 KW @ 350,	CHR	ABC , $ 42.00 (HMR)	Park
WRXL-F, 102.1, 140 KW @ 322,	AOR	ABC , $ 38.00 (Torbet)	
WTVR-F, 98.1, 50 KW @ 840,	EZ		
WVGO-F, 106.5, 8 KW @ 1234,	AOR		

American Radio Fall 1991, Copyright 1992

RIVERSIDE-SAN BERNARDINO

Arbitron Rank/Pop (12+): 28/1,297,500

MSA Rank/Pop: 11/2,440,000
Los Angeles ADI

Average Person Ratings: 16.4

Market TSL: 22.00 hours

Stations: 41/16
Diaries: 1378/942:1/47.0%
Sample Target: 1420
% Below Line: 49.0
% Not Listed: 10.7

1991 Revenue: $18,000,000
HH Inc.: $36,090
Retail $: 16.9 Bil
Pop per Station: 31,093
#1 Biller: KFRG-F $4,500,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KFRG-F	(C)	244/11.5	10.1	8.3	8.8	7.6	9.2	296/3097	2452/18.9	20.2	14.9	9.1	195	2755	KFRG-F
2. KGGI-F	(CHR)	193/ 9.1	7.3	9.3	6.7	7.5	8.1	253/3725	2873/22.1	22.9	21.8	12.0	258	3350	KGGI-F
3. KLOS-F	(AOR)	130/ 6.1	4.4	5.1	5.0	4.7	5.2	230/3099	1924/14.8	12.6	11.1	7.6	162	1793	KLOS-F
4. KFI	(T)	116/ 5.5	5.8	5.7	5.6	5.3	5.7	167/2181	1470/11.3	11.3	11.8	5.3	114	1411	KFI
5. KOST-F	(AC)	111/ 5.2	4.5	5.0	4.9	6.0	4.9	174/2877	1853/14.3	13.1	14.5	3.9	83	1456	KOST-F
6. KDUO-F	(EZ)	101/ 4.7	3.4	4.5	6.5	7.0	4.8	156/1880	1267/ 9.8	9.7	12.3	3.5	75	664	KDUO-F
7. KRTH-F	(O)	78/ 3.7	3.4	4.0	4.4	3.8	3.9	107/2212	1595/12.3	12.3	10.4	2.9	62	1181	KRTH-F
8. KIIS-F	(CHR)	68/ 3.2	3.3	2.5	2.8	3.0	3.0	107/2562	1720/13.2	10.8	14.3	4.7	101	2206	KIIS-F
9. KQLZ-F	(AOR)	59/ 2.8	2.1	1.6	4.0	4.6	2.8	102/1768	975/ 7.5	8.0	10.5	2.8	60	1238	KQLZ-F
KCKC	(C)	59/ 2.8	2.4	2.3	1.6	2.6	2.3	69/505	463/ 3.6	4.2	3.7	1.1	24	298	KCKC
KCAL-F	(AOR)	59/ 2.8	3.1	3.5	3.1	3.5	3.1	109/1674	1269/ 9.8	7.9	7.6	5.1	109	1372	KCAL-F
12. KNX	(N)	57/ 2.7	2.1	2.8	4.5	2.4	3.0	70/1637	1160/ 8.9	9.1	9.3	1.8	39	894	KNX
13. KROQ-F	(AOR)	44/ 2.1	2.9	1.9	1.7	1.8	2.2	65/1074	676/ 5.2	6.0	4.1	2.6	56	948	KROQ-F
14. KTWV-F	(J/NA)	37/ 1.7	1.1	1.7	1.8	1.3	1.6	56/1063	590/ 4.5	4.4	3.7	1.8	39	867	KTWV-F
KKBT-F	(B)	37/ 1.7	2.1	3.1	1.7	1.1	2.2	53/932	761/ 5.9	7.0	4.1	2.8	59	712	KKBT-F

12+ FM SHARE (METRO): 77.89% (1480 of 1900) (FAL 90: 78.54%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQGI-F>>	1 KLOS-F<	1 KFRG-F	1 KFRG-F	1 KFRG-F>	1 KFRG-F>	1 KLOS-F	1 KFRG-F>	1 KFRG-F	1 KQGI-F>>	1 KFRG-F
2 KIIS-F>>	2 KQGI-F<	2 KLOS-F	2 KLOS-F	2 KLOS-F	2 KDUO-F	2 KFRG-F	2 KFI	2 KGGI-F>	2 KOST-F	2 KOST-F>>
3	3 KFRG-F>	3 KQGI-F	3 KOST-F	3 KOST-F	3 KFI >	3 KQGI-F>	3 KQGI-F	3 KFI	3 KFRG-F	3 KQLZ-F
4	4 KOST-F<	4 KOST-F>	4 KQGI-F	4 KQGI-F	4 KOST-F	4 KFI	4 KOST-F	4 KLOS-F<	4 KQLZ-F	KQGI-F
5	5 KCAL-F	5 KFI	5 KFI	5 KFI	5 KCKC <	5 KDUO-F	5 KDUO-F<	5 KOST-F	5 KFI	5 KFI
6	6 KQLZ-F	6	6	6 KRTH-F	6 KNX	6	6 KLOS-F	6	6	6 KLOS-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KQGI-F>>	1 KQGI-F	1 KFRG-F	1 KQGI-F<	1 KFRG-F
2 KIIS-F	2 KFRG-F	2 KOST-F>	2 KFRG-F<	2 KOST-F
3 KQLZ-F	3 KOST-F	3 KQGI-F	3 KOST-F>>	3 KQGI-F>
KCAL-F	4 KIIS-F	4 KIIS-F	4 KIIS-F	4 KFI
5 KLOS-F	5 KLOS-F<	5	5 KRTH-F	5 KRTH-F
KFRG-F	6 KCAL-F	6	KLOS-F	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KLOS-F	1 KLOS-F>	1 KLOS-F	1 KLOS-F	1 KFRG-F
2 KQGI-F	2 KFRG-F	2 KFRG-F>	2 KFRG-F>	2 KLOS-F>
3 KQLZ-F>	3 KQGI-F>	3 KQGI-F>	3 KQGI-F	3 KFI
4 KFRG-F	4 KQLZ-F	4 KFI	4 KFI	4 KRTH-F
5 KCAL-F	5 KCAL-F	5 KCAL-F	5 KRTH-F	5 KOST-F
6 KKBT-F	6	6	KCAL-F	KQGI-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		281 (3)	281 (3)	14.8	19.4
AOR/CLASSIC		320 (5)	320 (5)	16.8	14.7
AC/OLDIES/SOFT ROCK		311 (7)	311 (7)	16.4	21.5
MOR/VARIETY					0.6
COUNTRY	59 (1)	284 (3)	343 (4)	18.1	5.2
BLACK/URBAN	9 (1)	37 (1)	46 (2)	2.4	2.1
BEAUTIFUL/EASY		134 (3)	134 (3)	7.1	12.8
NEWS/TALK	222 (5)		222 (5)	11.7	10.2
NOSTALGIA	42 (2)		42 (2)	2.2	1.3
RELIGION/GOSPEL	14 (1)	7 (1)	21 (2)	1.1	0.4
SPANISH	74 (4)	27 (1)	101 (5)	5.3	6.1
CLASSICAL		31 (1)	31 (1)	1.6	
JAZZ/NEW AGE		37 (1)	37 (1)	1.9	3.5
UNKNOWN/OTHERS		11 (1)	11 (1)	0.6	2.3
	420 (14)	1480 (27)	1900 (41)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KBON-F	103.9	Lake Arrowhead	1.0/4.1/ 24/ 632
KCAL	1410	Redlands	1.4/3.1/ 31/ 412
KDIF	1440	Riverside/SB	1.1/3.0/ 46/ 487
KHYE-F	105.7	Hemet	0.5/1.0/ 10/ 136
KLFE	1240	S Bernardino/Rv	0.7/1.4/ 14/ 188
KMEN	1290	San Bernardino	0.4/2.2/ 10/ 304
KOLA-F	99.9	San Bernardino	1.1/5.4/ 34/ 984
KQLH-F	92.7	Riverside	0.7/2.2/ 24/ 356
KRSO	590	San Bernardino	1.0/2.9/ 22/ 395
KWRM	1370	Corona/Riverside	0.5/1.3/ 21/ 231
KWRP-F	96.1	San Jacinto/Hmt	1.0/2.2/ 21/ 283
KABC	790	Los Angeles	1.2/3.3/ 34/ 748
KBIG-F	104.3	Los Angeles	1.4/4.7/ 60/1060
KCBS-F	93.1	Los Angeles	1.5/4.5/ 48/ 971
KFWB	980	Los Angeles	0.8/3.6/ 38/ 896
KKGO-F	105.1	Los Angeles	1.5/3.2/ 41/ 627
KKLA-F	99.5	Los Angeles	0.3/0.9/ 14/ 224
KLIT-F	101.9	Glendale/LA	0.6/2.0/ 28/ 475
KLSX-F	97.1	Los Angeles	1.3/4.9/ 47/1173
KLVE-F	107.5	Los Angeles	1.3/3.3/ 33/ 527
KMPC	710	Los Angeles	0.9/1.9/ 26/ 407
KPWR-F	105.9	Los Angeles	0.9/3.9/ 30/ 866
KTNQ	1020	Los Angeles	0.4/1.1/ 9/ 146
KWVE-F	107.9	San Clemente	0.5/1.2/ 16/ 350
KZLA-F	93.9	Los Angeles	1.4/2.6/ 46/ 606
XTRA	690	Tijuana/SnDiego	0.3/1.2/ 10/ 233

American Radio Fall 1991, Copyright 1992

RIVERSIDE-SAN BERNARDINO

RADIO STATIONS

KCAL, 1410,	5 KW/4 KW (DA-N)	, HISPANIC	,	$ 23.00 (Lotus)	
KCKC, 1350,	5 KW/500 W (DA-2)	, COUNTRY	ABC ,	$ 32.00 (HNWH)	
KDIF, 1440,	1 KW	, HISPANIC	UPI ,	$ 25.00 (Katz Hisp.)	
KMEN, 1290,	5 KW (DA-2)	, SPORTS	,	$ 18.00 (McGuild)	American
KRSO, 590,	1 KW (DA-2)	, NOSTALGIA	NBC, TALKNT,	$ 25.00 (Katz)	Henry

KBON-F, 103.9,	.4 KW @ 2540,	OLDIES	,	$ 28.00 (HNWH)	Anaheim
KCAL-F, 98.7,	2 KW @ 378,	AOR	,	$ 53.00 (Torbet)	Henry
KHTX-F, 97.5,	72 KW @ 1570,	EZ	,	$ 65.00 (Katz)	Amaturo
KFRG-F, 95.1,	50 KW @ 320,	COUNTRY	ABC ,	$ 89.00 (NWR)	American
KGGI-F, 99.1,	3 KW @ 1530,	CHR	,	$ 16.00 (McGuild)	
KHYE-F, 105.7,	.2 KW @ 1024,	COUNTRY	ABC ,	$ 16.00 (Western)	
KNTF-F, 93.5,	3 KW @ -165,	COUNTRY	,	$ 29.00 (---)	
KOLA-F, 99.9,	31 KW @ 1630,	OLDIES	ABC ,	$ 35.00 (Banner)	
KWDJ-F, 92.7,	3 KW @ 300,	COUNTRY	MBS ,	$ 32.00 (Banner)	

Miscellaneous: KMEN from Black to Sports (after Fall book)... KDUO-F to KHTX-F and from EZ to Oldies (after Fall book)...

American Radio Fall 1991, Copyright 1992

ROANOKE-LYNCHBURG

Arbitron Rank/Pop (12+): 96/367,200

MSA Rank/Pop: 193/380,000 (Roanoke)
ADI # 65

Average Parson Ratings: 15.7
Market TSL: 20.75 hours

Stations: 22/19
Diaries: 837/439:1/60.6%
Sample Target: 850
% Below Line: 2.9
% Not Listed: 15.1

1991 Revenue: $12,700,000
HH Inc.: $31,409
Retail $: 3.4 Bil
Pop per Station: 19,326
#1 Biller: WXLK-F $2,900,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume
1. WXLK-F (CHR)	77/13.3	16.1	15.1	16.3	19.3	15.2	154/2341	1050/28.6	32.0	34.7			
2. WYYD-F (C)	68/11.8	12.1	13.3	12.1	12.1	12.3	114/1339	819/22.3	22.9	22.2			
3. WPVR-F (EZ)	62/10.7	10.3	9.3	10.6	10.6	10.2	95/1135	682/18.6	16.8	21.0			
4. WSLQ-F (AC)	56/ 9.7	10.3	8.0	7.9	8.3	9.0	111/1532	713/19.4	18.3	19.4			
5. WROV-F (AOR)	49/ 8.5	7.7	10.6	8.1	7.5	8.7	98/1148	675/18.4	19.0	17.9			
6. WJLM-F (C)	34/ 5.9	3.4	4.3	3.9	3.8	4.4	41/559	459/12.5	12.1	7.8			
7. WFIR (FS)	31/ 5.4	5.9	4.3	5.1	3.3	5.2	40/558	441/12.0	9.3	8.5			
8. WGOL-F (O)	21/ 3.6	2.6	2.7	1.9	3.0	2.7	21/270	270/ 7.4	6.2	8.6			
9. WSLC (C)	17/ 2.9	2.4	4.0	3.9	3.2	3.3	29/377	229/ 6.2	7.8	8.0			
10. WJJS (B)	12/ 2.1	2.4	3.4	3.1	3.2	2.8	12/198	198/ 5.3	6.1	5.6			

WXLK-F
WYYD-F
WPVR-F
WSLQ-F
WROV-F

WJLM-F
WFIR
WGOL-F
WSLC
WJJS

12+ FM SHARE (METRO): 83.47% (409 of 490) (FAL 90: 82.39%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WXLK-F>>	1 WXLK-F<	1 WSLQ-F	1 WSLQ-F	1 WSLQ-F	1 WPVR-F>	1 WXLK-F	1 WYYD-F	1 WYYD-F	1 WXLK-F>	1 WPVR-F
2	2 WROV-F<	2 WXLK-F	2 WYYD-F	2 WYYD-F>	2 WYYD-F<	2 WYYD-F	2 WPVR-F	2 WXLK-F	2 WPVR-F>	2 WXLK-F
3	3 WYYD-F>	WROV-F<	3 WROV-F	3 WPVR-F	3 WSLQ-F>	3 WPVR-F	3 WSLQ-F	3 WSLQ-F<	3 WSLQ-F	3 WYYD-F
4	4 WSLQ-F>	4 WYYD-F>	4 WXLK-F	4 WXLK-F	4 WXLK-F	4 WSLQ-F<	4 WROV-F	4 WPVR-F	4 WYYD-F<	4
5	5 WJLM-F	5 WPVR-F	5 WPVR-F	5 WROV-F	5 WFIR	5 WROV-F	5 WXLK-F	5 WROV-F	5 WROV-F	5
6	6	6 WJLM-F	6	6	6	6	6 WFIR	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WXLK-F	1 WXLK-F>>	1 WXLK-F	1 WSLQ-F<	1 WSLQ-F>
2 WROV-F>>	2 WYYD-F	2 WYYD-F	2 WXLK-F>	2 WPVR-F
3 WJLM-F>	3 WROV-F	WSLQ-F>>	3 WYYD-F	3 WXLK-F
4 WYYD-F	4 WSLQ-F>	4 WGOL-F>	WPVR-F	4 WYYD-F>
5	5 WGOL-F	5 WFIR	5 WJLM-F	5 WJLM-F
6	6	6	6 WROV-F	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WXLK-F	1 WROV-F	1 WYYD-F	1 WROV-F	1 WYYD-F
WROV-F>	2 WYYD-F>	2 WROV-F>>	2 WYYD-F>	2 WROV-F
3 WJLM-F>	3 WXLK-F	3 WSLQ-F	3 WSLQ-F	3 WSLQ-F>
4 WZST-F	WSLQ-F>	4	4 WXLK-F	4 WFIR
WYYD-F	5 WJLM-F	5	WFIR	5 WXLK-F
WSLQ-F	6	6	6	WPVR-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		94 (3)	94 (3)	19.2	22.7
AOR/CLASSIC		52 (2)	52 (2)	10.6	8.5
AC/OLDIES/SOFT ROCK	12 (3)	77 (2)	89 (5)	18.2	14.4
MOR/VARIETY	31 (1)	-	31 (1)	6.3	2.2
COUNTRY	17 (1)	108 (3)	125 (4)	25.5	24.6
BLACK/URBAN	19 (2)	14 (2)	33 (4)	6.7	10.8
BEAUTIFUL/EASY		62 (1)	62 (1)	12.7	12.0
NEWS/TALK					3.8
NOSTALGIA					
RELIGION/GOSPEL		2 (1)	2 (1)	0.4	0.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	2 (1)		2 (1)	0.4	0.7
	81 (8)	409 (14)	490 (22)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBLT	1350	Bedford	0.7/1.3/ 4/ 48
WLVA	590	Lynchburg	0.3/1.7/ 3/ 68
WLYK-F	100.1	Lynchburg	1.2/1.6/ 7/ 60
WROV	1240	Roanoke	1.0/4.8/ 6/ 177
WTOY	1480	Salem/Roanoke	1.2/2.1/ 7/ 78
WTTX-F	107.1	Appomattox	0.3/2.1/ 2/ 90
WWWR	910	Roanoke	0.3/1.5/ 2/ 56
WXYU-F	101.7	Lynchburg/Ronke	1.0/3.8/ 6/ 148
WZST-F	102.7	Lynchburg	1.7/5.4/ 21/ 347
WJMH-F	102.1	Reidsville	1.2/3.3/ 46/ 663
WQOK-F	97.5	S.Boston/Ralgh.	1.2/3.4/ 33/ 578
WVVV-F	104.9	Blacksburg	0.5/1.8/ 4/ 163

RADIO STATIONS

WFIR, 960, 5 KW (DA-N), NEWS/TALK
WJJS, 1320, 1 KW/24 W, BLACK
WROV, 1240, 1 KW, OLDIES
WSLC, 610, 5 KW/1 KW (DA-2), C/FULL SER.

WGOL-F, 98.3, 3 KW @ 241, OLDIES
WJLM-F, 93.5, 3 KW @ -83, COUNTRY
WLYK-F, 100.1, .7 KW @ 645, CHR
WPVR-F, 94.9, 100 KW @ 1980, EZ
WROV-F, 96.3, 14 KW @ 2077, AOR

WSLQ-F, 99.1, 200 KW @ 1990, AC
WXLK-F, 92.3, 93 KW @ 2050, CHR
WXYU-F, 101.7, 3 KW @ 290, COUNTRY
WYYD-F, 107.9, 21 KW @ 1764, COUNTRY

CBS, $ 15.00 (Christal)
ABC,UNISUP, $ 15.00 (K & P)
ABC, $ 13.00 (HNWH)
NBC, $ 23.00 (Katz)

UNISUP,UNIULT, $ 13.00 (Roslin)
MBS, UNIULT, $ 15.00 (Torbet)
UNIPWR, CBS, $ 13.00 (Banner)
, $ 34.00 (Christal)
ABC , $ 31.00 (HNWH)

ABC, $ 40.00 (Katz)
UNIPWR, $ 82.00 (Torbet)
SMN, ABC, $ 10.00 (K & P)
MBS, $ 38.00 (Eastman)

(LYNCHBURG)
Joyner
Mel Wheeler

(LYNCHBURG)
(SALEM)
Coleman (LYNCHBURG)

Joyner (MARTINSVILLE)

Mel Wheeler
Coleman
(LYNCHBURG)
(AMHURST)

Miscellaneous: WKZZ-F changes to WLYK-F and format from AC to CHR (Oct)...

American Radio Fall 1991, Copyright 1992

ROCHESTER

Arbitron Rank/Pop (12+): 46/830,000

MSA Rank/Pop: 48/995,000
ADI @ 72

Average Person Ratings: 16.2
Market TSL: 21.00 hours

Stations: 18/14
Diaries: 1407/590:1/54.9%
Sample Target: 1260
% Below Line: 2.4
% Not Listed: 13.0

1991 Revenue: $23,800,000
HH Inc.: $36,263
Retail $: 7.9 Bil
Pop per Station: 59,285
#1 Biller: WCMF-F $5,300,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	# Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WCMF-F (AOR)	218/16.2	19.2	16.6	16.2	15.5	17.1	267/2985	2524/30.4	30.1	25.4	21.1	286	3052	WCMF-F
2. WHAM (FS)	204/15.2	11.7	11.5	15.0	10.0	13.4	226/2759	2470/29.8	25.3	23.4	11.4	154	1933	WHAM
3. WBEE-F (C)	138/10.3	11.8	12.5	10.5	10.6	11.3	156/1705	1474/17.8	20.1	17.9	10.0	136	1368	WBEE-F
4. WPXY-F (CHR)	128/ 9.5	9.7	10.4	9.5	10.5	9.8	134/2381	2167/26.1	26.2	26.6	9.4	127	2499	WPXY-F
5. WRMM-F (SAC)	98/ 7.2	6.0	6.2	6.6	6.1	6.5	101/1966	1740/21.0	21.1	19.2	5.5	74	1042	WRMM-F
6. WVOR-F (AC)	93/ 6.9	5.9	8.6	8.1	7.6	7.4	111/1941	1701/20.5	23.0	22.4	6.3	85	1175	WVOR-F
7. WKLX-F (O)	82/ 6.1	6.5	6.6	4.9	5.5	6.0	92/1660	1475/17.8	16.9	15.7	4.2	57	901	WKLX-F
8. WDKX-F (B)	72/ 5.4	5.2	4.3	4.6	4.9	4.9	72/830	807/ 9.7	8.0	8.0	9.9	134	1592	WDKX-F
9. WBBF (BB)	52/ 3.9	3.5	3.8	2.2	2.2	3.3	52/739	739/ 8.9	7.5	4.5	1.4	19	332	WBBF
10. WZSH-F (EZ)	28/ 2.1	2.4	3.2	3.6	4.5	2.8	37/737	563/ 6.8	7.8	11.1	2.6	35	588	WZSH-F

12+ FM SHARE (METRO): 76.18% (889 of 1167) (FAL 90: 82.76%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPXY-F>>	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>	1 WCMF-F>	1 WHAM >>	1 WCMF-F<	1 WCMF-F	1 WHAM <	1 WHAM	1 WHAM >>
2 WCMF-F	2 WPXY-F>	2 WPXY-F	2 WKLX-F<	2 WBEE-F	2 WBEE-F>	2 WHAM >	2 WHAM >	2 WCMF-F>	2 WCMF-F<	2 WCMF-F
3 WDKX-F	3 WRMM-F	3 WKLX-F<	3 WBEE-F	3 WRMM-F<	3 WVOR-F	3 WBEE-F	3 WBEE-F	3 WPXY-F<	3 WPXY-F>	3 WPXY-F<
4	WBEE-F	4 WVOR-F	4 WRMM-F<	4 WKLX-F	4 WRMM-F	4 WVOR-F<	4 WRMM-F	4 WBEE-F>	4 WBEE-F	4 WDKX-F
5	5 WVOR-F	5 WRMM-F<	5 WVOR-F	5 WVOR-F<	WCMF-F<	5 WPXY-F	5 WPXY-F<	5 WRMM-F	5 WDKX-F	5 WBEE-F
6	6	6 WBEE-F	6 WPXY-F	6 WHAM	6 WKLX-F	6	6 WKLX-F	6 WVOR-F	5	6
7	7	7	7 WHAM	7 WPXY-F	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WCMF-F	1 WCMF-F	1 WRMM-F	1 WCMF-F	1 WRMM-F>
2 WDKX-F	2 WPXY-F	WCMF-F	2 WRMM-F<	2 WCMF-F<
3 WPXY-F>	3 WRMM-F	3 WPXY-F>	3 WPXY-F	3 WVOR-F
4 WVOR-F>	4 WVOR-F	4 WBEE-F	4 WVOR-F>	4 WPXY-F
5 WRMM-F	WDKX-F	5 WVOR-F	5 WKLX-F	5 WKLX-F
6	6	6 WKLX-F	WDKX-F	WBEE-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>>
2 WPXY-F	2 WPXY-F	2 WBEE-F	2 WHAM <	2 WBEE-F
3	3 WBEE-F	3 WHAM >	3 WKLX-F	3 WHAM
4	4 WHAM	4 WVOR-F	4 WBEE-F	4 WKLX-F>
5	5 WKLX-F	5 WKLX-F	5 WPXY-F	5 WVOR-F
6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		128 (1)	128 (1)	11.0	16.4
AOR/CLASSIC		218 (1)	218 (1)	18.7	18.2
AC/OLDIES/SOFT ROCK	6 (1)	185 (3)	191 (4)	16.4	23.8
MOR/VARIETY	204 (1)		204 (1)	17.5	11.2
COUNTRY		138 (1)	138 (1)	11.8	15.4
BLACK/URBAN		72 (1)	72 (1)	6.2	7.0
BEAUTIFUL/EASY	3 (1)	133 (3)	136 (4)	11.7	5.2
NEWS/TALK					
NOSTALGIA	52 (1)		52 (1)	4.5	
RELIGION/GOSPEL	5 (1)		5 (1)	0.4	
SPANISH					0.6
CLASSICAL		5 (1)	5 (1)	0.4	0.4
JAZZ/NEW AGE					
UNKNOWN/OTHERS	8 (1)	10 (1)	18 (2)	1.5	1.7
	278 (6)	889 (12)	1167 (18)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WECQ-F	101.7	Geneva	0.7/0.8/ 11/ 113
WKGQ	1280	Rochester	0.4/1.9/ 6/ 161
WRMM	990	Rochester	0.2/1.4/ 3/ 115
WWWG	1460	Rochester	0.4/1.8/ 5/ 153
CFMX-F	103.1	Cobourg ON	0.4/2.1/ 5/ 176
WEZQ-F	107.7	Weathersfield	0.7/2.1/ 13/ 241
WMJQ-F	102.5	Buffalo	0.7/4.3/ 38/ 729
WYLF	850	Penn Yan	0.6/0.8/ 26/ 120

RADIO STATIONS

WBBF, 950, 1 KW (DA-2) , NOSTALGIA — UNIULT , $ 24.00 (Katz) — Heritage
WHAM, 1180, 50 KW , MOR/FULL SER. — CBS, TALKNT, $ 55.00 (McGuild) — Lincoln

WBEE-F, 92.5, 50 KW @ 500, COUNTRY — UNIULT , $ 63.00 (Katz) — Heritage
WCMF-F, 96.5, 50 KW @ 450, AOR , $ 100.00 (Torbet) — Stoner
WDKX-F, 103.9, 1 KW @ 536, BLACK , $ 30.00 (Williams)
WKLX-F, 98.9, 37 KW @ 564, OLDIES , $ 50.00 (Durpetti)
WPXY-F, 97.9, 50 KW @ 399, CHR , $ 75.00 (RAM) — Pyramid
WRMM-F, 101.3, 27 KW @ 640, SOFT AC — ABC , $ 49.00 (Christal) — Atlantic Ventures
WVOR-F, 100.5, 50 KW @ 482, AC , $ 99.00 (McGuild) — Lincoln
WRQI-F, 95.1, 10 KW @ 994, CL AOR , $ 28.00 (Banner) — (BRISTOL CENTER)

Miscellaneous: WZSH to WRQI-F and from EZ to Classic AOR (after Fall book)...

American Radio Fall 1991, Copyright 1992

ROCKFORD

Arbitron Rank/Pop (12+): 143/233,000

MSA Rank/Pop: 157/285,000
ADI # 135

Average Person Ratings: 18.1
Market TSL: 21.25 hours

Stations: 17/9
Diaries: 754/309:1/58.6%
Sample Target: 680
% Below Line: 20.8
% Not Listed: 18.0

1991 Revenue: $7,900,000
HH Inc.: $33,524
Retail $: 2.2 Bil
Pop per Station: 25,888
#1 Biller: WZOK-F $2,300,000

12+ METRO		1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WXRX-F	(CL AOR)	56/14.9	10.5	14.4	8.9	----	----	76/723	563/24.2	19.8	23.6	10.8	42	619	WXRX-F
2. WZOK-F	(CHR)	47/12.5	17.1	19.5	21.7	----	----	105/1629	765/32.8	36.9	39.7	24.0	93	1052	WZOK-F
3. WROK	(FS)	43/11.5	12.0	9.2	11.0	----	----	44/735	696/30.0	26.0	25.4	11.1	43	556	WROK
4. WKMQ-F	(O)	35/ 9.3	9.0	9.5	10.7	----	----	48/651	461/19.8	22.0	22.0	7.2	28	420	WKMQ-F
5. WRWC-F	(SAC)	31/ 8.3	6.4	8.7	7.4	----	----	35/553	403/17.3	16.1	17.3	8.0	31	307	WRWC-F
6. WGN	(T)	25/ 6.7	5.9	4.1	6.1	----	----	70/811	325/13.9	13.3	13.4	6.4	25	325	WGN
7. WJVL-F	(C)	18/ 4.8	5.4	4.3	2.8	----	----	52/698	256/11.0	9.5	9.3	2.6	10	290	WJVL-F
8. WBBM	(N)	10/ 2.7	2.0	0.8	0.5	----	----	27/569	192/ 8.2	8.2	6.6	1.0	4	124	WBBM
WRRR	(BB)	10/ 2.7	3.8	2.4	1.3	----	----	10/137	122/ 5.2	7.7	6.2	2.3	9	118	WRRR
10. WSJY-F	(EZ)	9/ 2.4	2.8	2.2	1.8	----	----	16/277	127/ 5.5	7.3	7.8	0.5	2	109	WSJY-F
11. WKKN	(C)	7/ 1.9	0.8	1.9	2.0	----	----	11/162	129/ 5.5	3.4	6.7	2.1	8	151	WKKN
12. WQFL-F	(REL)	6/ 1.6	1.8	1.9	3.3	----	----	13/241	157/ 6.7	7.2	5.6	3.6	14	225	WQFL-F
13.															
14.															
15.															

12+ FM SHARE (METRO): 66.67% (210 of 315) (FAL 90: 72.58%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZOK-F››	1 WXRX-F››	1 WXRX-F›	1 WXRX-F	1 WXRX-F	1 WROK ›	1 WROK ›	1 WXRX-F	1 WXRX-F	1 WZOK-F	1 WGN
2 WXRX-F››	2 WZOK-F››	2 WZOK-F	2 WKMQ-F	2 WKMQ-F	2 WKMQ-F	2 WZOK-F‹	2 WRWC-F	2 WZOK-F›	2 WXRX-F›	2 WXRX-F
3	3 WRWC-F	3 WKMQ-F	3 WRWC-F‹	3 WZOK-F	3 WGN	3 WXRX-F›	3 WKMQ-F	3 WRWC-F	3 WROK	WROK
4	4 WKMQ-F	4 WRWC-F	4 WZOK-F	WRWC-F	4 WRWC-F	4 WGN ‹	4 WZOK-F	4 WKMQ-F	4 WGN	4
5	5	5	5	5	5	5 WKMQ-F	5 WROK	5 WROK	5 WKMQ-F	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WZOK-F	1 WZOK-F›	1 WZOK-F›	1 WZOK-F	1 WKMQ-F
2 WXRX-F››	2 WXRX-F›	2 WXRX-F›	WKMQ-F	2 WZOK-F
3 WRWC-F	3 WRWC-F›	3 WRWC-F	3 WRWC-F	WRWC-F›
WROK	4 WKMQ-F	4 WKMQ-F	4 WXRX-F	4 WXRX-F
5	5	5	5	5 WROK

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WXRX-F››	1 WXRX-F››	1 WXRX-F››	1 WXRX-F››	1 WXRX-F››
2 WZOK-F	2 WZOK-F	2 WZOK-F››	2 WZOK-F	2 WKMQ-F›
3	3	3 WWBZ-F	3 WKMQ-F›	3 WZOK-F
4	4	WRWC-F	4 WRWC-F	WRWC-F
5	5	WKMQ-F	5 WROK	5 WROK

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		47 (1)	47 (1)	14.9	23.2
AOR/CLASSIC		60 (2)	60 (2)	19.0	17.7
AC/OLDIES/SOFT ROCK		35 (1)	35 (1)	11.1	21.6
MOR/VARIETY	45 (2)		45 (2)	14.3	11.0
COUNTRY	7 (1)	18 (1)	25 (2)	7.9	7.4
BLACK/URBAN					
BEAUTIFUL/EASY		40 (2)	40 (2)	12.7	2.6
NEWS/TALK	43 (4)		43 (4)	13.7	10.6
NOSTALGIA	10 (1)		10 (1)	3.2	2.9
RELIGION/GOSPEL		6 (1)	6 (1)	1.9	2.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		4 (1)	4 (1)	1.3	0.6
	105 (8)	210 (9)	315 (17)		

OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME TSA
WBEL	1380	South Beloit	0.5/2.2/ 9/ 187
WEKZ-F	93.7	Monroe	1.1/1.7/ 10/ 182
WLS	890	Chicago	1.1/4.5/ 18/ 294
WLUP	1000	Chicago	1.1/2.1/ 8/ 133
WWBZ-F	103.5	Chicago	1.1/2.8/ 4/ 100

RADIO STATIONS

WKKN, 1150, 1 KW (DA-1) , COUNTRY
WROK, 1440, 5 KW/500 W (DA-D), MOR/FULL SER.
WRRR, 1330, 1 KW/91 W (DA-1) , NOSTALGIA

WKMQ-F, 96.3, 1 KW @ 515, OLDIES
WQFL-F, 100.9, 3 KW @ 300, RELIGION
WRWC-F, 103.1, 1 KW @ 525, AC
WXRX-F, 104.9, 3 KW @ 300, AOR
WZOK-F, 97.5, 50 KW @ 433, CHR
WJVL-F, 99.9, 11 KW @ 502, COUNTRY

MBS , $ 13.00 (Christal) Midwest Family
ABC, $ 36.00 (McGuild)
SMN, $ 10.00 (Katz)

, $ 30.00 (HRMH) Midwest Family
UPI, $ 10.00 (---)
UNISUP, $ 18.00 (K & P)
SOURCE, $ 21.00 (Katz)
, $ 45.00 (McGuild)
, $ 14.00 (---) Gazette (JANESVILLE WI)

OTHER RATED STATIONS: See Chicago or Madison

American Radio Fall 1991, Copyright 1992

SACRAMENTO

Arbitron Rank/Pop (12+): 30/1,274,900

MSA Rank/Pop: 30/1,480,000
ADI # 19

Average Person Ratings: 15.7
Market TSL: 21.25 hours

Stations: 25/22
Diaries: 1474/865:1/48.9%
Sample Target: 1450
% Below Line: 4.7
% Not Listed: 14.9

1991 Revenue: $55,000,000
HH Inc.: $37,407
Retail $: 11.9 Bil
Pop per Station: 57,950
$1 Biller: KRAK-AF $10,400,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KFBK	(N/T)	251/12.5	10.7	10.6	12.4	8.8	11.6	322/3628	2838/22.3	22.4	20.9	10.4	208	2344	KFBK
2. KRAK-F	(C)	229/11.4	9.4	9.7	10.1	8.9	10.1	304/4004	2649/20.8	18.1	16.8	12.1	241	2318	KRAK-F
3. KSFM-F	(CHR)	155/ 7.7	6.3	6.7	7.3	7.3	7.0	206/3258	2338/18.3	18.3	17.1	12.1	242	3066	KSFM-F
4. KXOA-F	(AC)	134/ 6.7	5.6	4.6	7.2	7.5	6.0	148/2525	2106/16.5	14.2	18.4	5.8	116	1648	KXOA-F
5. KRXQ-F	(AOR)	120/ 6.0	6.6	6.9	7.9	6.5	6.8	142/2315	1972/15.5	13.7	13.7	11.6	231	2293	KRXQ-F
6. KSEG-F	(CL AOR)	91/ 4.5	5.2	3.8	4.7	3.3	4.5	113/2059	1615/12.7	9.8	10.4	4.8	95	1866	KSEG-F
7. KYMX-F	(SAC)	88/ 4.4	5.7	4.9	4.7	5.2	4.9	98/1934	1649/12.9	13.9	11.1	2.7	53	843	KYMX-F
8. KWOD-F	(CHR)	79/ 3.9	4.5	3.3	2.7	2.9	3.6	110/2123	1486/11.7	12.0	11.5	4.3	85	1542	KWOD-F
9. KGBY-F	(AC)	69/ 3.4	4.4	3.8	3.7	3.5	3.8	89/1652	1301/10.2	9.9	10.8	4.1	82	1164	KGBY-F
10. KHYL-F	(O)	68/ 3.4	5.5	4.8	3.4	4.4	4.3	91/1906	1398/11.0	12.3	11.9	3.6	71	1169	KHYL-F
11. KCTC	(BB)	59/ 2.9	2.8	2.8	2.2	1.6	2.7	62/871	818/ 6.4	6.9	6.3	0.8	15	347	KCTC
12. KQPT-F	(J/NA)	57/ 2.8	3.2	4.0	3.4	4.3	3.3	64/1230	1047/ 8.2	9.0	10.2	2.5	50	914	KQPT-F
13. KZAP-F	(AOR)	48/ 2.4	2.7	3.4	3.1	4.6	2.9	91/2153	1499/11.8	12.3	13.4	4.3	86	1494	KZAP-F
14. KRAK	(C)	45/ 2.2	2.9	2.4	3.3	2.5	2.7	112/1606	794/ 6.2	6.0	6.3	2.4	47	672	KRAK
15. KFRC	(BB)	39/ 1.9	1.2	1.7	2.1	2.2	1.7	90/1034	612/ 4.8	4.7	4.5	0.8	16	275	KFRC
16. KRCX	(SP)	35/ 1.7	0.7	3.3	1.4	1.9	1.8	43/393	262/ 2.1	2.6	1.6	0.4	7	263	KRCX
17.															
18.															
19.															
20.															

12+ FM SHARE (METRO): 68.50% (1168 of 1705) (FAL 90: 70.54%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KSFM-F››	1 KRXQ-F›	1 KRAK-F	1 KRAK-F‹	1 KRAK-F	1 KFBK ›	1 KFBK ›	1 KFBK	1 KRAK-F	1 KSFM-F›	1 KFBK ››
2 KRXQ-F	2 KXOA-F	2 KFBK	2 KFBK	2 KFBK	2 KRAK-F››	2 KRAK-F›	2 KRAK-F›	2 KFBK	2 KRAK-F	2 KRAK-F››
KRAK-F	KSFM-F	3 KXOA-F	3 KXOA-F›	3 KXOA-F›	3 KXOA-F	3 KSFM-F	3 KXOA-F›	3 KSFM-F	3 KFBK	3 KSFM-F
4 KWOD-F	KRAK-F	4 KRXQ-F	4 KSEG-F	4 KSEG-F	4 KYMX-F	4 KXOA-F‹	4 KRXQ-F	4 KXOA-F‹	4 KRXQ-F	4 KGO ‹
5	5 KWOD-F	5 KSEG-F	5 KRXQ-F	5 KRXQ-F	KCTC	5 KRXQ-F	5 KYMX-F	5 KRXQ-F	5 KWOD-F‹	5 KXOA-F
6	6 KSEG-F	6 KSFM-F	6 KYMX-F‹	6 KYMX-F	6	6	6 KSFM-F	6 KSEG-F	6 KXOA-F	6
7	7 KGBY-F	7	7 KHYL-F	7 KHYL-F	7	7	KSEG-F‹	7 KYMX-F	7 KSEG-F	7
8	KFBK	8	8	8	8	8	8 KHYL-F	8 KWOD-F	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KSFM-F›	1 KXOA-F‹	1 KXOA-F›	1 KXOA-F	1 KXOA-F‹
2 KRXQ-F	2 KSFM-F	2 KRAK-F	2 KRAK-F	2 KRAK-F›
3 KWOD-F	3 KRAK-F	KGBY-F›	3 KSFM-F	3 KFBK ‹
4 KRAK-F	4 KGBY-F‹	4 KWOD-F	4 KYMX-F	4 KHYL-F
5 KXOA-F	5 KWOD-F	5 KSEG-F	5 KGBY-F	5 KYMX-F
KGBY-F	6 KRXQ-F	KRXQ-F	6 KHYL-F‹	6 KGBY-F
7	7	7	7 KWOD-F	7 KSFM-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KSFM-F	1 KRXQ-F›	1 KRXQ-F›	1 KFBK	1 KFBK
KRXQ-F	2 KSEG-F	2 KFBK	2 KRAK-F‹	2 KRAK-F›
3 KWOD-F	3 KFBK	3 KSEG-F	3 KRXQ-F	3 KRXQ-F
4 KSEG-F›	4 KRAK-F	KRAK-F	4 KSEG-F›	4 KSEG-F›
5 KZAP-F	5 KWOD-F	5 KXOA-F	5 KXOA-F	5 KXOA-F
KRAK-F	KSFM-F‹	6	6 KZAP-F	6 KYMX-F
7	7 KXOA-F	7	7	7 KZAP-F‹
				8 KQPT-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		234 (2)	234 (2)	13.7	13.6
AOR/CLASSIC		271 (4)	271 (4)	15.9	16.8
AC/OLDIES/SOFT ROCK	36 (2)	271 (3)	307 (5)	18.0	23.3
HOR/VARIETY					1.8
COUNTRY	45 (1)	229 (1)	274 (2)	16.1	11.9
BLACK/URBAN					
BEAUTIFUL/EASY		95 (2)	95 (2)	5.6	3.5
NEWS/TALK	300 (3)		300 (3)	17.6	14.9
NOSTALGIA	98 (2)		98 (2)	5.7	2.6
RELIGION/GOSPEL	8 (1)	11 (1)	19 (2)	1.1	1.5
SPANISH	42 (2)		42 (2)	2.5	0.8
CLASSICAL					1.2
JAZZ/NEW AGE		57 (1)	57 (1)	3.3	5.2
UNKNOWN/OTHERS	8 (1)		8 (1)	0.5	3.0
	537 (12)	1168 (14)	1705 (26)		

OTHER RATED STATIONS				METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KFIA	710	Carmichael		0.4/1.5/ 13/ 319
KFIA-F	101.9	Shngle Sp/Scrmt		0.5/1.9/ 11/ 290
KLCQ-F	105.5	Davis/Sacramento		0.6/2.5/ 24/ 441
KRDX	650	Rancho Cordova		0.3/0.8/ 8/ 165
KSMJ	1380	Sacramento		1.2/2.9/ 26/ 432
KTHO	590	S L Tahoe		0.4/0.9/ 9/ 149
KXOA	1470	Sacramento		0.6/2.9/ 12/ 367
KBEE-F	103.3	Modesto/Stoctn.		0.3/1.5/ 65/ 782
KCBS	740	San Francisco		1.1/3.9/ 58/1248
KQD	810	San Francisco		1.3/5.1/ 82/1655

American Radio Fall 1991, Copyright 1992

SACRAMENTO

RADIO STATIONS

AM STATIONS

KCTC	1320, 5 KW (DA-2)	EZ	UNIULT UNISUP,	$ 30.00	(Christal)	Tribune Co.
KFBK	1530, 50 KW (DA-2)	News/Talk	ABC APR,	$120.00	(Group W)	Westinghouse
KFIA	710, 10 KW/250 W(DA-2),	Religion		$ 24.00	(---)	
KRAK	1140, 50 KW (DA-2)	Country		$ 66.00	(Katz)	EZ
KRCX	1110, 5 KW/500 W (DA-2),	Hispanic		$ 36.00	(Katz Hisp.)	Fuller-Jaffrey
KSAC	1240, 1 KW	Sports	UNIULT,	$ 27.00	(CNBS)	
KSMJ	1380, 5 KW (DA-2)	Oldies	SMH,	$ 26.00	(HMR)	Booth/Genesis
KXOA	1470, 5 KW/1 KW (DA-2)	Business News		$ 30.00	(Banner)	Brown

FM STATIONS

KGBY-F	92.5, 50 KW @ 482	AC		$ 62.00	(Group W)	Westinghouse
KHYL-F	101.1, 37 KW @ 567	Oldies		$ 50.00	(Eastman)	Parker (AUBURN)
KQPT-F	100.5, 115 KW @ 328	Jazz/NAC	SOURCE,	$ 80.00	(CBS)	Duchossois
KRAK-F	105.1, 50 KW @ 500	Country		$111.00	(Katz)	EZ
KSEC-F	96.9, 50 KW @ 500	Classic AOR	ABC,	$ 48.00	(Christal)	Great American
KRXQ-F	93.7, 25 KW @ 325	AOR		$ 90.00	(Torbet)	Fuller-Jaffrey
KSFM-F	102.5, 50 KW @ 500	CHR		$ 85.00	(HMR)	Booth/Genesis
					(WOODLAND)	
KWOD-F	106.5, 50 KW @ 410	CHR	CBS ABC,	$ 54.00	(HMH)	
KXOA-F	107.9, 50 KW @ 403	AC		$135.00	(Banner)	Brown
KYMX-F	96.1, 50 KW @ 478	Soft AC/EZ		$ 75.00	(Christal)	Tribune Co.
KNCI-F	98.5, 50 KW @ 500	Country		$ 96.00	(Mc-Guild)	Nationwide

Miscellaneous: KSAC from Classical to Sports (Oct)... KZAP-F to KNCI-F and from AOR to Country (after Fall book)...

American Radio Fall 1991, Copyright 1992

SAGINAW-BAY CITY-MIDLAND

Arbitron Rank/Pop (12+): 115/324,500
MSA Rank/Pop: 121/408,000
ADI # 56 (w/Flint)
Average Person Ratings: 16.4
Market TSL: 21.50 hours

Stations: 24/14
Diaries: 906/358:1/53.4%
Sample Target: 820
% Below Line: 11.6
% Not Listed: 13.2

1991 Revenue: $10,400,000
MH Inc.: $30,637
Retail $: 3.0 Bil
Pop per Station: 23,178
#1 Biller: WIOG-F $2,300,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90		Birch Share	Birch AQH	Birch Cume	
1. WSGW	(N/T)	65/12.2	11.2	8.5	12.3	9.7	11.1	76/962	793/24.4	19.2	20.6		10.7	65	721	WSGW
2. WKCQ-F	(C)	63/11.8	13.3	12.3	9.9	9.9	11.8	160/1926	823/25.4	27.3	19.6		16.6	95	881	WKCQ-F
3. WIOG-F	(CHR)	62/11.7	15.8	15.0	19.2	18.5	15.4	191/2757	1041/32.1	38.5	38.5		14.1	86	1249	WIOG-F
4. WHNN-F	(O)	59/11.1	15.1	11.1	10.9	15.1	12.1	139/2075	889/27.4	24.7	29.6		11.5	70	785	WHNN-F
5. WKQZ-F	(AOR)	37/ 7.0	9.6	10.9	12.3	8.6	9.9	88/1033	567/17.5	21.6	16.8		14.1	86	790	WKQZ-F
6. WGER-F	(SAC)	36/ 6.8	6.0	7.8	7.1	10.2	6.9	47/607	527/16.2	15.6	19.0		6.9	42	527	WGER-F
7. WTLZ-F	(B)	28/ 5.3	5.3	7.0	5.7	6.1	5.8	37/524	333/10.3	12.1	9.6		7.9	48	419	WTLZ-F
8. WWCK-F	(CHR)	15/ 2.8	1.5	2.7	0.7	1.8	1.9	101/1448	270/ 8.3	8.0	4.6		3.9	24	392	WWCK-F
9. WJR	(FS)	14/ 2.6	1.2	0.9	2.7	1.3	1.9	102/1385	277/ 8.5	6.4	4.3		1.3	8	186	WJR
10. WFDF	(BB)	13/ 2.4	2.8	2.2	1.3	2.2	2.2	67/935	261/ 8.0	4.8	4.9		1.2	7	127	WFDF
11. WCEN-F	(C)	11/ 2.1	1.5	----	0.5	0.5	1.0	48/493	169/ 5.2	0.0	2.8		1.0	6	145	WCEN-F
12. WKNX	(BB)	10/ 1.9	1.2	1.7	1.7	1.3	1.6	17/207	151/ 4.7	3.7	3.1		0.8	5	74	WKNX
13. WSAM	(O)	9/ 1.7	----	1.2	0.7	1.4	0.9	9/165	119/ 3.7	5.4	4.9		0.3	2	86	WSAM
14.																
15.																

12+ FM SHARE (METRO): 74.24% (343 of 462) (FAL 90: 76.45%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIOG-F>>	1 WIOG-F>	1 WHNN-F<	1 WHNN-F>	1 WHNN-F>	1 WSGW	1 WSGW	1 WSGW <	1 WIOG-F	1 WIOG-F	1 WSGW >
2 WWCK-F>	2 WKQZ-F>	2 WIOG-F	2 WIOG-F	2 WKCQ-F	2 WKCQ-F	2 WHNN-F<	2 WHNN-F	2 WKCQ-F<	2 WTLZ-F	2 WKCQ-F
3 WTLZ-F	3 WKCQ-F	3 WKCQ-F	3 WKCQ-F	3 WIOG-F	3 WHNN-F>	3 WIOG-F	3 WKCQ-F>	3 WSGW	3 WKQZ-F<	WHNN-F
4	WHNN-F>	4 WKQZ-F	4 WKQZ-F<	4 WKQZ-F	4 WGER-F	4 WKCQ-F>	4 WIOG-F	4 WHNN-F	4 WKCQ-F	4 WIOG-F
5	5 WGER-F	5 WGER-F	5 WGER-F	WGER-F	5	5 WKQZ-F	5 WGER-F	5 WKQZ-F	5 WSGW	5
6	6	6	6	6 WSGW	6	6	6 WKQZ-F	6 WGER-F	WHNN-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WIOG-F>>	1 WIOG-F>>	1 WIOG-F>>	1 WIOG-F	1 WHNN-F
2 WKCQ-F	2 WKCQ-F	2 WKCQ-F	2 WHNN-F>	2 WIOG-F
WGER-F	3 WGER-F	3 WHNN-F	3 WKCQ-F	3 WKCQ-F
4 WTLZ-F	4 WHNN-F	WGER-F>	WGER-F>	4 WGER-F>
WKQZ-F	5 WKQZ-F	5 WKQZ-F	5 WTLZ-F	5 WXOX
6	6	6	6	6 WSGW

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKQZ-F	1 WKQZ-F>	1 WKQZ-F>	1 WKQZ-F	1 WHNN-F
2 WIOG-F>>	2 WIOG-F	2 WHNN-F	2 WHNN-F	2 WKQZ-F
3 WWCK-F	3 WHNN-F	3 WSGW	3 WKCQ-F	3 WKCQ-F
WKCQ-F	4 WSGW	4 WIOG-F>	WIOG-F	4 WSGW >
5	5 WKCQ-F	5 WTLZ-F	5 WSGW	5 WIOG-F
6	6	WKCQ-F	6	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		86 (4)	86 (4)	18.6	23.2
AOR/CLASSIC		37 (1)	37 (1)	8.0	9.8
AC/OLDIES/SOFT ROCK	9 (1)	73 (4)	82 (5)	17.7	31.8
MOR/VARIETY	16 (2)		16 (2)	3.5	12.5
COUNTRY		76 (3)	76 (3)	16.5	11.9
BLACK/URBAN		35 (3)	35 (3)	7.6	7.0
BEAUTIFUL/EASY		36 (1)	36 (1)	7.8	
NEWS/TALK	65 (1)		65 (1)	14.1	
NOSTALGIA	23 (2)		23 (2)	5.0	3.9
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	6 (2)		6 (2)	1.3	
	119 (8)	343 (16)	462 (24)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WMJT-F	100.9	Pinconning	1.1/3.2/ 6/ 135
WMPX	1490	Midland	0.4/1.4/ 2/ 47
WTCF-F	100.5	Carrollton	1.3/4.4/ 8/ 147
WXOX	1250	Bay City	0.8/4.1/ 6/ 187
WCFX-F	95.3	Clare/MtPleasnt	0.4/1.4/ 22/ 297
WCRZ-F	107.9	Flint	1.1/3.2/104/1241
WDZZ-F	92.7	Flint	0.4/2.7/ 71/ 808
WOAP	1080	Owosso	0.4/1.0/ 7/ 111
WOWE-F	98.9	Vassar	0.9/2.1/ 16/ 232
WUPS-F	98.5	Houghtn Lake	0.4/2.7/ 12/ 305
WWWW-F	106.7	Detroit	0.4/1.1/ 16/ 252

American Radio Fall 1991, Copyright 1992

ST. LOUIS

Arbitron Rank/Pop (12+): 18/2,019,100

MSA Rank/Pop: 17/2,490,000
ADI # 18
Average Person Ratings: 17.8
Market TSL: 23.25 hours

Stations: 28/28
Diaries: 1931/1046:1/56.5%
Sample Target: 1940
% Below Line: 0.0
% Not Listed: 7.5

1991 Revenue: $85,300,000
HH Inc.: $35,186
Retail $: 19.0 Bil
Pop per Station: 72,110
#1 Biller: KMOX $19,000,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KMOX	(N/T)	614/17.1	19.4	18.6	20.4	16.6	18.9	678/8309	7483/37.1	35.9	34.7	17.2	580	7951	KMOX
2. KSHE-F	(AOR)	318/ 8.8	9.7	8.3	8.1	7.2	8.7	383/4779	3898/19.3	19.2	18.1	12.0	405	4391	KSHE-F
3. KMJM-F	(B)	267/ 7.4	7.1	6.9	6.9	6.9	7.1	273/2496	2398/11.9	12.0	11.0	7.1	238	2751	KMJM-F
4. WIL -F	(C)	243/ 6.7	7.7	5.5	6.6	5.9	6.7	299/3847	3127/15.5	13.5	12.6	5.9	198	3054	WIL -F
5. KYKY-F	(AC)	224/ 6.2	5.9	5.7	5.0	6.3	5.7	235/3922	3571/17.7	15.8	18.0	7.0	236	2692	KYKY-F
6. KSD -F	(CL AOR)	213/ 5.9	5.7	5.9	5.6	6.7	5.8	223/3880	3565/17.7	16.5	17.1	5.0	168	3645	KSD -F
7. WKBQ-F	(CHR)	180/ 5.0	4.3	5.2	4.6	5.0	4.8	212/4042	3397/16.8	17.8	17.9	6.7	225	3533	WKBQ-F
8. KEZK-F	(SAC)	159/ 4.4	3.5	5.0	5.0	7.9	4.5	181/3194	2836/14.0	13.5	16.5	2.9	99	1638	KEZK-F
9. KLOU-F	(O)	124/ 3.4	4.0	4.5	3.8	4.2	3.9	143/3044	2607/12.9	16.3	14.5	4.7	158	2558	KLOU-F
10. WKKX-F	(C)	92/ 2.6	2.8	2.5	2.6	3.3	2.6	109/1635	1349/ 6.7	6.1	8.9	4.3	144	1793	WKKX-F
11. KHTK-F	(CHR)	91/ 2.5	3.2	2.3	1.5	2.0	2.4	101/2551	2342/11.6	8.8	8.6	3.8	127	2825	KHTK-F
12. WRTH	(BB)	88/ 2.4	1.2	1.8	1.6	1.7	1.8	89/969	963/ 4.8	4.2	4.1	0.6	21	500	WRTH
13. WEW	(BB)	85/ 2.4	1.9	2.0	1.8	1.8	2.0	93/816	764/ 3.8	3.7	3.3	1.5	49	477	WEW
14. KFUO-F	(CL)	76/ 2.1	1.9	1.9	1.9	2.0	1.9	80/1360	1262/ 6.3	6.4	7.1	1.3	45	1270	KFUO-F
15. WIBV	(FS)	59/ 1.6	1.0	0.9	1.2	0.7	1.2	71/870	830/ 4.1	2.8	2.3	1.2	40	771	WIBV
16. WFXB-F	(AOR)	54/ 1.5	1.2	2.2	1.8	1.7	1.7	56/1350	1294/ 6.4	7.9	6.7	1.3	43	1121	WFXB-F
KATZ	(B)	54/ 1.5	1.7	1.9	2.1	2.1	1.8	54/1001	1001/ 5.0	4.8	4.1	1.7	57	574	KATZ
18. KUSA	(C)	50/ 1.4	1.2	1.6	1.8	1.8	1.5	73/1342	910/ 4.5	3.6	6.0	0.8	26	547	KUSA
19. KATZ-F	(B/AC)	49/ 1.4	1.2	1.0	1.3	1.8	1.2	49/986	976/ 4.8	4.9	5.7	1.3	45	1003	KATZ-F
20. KXOK	(B)	44/ 1.2	1.8	1.4	0.6	0.7	1.3	44/877	677/ 3.4	3.1	3.7	1.3	43	618	KXOK

12+ FM SHARE (METRO): 65.61% (2186 of 3332) (FAL 90: 68.86%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KMJM-F	1 KSHE-F>	1 KSHE-F>	1 KSHE-F	1 KMOX	1 KMOX >>	1 KMOX >>	1 KMOX >	1 KMOX >	1 KMOX >	1 KMOX >>
2 WKBQ-F	2 KMJM-F<	2 KYKY-F	2 KYKY-F	2 KSHE-F	2 WIL -F	2 WIL -F<	2 KSHE-F	2 KSHE-F	2 KMJM-F>	2 KMJM-F>>
3 KHTK-F	3 KSD -F	3 KSD -F	KMOX <	3 KYKY-F	3 KEZK-F	3 KSHE-F	3 WIL -F	3 KMJM-F	3 KSHE-F	3 KSHE-F
4	4 KYKY-F	4 KMJM-F	4 KSD -F>	KSD -F	4 KYKY-F	4 KSD -F<	4 KYKY-F<	4 KYKY-F	4 WKBQ-F>	4 WIL -F<
5	5 WKBQ-F	5 KMOX	5 WIL -F<	5 WIL -F	5 WRTH <	5 KMJM-F	5 KSD -F<	5 WIL -F	5 KYKY-F	5 KLOU-F
6	6 WIL -F	6 WIL -F	6 KMJM-F	6 KMJM-F	6 WEW	6 KYKY-F	6 KEZK-F	KSD -F	6 WIL -F	6 KSD -F
7	7	7 WKBQ-F	7 KLOU-F	7 KLOU-F	KLOU-F	7	7 KMJM-F	7 WKBQ-F	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WKBQ-F<	1 KMJM-F	1 KYKY-F<	1 KYKY-F	1 KYKY-F>
2 KMJM-F>	2 KYKY-F	2 KSD -F	2 KMJM-F	2 KMOX
3 KSHE-F	3 KSD -F	3 KMJM-F<	3 KSD -F	3 KSD -F
4 KYKY-F	4 KSHE-F<	4 KSHE-F>	4 WKBQ-F<	4 WIL -F
5 KSD -F	5 WKBQ-F>	5 WIL -F	5 KSHE-F	5 KMJM-F
6 KHTK-F	6 WIL -F	6 WKBQ-F	6 WIL -F	6 KSHE-F
7 WIL -F	7	7	7 KMOX	7 KEZK-F<
			KLOU-F	8 KLOU-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KSHE-F>>	1 KSHE-F>>	1 KSHE-F>>	1 KSHE-F>	1 KMOX <
2 KMJM-F>	2 KSD -F	2 KSD -F>	2 KMOX	2 KSHE-F>
3 KYKY-F	3 KMJM-F>	3 KMOX	3 KSD -F	3 KSD -F>
KSD -F	4 KMOX	4 KMJM-F	4 KMJM-F	4 WIL -F
5 WKBQ-F	5 WIL -F	5 WIL -F	5 KYKY-F<	5 KYKY-F
6	6 KYKY-F	6	6 WIL -F	KMJM-F<
7	7	7	7	7 KLOU-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		271 (2)	271 (2)	8.1	10.5
AOR/CLASSIC		622 (4)	622 (4)	18.7	13.3
AC/OLDIES/SOFT ROCK		348 (2)	348 (2)	10.4	17.1
MOR/VARIETY	59 (1)		59 (1)	1.8	2.3
COUNTRY	50 (1)	335 (2)	385 (3)	11.6	9.8
BLACK/URBAN	98 (2)	316 (2)	414 (4)	12.4	11.7
BEAUTIFUL/EASY	38 (1)	191 (2)	229 (3)	6.9	7.3
NEWS/TALK	642 (2)		642 (2)	19.3	19.0
NOSTALGIA	173 (2)		173 (2)	5.2	3.1
RELIGION/GOSPEL	67 (2)	27 (1)	94 (3)	2.8	3.6
SPANISH					
CLASSICAL		76 (1)	76 (1)	2.3	2.1
JAZZ/NEW AGE					
UNKNOWN/OTHERS	19 (1)		19 (1)	0.6	
	1146 (12)	2186 (16)	3332 (28)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KEZK	590	Wood River/St.L	1.1/3.6/ 39/ 761
KFXB-F	105.7	Ste. Genve/St.L	1.0/6.1/ 47/1529
KIRL	1460	St. Charles/StL	0.9/1.9/ 35/ 411
KRJY-F	96.3	St. Louis	0.9/4.6/ 36/ 959
WBGZ	1570	Alton	0.5/1.1/ 19/ 215
WCBW-F	104.9	Columbia/St. L.	0.7/2.6/ 27/ 607
WESL	1490	E. St. Louis	0.9/1.6/ 33/ 330
WQNU	920	Granite City	0.8/1.8/ 28/ 365

American Radio Fall 1991, Copyright 1992

ST. LOUIS

RADIO STATIONS

AM STATIONS

KATZ, 1600, 5 KW (DA-N)	BLACK		NBN,	$ 40.00	(K & P)	Interurban
KGLD, 1380, 5 KW/1 KW (DA-2)	OLDIES	UNISUP	UNIULT,	$ 34.00	(Katz)	Chase
KMOX, 1120, 50 KW	TALK		CBS,	$ 327.00	(CBS)	CBS
KSIV, 1320, 5 KW/125 W	RELIGION		,	$ 18.00	(---)	Bott
KUSA, 550, 5 KW (DA-N)	COUNTRY OLDIES		MBS,	$ 50.00	(McGuild)	Gannett
KXEN, 1010, 50 KW (DAYS, DA)	RELIGION		,	$ 26.00	(---)	Mid America Gospel
KXOK, 630, 5 KW (DA-2)	TALK		UNIULT ABC,	$ 31.00	(Torbet)	
WESL, 1490, 1 KW/250 W (DA-1)	GOSPEL		SBN UNIULT,	$ 25.00	(K & P)	Willis
WEW , 770, 1 KW (DAYS)	NOSTALGIA	UNISUP	UNIULT,	$ 27.00	(---)	
WRTH, 1430, 5 KW (DA-2)	NOSTALGIA		UNISUP ABC,	$ N/A	(Banner)	Heritage

FM STATIONS

KATZ, 100.3, 50 KW @ 490, BLACK	NBN,	$ 37.00	(K & P)	Interurban
KEZK, 102.5, 100 KW @ 1026, EZ	UNIULT,	$ 91.00	(MMR)	Adams
KFUO, 99.1, 100 KW @ 1026, CLASSICAL	NBC,	$ 47.00	(CMBS)	
KHTK, 97.1, 100 KW @ 560, CHR	,	$ 40.00	(Torbet)	
KLOU, 103.3, 100 KW @ 920, OLDIES	CBS,	$ 80.00	(CBS)	CBS
KMJM, 107.7, 100 KW @ 1026, BLACK	,	$ 97.00	(McGuild)	Noble
KRJY, 96.3, 100 KW @ 552, SOFT AC	NBC UNISUP,	$ 47.00	(Banner)	
KSD , 93.7, 100 KW @ 860, CLASSIC AOR	,	$ 100.00	(McGuild)	Gannett
KSHE, 94.7, 100 KW @ 1026, AOR	,	$ 154.00	(HNWH)	Emmis
KFXB, 105.7, 100 KW @ 1376, AOR	SOURCE,	$ N/A	(Durpetti)	(ST. GENEVIEVE)
KYKY, 98.1, 90 KW @ 1026, AC	,	$ 129.00	(MMR)	EZ
WCBW, 104.9, 2 KW @ 400, RELIGION	,	$ 20.00	(---)	Universal
WIL , 92.3, 100 KW @ 984, COUNTRY	ABC,	$ 76.00	(Banner)	Heritage
WKBQ, 106.5, 90 KW @ 1026, CHR	,	$ 89.00	(Katz)	Chase
WKKX, 104.1, 39 KW @ 500, COUNTRY	,	$ 40.00	(Torbet)	(JERSEYVILLE, IL)
WFXB, 101.1, 44 KW @ 525, ADR	,	$ 40.00	(Torbet)	

American Radio Fall 1991, Copyright 1992

SALINAS-MONTEREY-SANTA CRUZ

Arbitron Rank/Pop (12+): 76/495,200
MSA Rank/Pop: 134/602,000 (Salinas/Monterey)
ADI # 111
Average Person Ratings: 15.8
Market TSL: 21.25 hours

Stations: 33/18
Diaries: 1100/450:1/50.9%
Sample Target: 970
% Below Line: 30.2
% Not Listed: 15.9

1991 Revenue: $11,900,000
HH Inc.: $39,277
Retail $:~ 4.6 Bil
Pop per Station: 27,511
#1 Biller: KDON-AF $2,000,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KDON-F (CHR)	92/11.8	9.6	11.7	11.1	10.4	11.1	100/1378	1256/25.4	22.4	22.4	17.6	133	1424	KDON-F
2. KTOM-AF (C)	65/ 8.4	8.7	9.6	7.1	6.0	8.4	66/666	643/13.0	15.9	11.7	9.4	67	660	KTOM-AF
3. KGO (T/N)	65/ 8.3	9.7	9.0	8.6	7.2	8.9	69/905	847/17.1	17.5	17.1	7.3	55	711	KGO
4. KBAY-F (EZ)	40/ 5.1	4.0	4.2	3.4	4.5	4.2	40/513	489/ 9.9	8.4	9.9	2.1	16	307	KBAY-F
5. KCTY (SP)	37/ 4.7	2.9	3.8	2.9	2.0	3.6	37/300	300/ 6.1	5.1	4.0	0.8	6	253	KCTY
6. KWAV-F (AC)	35/ 4.5	4.3	4.9	4.5	4.2	4.6	39/652	621/12.5	14.0	13.1	3.6	27	551	KWAV-F
7. KOCN-F (AC)	29/ 3.7	2.0	2.4	1.9	2.0	2.5	29/428	421/ 8.5	7.9	7.1	2.9	22	262	KOCN-F
8. KMBY-F (AOR)	28/ 3.6	2.4	3.2	3.5	5.0	3.2	28/497	493/10.0	10.7	11.6	4.0	30	531	KMBY-F
9. KUFX-F (CL AOR)	27/ 3.5	5.2	6.6	2.6	3.8	4.5	28/676	648/13.1	14.2	12.3	5.3	40	740	KUFX-F
10. KTGE (SP)	23/ 2.9	2.8	3.1	3.5	1.5	3.1	24/350	340/ 6.9	4.8	3.6	5.3	40	421	KTGE
11. KBOQ-F (CL)	22/ 2.8	3.3	3.0	2.2	5.3	2.8	22/335	335/ 6.8	8.2	8.5	3.0	23	348	KBOQ-F
12. KDBQ-FF (AC)	20/ 2.6	3.4	2.4	4.8	5.2	3.3	22/447	424/ 8.6	7.9	11.2	2.8	21	406	KDBQ-FF
KCBS (N/T)	20/ 2.6	2.8	2.2	3.3	2.9	2.7	21/484	461/ 9.3	7.6	9.2	1.7	13	379	KCBS
14. KPIG-F (C)	16/ 2.0	1.8	0.5	2.0	2.0	1.6	16/236	236/ 4.8	3.2	4.4	2.1	16	233	KPIG-F
15. KHIP-F (O)	15/ 1.9	2.5	2.8	2.6	2.1	2.5	19/381	275/ 5.6	7.3	7.1	2.0	15	305	KHIP-F
16. KRAY-F (SP)	14/ 1.8	1.4	2.2	1.8	2.2	1.8	14/268	265/ 5.4	4.3	4.3	1.3	10	142	KRAY-F
17.														
18.														
19.														
20.														

12+ FM SHARE (METRO): 69.15% (455 of 658) (FAL 90: 70.66%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDON-F>>	1 KDON-F>>	1 KDON-F>	1 KTOM-AF	1 KTOM-AF	1 KGO	1 KDON-F	1 KDON-F	1 KDON-F>	1 KDON-F	1 KGO >>
2	2 KLFA-F	2 KTOM-AF	2 KDON-F	2 KGO	2 KTOM-AF	2 KTOM-AF<	2 KTOM-AF	2 KTOM-AF<	2 KGO >>	2 KTOM-F
3	3 KTOM-AF	3 KWAV-F	3 KGO	3 KDON-F	3 KBAY-F>	3 KGO >	3 KGO	3 KGO	3 KTOM-AF	3 KKMC
4	4 KUFX-F - 4 KGO	KWAV-F	4 KWAV-F	4 KOCN-F	4 KCTY	4 KBAY-F<	4 KWAV-F<	KMBY-F	4	
5	KWAV-F	KLFA-F	5 KCTY <	5 KOCN-F	KCTY	5 KBAY-F	5 KCTY <	5 KBAY-F	5 KUFX-F	5
6	KCTY	KCTY	6 KOCN-F	6 KCTY	6 KBOQ-F	6 KWAV-F	6 KWAV-F	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KDON-F>>	1 KDON-F>>	1 KDON-F	1 KDON-F>	1 KWAV-F
2 KRAY-F	2 KWAV-F>	2 KWAV-F	2 KWAV-F	2 KBAY-F
KCTY	3 KUFX-F	3 KTOM-AF	3 KOCN-F	KOCN-F
4 KUFX-F	4 KTOM-AF	4 KUFX-F	4 KTOM-AF	KDON-F
KWAV-F	KRAY-F	KTGE	5 KUFX-F	5 KTOM-AF
KMBY-F	KCTY	6 KDBQ-F	KBAY-F	KGO

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KDON-F>>	1 KDON-F	1 KMBY-F>	1 KDON-F>	1 KTOM-AF
2 KMBY-F>	2 KMBY-F>	2 KTOM-AF	2 KTOM-AF	2 KGO
3 KTOM-AF	3 KTOM-AF	KCTY	3 KMBY-F	3 KCTY
KSJO-F	4 KSJO-F	4 KOME-F	4 KCTY	4 KDON-F
5 KUFX-F	KCTY	KDON-F	5 KGO	5 KMBY-F
6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		95 (2)	95 (2)	14.4	18.9
AOR/CLASSIC		77 (4)	77 (4)	11.7	8.5
AC/OLDIES/SOFT ROCK		99 (4)	99 (4)	15.0	— 14.7
MOR/VARIETY				3.2	
COUNTRY	9 (1)	77 (3)	86 (4)	13.1	8.4
BLACK/URBAN					
BEAUTIFUL/EASY		40 (1)	40 (1)	6.1	7.2
NEWS/TALK	106 (4)		106 (4)	16.1	10.8
NOSTALGIA	4 (1)		4 (1)	0.6	1.2
RELIGION/GOSPEL	5 (1)	5 (1)	10 (2)	1.5	0.6
SPANISH	77 (4)	26 (2)	103 (6)	15.7	14.3
CLASSICAL		22 (1)	22 (1)	3.3	5.3
JAZZ/NEW AGE		7 (1)	7 (1)	1.1	1.5
UNKNOWN/OTHERS	2 (1)	7 (1)	9 (2)	1.4	5.4
	203 (12)	455 (20)	658 (32)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KKMC	880	Gonzales/Sal.	0.6/2.2/ 6/ 126
KLFA-F	93.9	King City/Salns	1.5/1.9/ 12/ 95
KSCO	1080	Santa Cruz/Mntr	1.7/4.2/ 13/ 206
KXDC-F	101.7	Carmel/Monterey	0.9/3.7/ 7/ 203
KARA-F	105.7	Santa Clara	0.6/1.4/ 5/ 70
KAZA	1290	Gilroy	1.7/2.8/ 15/ 154
KFRC	610	San Francisco	0.6/1.7/ 4/ 89
KLOK	1170	San Jose/SF	0.5/2.5/ 5/ 152
KMEL-F	106.1	San Francisco	0.4/2.6/ 3/ 143
KNBR	680	San Francisco	1.0/6.7/ 10/ 340
KOME-F	98.5	San Jose/San Fr	1.2/2.9/ 9/ 145
KRTY-F	95.3	Los Gatos/SJ	0.6/2.6/ 5/ 131
KSJO-F	92.3	San Jose	1.7/4.2/ 13/ 221

American Radio Fall 1991, Copyright 1992

RADIO STATIONS

KCTY	980,	1 KW/247W (DA-1),	Hispanic		$ NA	(Lotus)	
KOMY	1340,	1 KW	Nostalgia	MBS UNISUP,	$13.00	(Radio Time)	(WATSONVILLE)
KTOS	1570,	250 W/8 W	Hispanic		$12.00	(Katz Hisp.)	
KTOM	1380,	5 KW (DA-2)	see KTOM-F				
KBOQ-F	92.7,	1 KW @ 567	Classical		$24.00	(Durpetti)	
KDON-F	102.5,	19 KW @ 2270	CHR		$33.00	(Christal)	Henry
KHIP-F	93.5,	60 W @ 2238	Oldies	UNISUP UNIULT,	$17.00	(Eastman)	(HOLLISTER)
KLFA-F	93.9,	5 KW @ 703	Hispanic		$12.00	(Caballero)	(KING CITY)
KMBY-F	107.1,	.9 KW @ 604	AOR		$31.00	(HNWH)	
KOCN-F	104.9,	1 KW @ 559	Soft AC	MBS UNISUP,	$25.00	(Torbet)	
KPIG-F	107.5,	3 KW @ 335	Country	SMN,	$18.00	(Katz)	
KRAY-F	103.9,	3 KW @ -135	Hispanic		$23.00	(Lotus)	
KTOM-F	100.7,	1 KW @ 2420	Country	ABC,	$37.00	(MMR)	Comm. Service
KWAV-F	98.9,	18 KW @ 2450	AC	APR,	$41.00	(HNWH)	Buckley
KXDC-F	101.7	.8 KW @ 591	EZ		$15.00	(---)	

Miscellaneous: KNRY sold for $425,000... KHTX-F changed to KPIG-F and format from CHR to Country (Oct)...

American Radio Fall 1991, Copyright 1992

SALT LAKE CITY

Arbitron Rank/Pop (12+): 36/1,044,300

MSA Rank/Pop: 46/1,080,000
ADI # 42

Average Person Ratings: 15.5
Market TSL: 20.50 hours

Stations: 29/29
Diaries: 1445/723:1/57.2%
Sample Target: 1380
% Below Line: 0.0
% Not Listed: 10.0

1991 Revenue: $31,000,000
HH Inc.: $29,410
Retail $: 7.6 B11
Pop per Station: 36,010
#1 Biller: KKAT-F $4,300,000

12+ METRO		1/4/SHARE	SUN 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KKAT-F	(C)	175/10.8	11.0	13.9	11.1	7.6	11.7	193/2719	2400/23.0	24.7	17.2	13.8	236	2548	KKAT-F
2. KSL	(FS)	136/ 8.4	4.4	5.3	8.3	9.6	6.6	152/2951	2627/25.2	17.9	25.9	6.2	106	1768	KSL
3. KBER-F	(AOR)	128/ 7.9	5.3	6.4	4.6	4.2	6.1	140/2011	1783/17.1	14.3	11.8	11.1	190	2316	KBER-F
4. KSOP-AF	(C)	121/ 7.5	8.2	7.6	5.3	5.6	7.2	156/2070	1582/15.1	16.2	13.2	6.0	82	1210	KSOP-AF
5. KSFI-F	(SAC)	108/ 6.7	6.6	8.6	9.0	8.3	7.8	128/2365	1989/19.0	19.6	19.4	4.4	76	1308	KSFI-F
6. KLZX-F	(AOR)	96/ 6.0	7.3	6.7	7.1	6.4	6.8	111/1705	1577/15.1	13.3	15.7	7.0	119	1661	KLZX-F
7. KISN-F	(CHR)	77/ 4.8	5.5	3.9	5.7	4.6	5.0	98/2134	1766/16.9	14.8	15.9	4.7	81	1375	KISN-F
8. KUTQ-F	(CHR)	58/ 3.6	4.1	2.8	2.4	2.0	3.2	66/1507	1365/13.1	11.3	8.3	4.7	80	1647	KUTQ-F
9. KCPX-F	(AC)	52/ 3.2	3.6	3.7	2.2	3.8	3.2	63/1421	1240/11.9	11.4	13.1	3.6	62	894	KCPX-F
10. KJQN-F	(AOR)	49/ 3.0	3.1	3.7	3.7	4.1	3.4	55/1014	922/ 8.8	10.5	9.8	4.4	76	912	KJQN-F
11. KRSP-F	(AOR)	48/ 3.0	2.4	3.4	3.3	2.9	3.0	60/1430	1286/12.3	10.6	11.2	2.0	34	1288	KRSP-F
12. KZHT-F	(CHR)	36/ 2.3	3.2	2.8	2.6	3.3	2.7	39/1088	997/ 9.5	9.5	12.1	3.2	54	1287	KZHT-F
13. KTKK	(T)	37/ 2.3	2.5	1.6	1.7	3.1	2.0	37/415	400/ 3.8	4.3	4.3	1.9	32	487	KTKK
KMGR-F	(AC)	37/ 2.3	3.5	2.3	2.8	3.7	2.7	38/942	916/ 8.8	7.5	9.8	1.1	19	803	KMGR-F
KBCK-F	(C)	37/ 2.3	1.5	2.6	1.6	1.8	2.0	38/425	410/ 3.9	4.4	3.9	2.1	36	406	KBCK-F
16. KDYL	(BB)	36/ 2.2	2.2	2.3	3.2	2.2	2.5	36/425	417/ 4.0	4.4	4.0	2.1	36	325	KDYL
17. KBZN-F	(J/NA)	35/ 2.2	2.2	1.3	1.6	1.1	1.8	38/748	674/ 6.5	4.6	3.9	2.6	46	537	KBZN-F
18. KALL	(AC)	31/ 1.9	3.3	3.0	2.4	3.0	2.7	31/769	756/ 7.2	9.0	8.7	1.9	32	642	KALL
19. KALL-F	(O)	29/ 1.8	1.8	2.1	1.6	2.6	1.8	31/933	804/ 7.7	7.8	7.8	1.8	31	486	KALL-F
20. KSOS-F	(AC)	26/ 1.6	1.1	0.7	1.2	0.6	1.1	28/476	410/ 3.9	2.7	2.4	0.5	9	251	KSOS-F
21. KQOL-F	(EZ)	24/ 1.5	0.8	0.9	0.5	0.8	0.9	24/401	389/ 3.7	2.1	2.3	1.2	21	299	KQOL-F
22. KISN	(CHR)	19/ 1.2	0.8	1.4	0.7	1.2	1.0	22/763	712/ 6.8	6.9	6.0	0.8	13	528	KISN
23.															
24.															
25.															

12+ FM SHARE (METRO): 78.12% (1139 of 1458) (FAL 90: 79.68%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KUTQ-F>	1 KBER-F	1 KKAT-F	1 KKAT-F	1 KKAT-F	1 KSL >	1 KSL	1 KKAT-F	1 KKAT-F	1 KKAT-F>	1 KKAT-F<
2 KBER-F	2 KKAT-F	2 KBER-F	2 KSFI-F<	2 KSOP-AF	2 KSOP-AF<	2 KKAT-F	2 KSOP-AF	2 KBER-F	2 KBER-F>	2 KSL >
3 KKAT-F>	3 KLZX-F>	3 KLZX-F	3 KLZX-F	3 KSL	3 KKAT-F<	3 KLZX-F	3 KBER-F<	3 KSOP-AF	3 KSL	3 KLZX-F
4 KZHT-F	4 KSOP-AF	4 KSOP-AF	4 KSL <	KSFI-F	4 KSFI-F	4 KSOP-AF	4 KSFI-F	KSFI-F	4 KUTQ-F	4 KSFI-F
5	5 KISN-F	5 KSFI-F	6 KSOP-AF>	6 KLZX-F>	5	5 KISN-F	5 KSL <	6 KLZX-F	5 KZHT-F	6 KBER-F
6	6 KSFI-F<	6 KSL	6 KISN-F<	6 KISN-F	6	6 KSFI-F<	6 KLZX-F	6 KSL	6 KSFI-F	6 KISN-F
7	7 KJQN-F	7 KISN-F	7 KBER-F	KBER-F	7	7 KBER-F	7	7 KISN-F	KLZX-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KKAT-F>	1 KKAT-F>	1 KSFI-F	1 KKAT-F>	1 KKAT-F<
2 KISN-F	2 KISN-F<	2 KKAT-F>	2 KSFI-F	2 KSFI-F
3 KCPX-F	3 KSFI-F	3 KSOP-AF	3 KSOP-AF	3 KSOP-AF>
4 KBER-F	4 KSOP-AF	KISN-F	4 KISN-F>	4 KSL
5 KSOP-AF	5 KCPX-F	5 KMGR-F	5 KSL <	5 KISN-F
6 KZHT-F	6 KBER-F	6 KSL	6 KCPX-F<	6
KJQN-F	7	7	7 KBER-F	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KBER-F>>	1 KBER-F>	1 KLZX-F>	1 KBER-F<	1 KLZX-F
2 KKAT-F	2 KLZX-F	2 KBER-F	2 KLZX-F	2 KSL
3 KLZX-F>	3 KKAT-F>	3 KKAT-F	3 KKAT-F>	KKAT-F
4 KJQN-F	4 KSOP-AF<	4 KSOP-AF	4 KSL	4 KSOP-AF
5 KRSP-F	5 KJQN-F	5 KALL-F	5 KSOP-AF	5 KSFI-F
6 KSOP-AF	6 KRSP-F	6 KSL	6 KRSP-F	KBER-F
7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP	19 (1)	182 (4)	201 (5)	13.8	18.2
AOR/CL'SSIC		323 (4)	323 (4)	22.2	23.0
AC/OLDIES/SOFT ROCK	46 (2)	144 (4)	190 (6)	13.0	16.8
NOR/VARIETY	136 (1)		136 (1)	9.3	7.0
COUNTRY	10 (1)	323 (3)	333 (4)	22.8	17.6
BLACK/URBAN					
BEAUTIFUL/EASY	17 (2)	132 (2)	149 (4)	10.2	8.6
NEWS/TALK	49 (2)		49 (2)	3.4	1.3
NOSTALGIA	36 (1)		36 (1)	2.5	2.7
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		35 (1)	35 (1)	2.4	1.9
UNKNOWN/OTHERS	6 (1)		6 (1)	0.4	
	319 (11)	1139 (18)	1458 (29)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KCNR	860	Salt Lake City	0.7/4.1/ 12/ 444
KFAM	700	N Salt Lake Cit	0.6/1.4/ 12/ 211
KLO	1430	Ogden	0.5/1.6/ 8/ 176
KSRR	1400	Provo	0.4/2.0/ 8/ 213
KUTR	1320	Salt Lake City	0.9/4.3/ 15/ 472
KZOL-F	98.1	Provo/Salt Lake	0.6/4.7/ 9/ 506

American Radio Fall 1991, Copyright 1992

RADIO STATIONS

AM STATIONS

KALL,	910,	5 KW/1KW (DA-N)	, FS	ABC MBS,	$29.00	(Eastman)	Hatch
KDYL,	1280,	5 KW/500W (DA-N)	, Nostalgia	SMN,	$23.00	(CBS)	
KISN,	570,	5 KW (DA-1)	, CHR	,	$ NA	(Mc-Guild)	
KSL ,	1160,	50 KW	, Full Service	CNN CBS,	$80.00	(CBS)	Bonneville
KTKK,	630,	1 KW/500 W (DA-2)	, Talk	ABC NBC,	$23.00	(K & P)	
KUTR,	1320,	5 KW (DA-1)	, AC	MBS,	$19.00	(Katz)	John Price
KBBX,	1600,	5 KW/1 KW (DA-N)	, Religion	,	$ 8.00	(---)	Mid America Gospel

FM STATIONS

KBCK,	105.7,	14 KW @ 960	, Country	,	$19.00	(---)	Mid America Gospel
KBER,	101.1,	26 KW @ 3740	, AOR	,	$37.00	(Torbet)	(OGDEN)
KBZN,	97.9,	26 KW @ 3740	, Jazz/NAC	,	$18.00	(---)	(OGDEN)
KCPX,	98.7,	40 KW @ 2933	, AC	,	$60.00	(MMR)	John Price
KISN,	97.1,	26 KW @ 3740	, AC	,	$65.00	(Mc-Guild)	
KJQN,	95.5,	100 KW @ 681	, AOR	,	$25.00	(K & P)	(OGDEN)
KKAT,	101.9,	26 KW @ 3740	, Country	,	$86.00	(Banner)	Apollo (OGDEN)
KALL,	94.1,	40 KW @ 3063	, Oldies	ABC,	$47.00	(Eastman)	Hatch
KUTQ,	99.5,	40 KW @ 2953	, CHR	NBC,	$22.00	(K & P)	(BOUNTIFUL)
KLZX,	93.3,	26 KW @ 3740	, Classic AOR	ABC,	$42.00	(Christal)	Citadel
KMGR,	107.5,	45 KW @ 2850	, Soft AC	UNISUP UNIULT,	$34.00	(HNWH)	Ragan Henry (OREM)
KRPW,	107.9,	67 KW @ 2383	, Oldies	,	$20.00	(---)	(ROY)
KRSP,	103.5,	26 KW @ 3740	, AOR	ABC,	$59.00	(Durpetti)	
KSFI,	100.3,	26 KW @ 3740	, EZ	,	$65.00	(CBS)	
KSOP,	104.3,	25 KW @ 3640	, Country	,	$48.00	(MMR	
KSOS,	106.9,	68 KW @ 2369	, AC	,	$18.00	(Moor	(BRIGHAM)
KZHT,	94.9,	48 KW @ 2799	, CHR	,	$32.00	(Katz)	(PROVO)
KZOL,	96.1,	55 KW @ 2630	, Oldies	UNISUP UNIULT,	$24.00	(HNWH)	(PROVO)

Miscellaneous: KMGR AF sold to Ragan Henry for $1,000,000 (Kalil)... KLCY-F to KALL-F and format from AC to Oldies (Oct)...

American Radio Fall 1991, Copyright 1992

SAN ANTONIO

Arbitron Rank/Pop (12+): 35/1,078,100

MSA Rank/Pop: 37/1,350,000
ADI # 41

Average Person Ratings: 17.4
Market TSL: 23.00 hours

Stations: 31/30
Diaries: 1426/757:1/49.6%
Sample Target: 1300
% Below Line: 0.4
% Not Listed: 10.0

1991 Revenue: $39,000,000
MH Inc.: $29,279
Retail $: 9.6 Bil
Pop per Station: 35,936
91 Biller: KCYY-F/KKYX $7,200,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KCYY-F (C)	186/ 9.9	12.4	10.6	12.4	10.0	11.3	227/3022	2533/23.5	22.1	25.0	10.4	199	2586	KCYY-F
2. KTFM-F (CHR)	173/ 9.2	9.3	9.2	10.1	9.0	9.4	184/2694	2525/23.4	23.4	21.8	15.4	294	2921	KTFM-F
3. KXTN-F (SP)	140/ 7.5	9.7	7.4	3.9	1.5	7.1	162/1824	1646/15.3	12.1	4.3	11.9	228	1574	KXTN-F
4. KAJA-F (C)	129/ 6.9	6.3	5.3	6.0	8.4	6.1	158/2123	1761/16.3	13.5	18.9	6.7	128	1379	KAJA-F
5. KQXT-F (BAC)	122/ 6.5	5.0	5.2	5.6	4.9	5.6	130/1670	1516/14.1	12.3	11.6	2.2	42	807	KQXT-F
6. KSAQ-F (AOR)	92/ 4.9	4.1	5.2	4.8	4.3	4.8	103/1664	1448/13.4	13.2	14.7	6.3	121	1338	KSAQ-F
7. KZEP-AF (AOR)	80/ 4.3	4.0	4.9	5.6	6.3	4.7	87/1590	1401/13.0	10.9	15.2	3.7	70	1021	KZEP-AF
8. KKYX (C)	78/ 4.2	4.6	4.3	4.2	4.3	4.3	189/1917	900/ 8.3	9.6	9.4	2.9	56	641	KKYX
9. KONO-AF (O)	73/ 3.9	3.9	3.2	2.0	4.1	3.3	101/1303	1003/ 9.3	11.9	11.8	3.0	38	703	KONO-AF
10. KSMG-F (O)	70/ 3.7	3.4	4.4	4.8	4.2	4.1	80/1374	1196/11.1	12.1	12.9	4.3	83	857	KSMG-F
KCOR (SP)	70/ 3.7	3.6	5.8	3.6	5.4	4.2	70/677	677/ 6.3	8.9	8.5	3.2	62	992	KCOR
12. WOAI (N/T)	69/ 3.7	4.4	6.3	6.2	6.1	5.2	109/1986	1308/12.1	16.2	14.3	4.2	81	1066	WOAI
13. KSRR-F (AC)	66/ 3.6	3.9	3.2	3.1	3.4	3.4	76/1577	1376/12.8	13.1	13.8	1.8	35	972	KSRR-F
14. KTSA (FS)	55/ 2.9	2.0	2.8	3.3	3.4	2.8	71/1222	870/ 8.1	7.8	8.4	1.3	25	607	KTSA
15. KMMX-F (AC)	43/ 2.3	2.9	3.0	2.8	3.7	2.7	48/988	868/ 8.1	8.1	10.5	2.2	42	812	KMMX-F
16. KRIO-F (C)	39/ 2.1	2.4	1.1	----	----	1.4	47/771	654/ 6.1	2.3	0.0	1.7	32	443	KRIO-F
17. KSAH (SP)	38/ 2.0	1.7	1.6	0.8	1.4	1.5	41/383	313/ 2.9	3.7	2.1	2.7	52	326	KSAH
18. KSLR (REL)	23/ 1.2	1.3	1.2	1.4	1.0	1.3	30/492	358/ 3.3	3.1	3.6	0.8	16	382	KSLR
19. KZVE (SP)	19/ 1.0	1.3	1.1	1.3	2.0	1.2	19/287	287/ 2.7	2.7	4.3	0.1	2	107	KZVE
20. KEDA (SP)	18/ 1.0	2.1	1.2	2.2	2.4	1.8	20/307	285/ 2.6	3.0	4.6	1.8	35	416	KEDA

12+ FM SHARE (METRO): 70.98% (1196 of 1685) (FAL 90: 66.25%)

TEENS	18-24	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KTFM-F>>	1 KCYY-F	1 KCYY-F>	1 KCYY-F	1 KCYY-F	1 KCYY-F	1 KCYY-F	1 KCYY-F	1 KCYY-F	1 KTFM-F>	1 KTFM-F
2	2 KTFM-F	2 KXTN-F	2 KXTN-F	2 KXTN-F	2 KQXT-F<	2 KTFM-F	2 KQXT-F	2 KTFM-F	2 KCYY-F<	2 KZEP-F<
3	3 KSAQ-F	KTFM-F	3 KAJA-F	3 KAJA-F	3 KXTN-F	3 KAJA-F	3 KAJA-F	3 KXTN-F	3 KSAQ-F	3 KCYY-F
4	4 KAJA-F	KAJA-F	4 KZEP-AF<	4 KQXT-F	4 KKYX	4 KXTN-F	4 KXTN-F	4 KQXT-F	4 KXTN-F>	4 KTSA
5	5 KZEP-AF	5 KZEP-AF<	5 KQXT-F<	5 KZEP-AF<	5 KONO-AF	5 KKYX <	5 KTFM-F	5 KAJA-F	5 KSRR-F	KSAQ-F
6	6 KXTN-F	6 KSAQ-F<	6 KTFM-F<	6 KTFM-F	6 KAJA-F	6 KQXT-F	6 KZEP-AF<	6 KSAQ-F	KAJA-F	KQXT-F
7	KSRR-F	7 KQXT-F	7 KSMG-F	KSMG-F	7 KCOR	7 WOAI	7 KCOR	7 KZEP-AF	7 KZEP-AF	KAJA-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KTFM-F	1 KCYY-F	1 KCYY-F>	1 KCYY-F>	1 KCYY-F
2 KCYY-F>	2 KTFM-F>	2 KTFM-F	2 KTFM-F	2 KQXT-F
3 KAJA-F	3 KSRR-F	3 KQXT-F	3 KQXT-F	3 KXTN-F
4 KSRR-F	4 KQXT-F	4 KSRR-F	4 KAJA-F	4 KAJA-F
5 KQXT-F	KAJA-F	5 KXTN-F	5 KXTN-F	5 KTFM-F
6 KXTN-F	6 KXTN-F	6 KRIO-F	6 KSRR-F	6 KSMG-F
KSAQ-F	7 KSAQ-F	KAJA-F	7	7 KONO-AF
		8 KSAQ-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KSAQ-F	1 KSAQ-F	1 KZEP-AF>	1 KCYY-F	1 KXTN-F
2 KCYY-F>	2 KCYY-F<	2 KCYY-F	2 KZEP-AF	2 KZEP-AF
3 KAJA-F	3 KZEP-AF	3 KSMG-F	3 KXTN-F	3 KCYY-F
4 KTFM-F	4 KAJA-F	4 KTFM-F	4 KSAQ-F	4 KAJA-F
5 KZEP-AF	5 KTFM-F	KSAQ-F	5 KAJA-F	5 KSMG-F
6	6 KSMG-F	KAJA-F	6 KTFM-F	6 KONO-AF
7	7 KXTN-F	7 KXTN-F	7 KSMG-F	7 KTFM-F
				8 KSAQ-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		173 (1)	173 (1)	10.3	20.4
AOR/CLASSIC	10 (2)	171 (2)	181 (4)	10.7	9.3
AC/OLDIES/SOFT ROCK	30 (1)	236 (6)	266 (7)	15.8	16.4
MOR/VARIETY	55 (1)		55 (1)	3.3	4.2
COUNTRY	94 (2)	354 (3)	448 (5)	26.6	21.4
BLACK/URBAN					
BEAUTIFUL/EASY		122 (1)	122 (1)	7.2	5.5
NEWS/TALK	69 (1)		69 (1)	4.1	5.8
NOSTALGIA	13 (1)		13 (1)	0.8	
RELIGION/GOSPEL	36 (2)		36 (2)	2.1	1.1
SPANISH	145 (4)	140 (1)	285 (5)	16.9	13.3
CLASSICAL					
JAZZ/NEW AGE					1.6
UNKNOWN/OTHERS	37 (3)		37 (3)	2.2	1.2
	489 (17)	1196 (14)	1685 (31)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KCHG	810	Somerset/SnAnto	0.6/1.0/ 11/ 103
KORY	1100	Alamo Heights	0.7/1.9/ 13/ 256
KGNB	1420	New Braunfels	0.7/1.2/ 14/ 135
KISS-F	99.5	San Antonio	0.4/3.5/ 10/ 527
KMMZ	1480	San Antonio	0.8/1.1/ 15/ 115
KSJL	760	San Antonio	0.5/2.3/ 18/ 392
KVAR	1160	San Antonio	0.6/1.8/ 12/ 213
KWED	1580	Seguin	0.9/1.4/ 16/ 150
KEVI-F	103.5	San Marcos/Aust	0.4/2.5/ 12/ 358

American Radio Fall 1991, Copyright 1992

RADIO STATIONS

AM STATIONS

KMMZ,	1480,	2.5 KW (DAYS,DA)	??		$	24.00 (McGuild)	
KCOR,	1350,	5 KW (DA-N)	HISPANIC		$	69.00 (Katz)	Tichenor
KEDA,	1540,	5 KW/1 KW (DA-N)	HISPANIC		$	26.00 (Caballero)	
KKYX,	680,	50 KW/10 KW(DA-N)	COUNTRY	ABC	$	50.00 (Katz)	New City
KONO,	860,	5 KW/1 KW	OLDIES	NBC, UNIULT	$	29.00 (Christal)	Booth/Genesis
KSAH,	720,	10 KW/1 KW (DA-2)	HISPANIC		$	22.00 (Caballero)	
KSJL,	760,	50 KW/1 KW (DA-1)	AOR	CNN, NBC	$	16.00 (Eastman)	Inner City
KSLR,	630,	5 KW (DA-2)	RELIGION		$	17.00 (---)	Salem
KTSA,	550,	5 KW (DA-N)	MOR/NOSTALGIA	CNN ABC	$	28.00 (Banner)	
KXTN,	1310,	5 KW/280 W(DA-1)	HISPANIC		$	26.00 (Lotus)	TK
WOAI,	1200,	50 KW	NEWS/TALK	CBS	$	84.00 (Christal)	Clear Channel

FM STATIONS

KAJA,	97.3,	100 KW @ 984,	COUNTRY		$	59.00 (Christal)	Clear Channel
KCYY,	100.3,	100 KW @ 984,	COUNTRY		$	95.00 (Katz)	New City
KONO,	101.1,	100 KW @ 620,	OLDIES	NBC	$	24.00 (Christal)	Waldon (FREDICKSBURG)
KISS,	99.5,	100 KW @ 1111,	AOR	ABC	$	57.00 (HMR)	Adams
KSRR,	92.9,	100 KW @ 1016,	AC		$	53.00 (Christal)	Booth/Genesis
KMMX,	106.7,	100 KW @ 1016,	SOFT AC		$	55.00 (McGuild)	
KQXT,	101.9,	100 KW @ 672,	EZ		$	52.00 (Group W)	Westinghouse
KSAQ,	96.1,	100 KW @ 481,	AOR	NBC CBS,	$	42.00 (Eastman)	Inner City
KSMG,	105.3,	100 KW @ 1249,	OLDIES		$	61.00 (CBS)	Rusk
KTFM,	102.7,	100 KW @ 672,	CHR		$	60.00 (Banner)	
KZEP,	104.5,	100 KW @ 662,	CLASSIC AOR	MBS	$	54.00 (HNWH)	Lotus
KZVE,	107.5,	100 KW @ 1470,	HISPANIC		$	42.00 (Schubert)	TK

Miscellaneous: KISS-F back to AOR after Fall book...

American Radio Fall 1991, Copyright 1992

SAN DIEGO

Arbitron Rank/Pop (12+): 15/2,173,700
MSA Rank/Pop: 14/2,540,000
ADI # 25
Average Person Ratings: 10.1
Market TSL: 21.25 hours

Stations: 37/31
Diaries: 2077/1046:1/48.6%
Sample Target: 1920
% Below Line: 4.5
% Not Listed: 10.7

1991 Revenue: $85,000,000
HH Inc.: $41,672
Retail $: 19.9 Bil
Pop per Station: 70,119
#1 Biller: KFMB $10,000,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KSON-AF (C)	263/ 7.5	7.1	8.8	6.1	7.5	7.4	263/3568	3568/10.4	16.2	14.2	8.8	285	3586	KSON-AF
2. KKLQ-AF (CHR)	227/ 6.5	6.5	6.0	7.3	7.7	6.6	227/3842	3842/17.7	19.3	20.2	7.8	257	4295	KKLQ-AF
3. KYXY-F (AC)	201/ 5.8	4.0	3.8	4.3	3.9	4.4	201/2834	2834/13.0	11.7	10.8	3.1	107	2035	KYXY-F
4. KJQY-F (SAC)	200/ 5.7	5.2	5.6	4.9	6.0	5.3	200/2924	2924/13.5	12.6	12.4	4.2	146	1860	KJQY-F
5. KQB -F (AOR)	191/ 5.5	4.9	6.0	4.9	6.0	5.3	191/3756	3756/17.3	16.0	15.3	6.2	212	3479	KQB -F
6. XTRA-F (AOR)	187/ 5.4	5.5	5.4	4.4	5.7	5.2	187/2906	2906/13.4	13.6	14.4	6.3	218	3008	XTRA-F
7. KSDO (N/T)	159/ 4.6	5.6	5.2	5.9	6.6	5.3	159/2198	2198/10.1	10.8	11.6	4.3	149	2057	KSDO
8. KFMB-F (AC)	153/ 4.4	4.7	5.4	5.7	4.8	5.1	153/3238	3238/14.9	16.1	13.0	6.4	220	3004	KFMB-F
9. KIFM-F (J)	142/ 4.1	4.3	3.2	3.6	3.6	3.8	142/2203	2203/10.1	9.7	10.7	3.8	130	1789	KIFM-F
10. XHTZ-F (CHR)	141/ 4.0	3.4	2.4	2.6	3.1	3.1	141/2751	2751/12.7	9.4	10.7	6.2	212	3039	XHTZ-F
KFSD-F (CL)	141/ 4.0	3.8	3.0	3.7	2.9	3.6	141/2109	2109/ 9.7	7.2	7.6	2.2	77	1554	KFSD-F
12. KFMB (FS)	140/ 4.0	5.0	6.5	5.1	4.0	5.2	140/2907	2907/13.4	16.1	11.9	3.0	103	1729	KFMB
13. KPOP (BB)	124/ 3.6	3.6	4.5	4.1	3.4	4.0	124/1387	1387/ 6.4	7.8	6.7	2.1	73	983	KPOP
14. KSDO-F (CL AOR)	104/ 3.0	2.8	4.2	3.3	2.7	3.3	104/2104	2104/ 9.7	10.7	8.8	2.6	90	1492	KSDO-F
15. KCBQ-F (O)	83/ 2.4	2.9	2.5	2.8	3.1	2.7	83/1950	1950/ 9.0	8.3	9.2	2.7	94	1834	KCBQ-F
16. XTRA - (SP/T)	73/ 2.1	2.0	1.1	1.2	1.5	1.6	73/1838	1838/ 8.5	5.0	7.1	2.3	78	1579	XTRA
17. KIOZ-F (AOR)	72/ 2.1	4.0	2.6	1.9	3.1	2.6	72/1251	1251/ 5.8	5.8	6.9	5.3	182	2758	KIOZ-F
18.														
19.														
20.														

12+ FM SHARE (METRO): 74.48% (2323 of 3119) (FAL 90: 72.02%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKLQ-AF>>1	XTRA-F	1 KSON-AF	1 KSON-AF	1 KSON-AF	1 KSON-AF<	1 KFMB <	1 KSON-AF	1 KSON-AF	1 KKLQ-AF	1 KSDO >>
2 XHTZ-F>>	2 KQB -F	2 XTRA-F	2 KQB -F	2 KYXY-F<	2 KSDO	2 KSON-AF	2 KJQY-F	2 KKLQ-AF	2 XHTZ-F	2 KYXY-F>>
3	3 KKLQ-AF	KQB -F	3 KYXY-F	3 KJQY-F<	KJQY-F	3 KFMB-F<	3 KYXY-F	3 KQB -F	3 KYXY-F<	3 KSON-F
4	4 KSON-AF>	4 KKLQ-AF	KIFM-F	4 KIFM-F	4 KPOP <	4 KKLQ-AF	4 KQB -F	4 KJQY-F<	4 KSON-AF	KKLQ-F<
5	5 KYXY-F	KYXY-F<	5 KJQY-F	KQB -F	5 KYXY-F	KSDO	5 XTRA-F	5 XTRA-F	XTRA-F	5 KJQY-F
6	KFMB-F	6 KFMB-F	KFMB-F	6 KFMB-F	KFMB <	6 KYXY-F<	6 KSDO	XHTZ-F<	6 KFSD-F	6
7	7 XHTZ-F	7 KIFM-F<	7 XTRA-F	7 XTRA-F<	7 KFSD-F	7 KQB -F	7 KKLQ-AF	7 KYXY-F	7 KQB -F	7
8	8	8 KJQY-F	8	8 KKLQ-AF	8	8	8	8	KFMB	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 XTRA-F	1 KKLQ-AF	1 KSON-AF	1 KYXY-F<	1 KYXY-F<
2 KKLQ-AF>	2 KSON-AF	2 KYXY-F	2 KSON-AF	2 KSON-AF
3 KSON-AF	3 XTRA-F	3 KKLQ-AF	3 KKLQ-AF<	3 KJQY-F
4 XHTZ-F	4 KYXY-F	4 KFMB-F	4 KFMB-F<	4 KFMB-F
5 XEMO	5 KFMB-F	5 KJQY-F	5 KJQY-F	5 KIFM-F
KYXY-F	6 XHTZ-F	6 KRMX-F<	6 KIFM-F<	6 KKLQ-AF
KQB -F	KQB -F	7 KQB -F<	7 XTRA-F	7 KFMB
8 KFMB-F		8 XTRA-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 XTRA-F	1 KQB -F	1 KQB -F	1 KQB -F	1 KQB -F
2 KQB -F>	2 XTRA-F>	2 XTRA-F>	2 XTRA-F	2 KSON-AF
3 KIOZ-F	3 KKLQ-AF<	3 KSDO-F	3 KSON-AF>	3 XTRA-F
4 XHTZ-F	4 KSON-AF	4 KSON-AF	4 KSDO-F	4 KIFM-F
5 KKLQ-AF	5 KSDO-F	5 KKLQ-AF<	5 KKLQ-AF	5 KSDO-F
6 KSON-AF	6 KIOZ-F	6 KIFM-F	KIFM-F	6 KJQY-F<
KFMB-F	7 XHTZ-F	7	7 KFMB-F	7 KCBQ-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP	10 (1)	368 (2)	378 (3)	11.8	10.4
AOR/CLASSIC		594 (6)	594 (6)	19.0	21.0
AC/OLDIES/SOFT ROCK	44 (1)	536 (6)	580 (7)	18.6	19.8
MOR/VARIETY	140 (1)		140 (1)	4.5	6.1
COUNTRY	46 (2)	253 (2)	298 (4)	9.6	7.9
BLACK/URBAN		31 (1)	31 (1)	1.0	1.8
BEAUTIFUL/EASY		200 (1)	200 (1)	6.4	5.7
NEWS/TALK	273 (4)		273 (4)	8.8	10.1
NOSTALGIA	124 (1)		124 (1)	4.0	4.0
RELIGION/GOSPEL	16 (1)		16 (1)	0.5	
SPANISH	125 (2)	68 (3)	193 (5)	6.2	2.7
CLASSICAL		141 (1)	141 (1)	4.5	4.0
JAZZ/NEW AGE		142 (1)	142 (1)	4.5	3.6
UNKNOWN/OTHERS	19 (1)		19 (1)	0.6	2.9
	796 (14)	2323 (23)	3119 (37)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KCBQ	1170	San Diego	1.3/4.4/ 44/ 981
KCEO	1000	Vista	0.5/1.7/ 19/ 383
KKOS-F	95.9	Carlsbad	0.6/2.3/ 21/ 499
KOWF-F	92.1	Escondido/SD	0.9/3.1/ 33/ 484
KPRZ	1210	San Marcos/SD	0.5/1.9/ 18/ 411
KRMX-F	94.9	San Diego	1.9/6.8/ 69/1470
KSPA	1450	Escondido/SD	0.5/1.1/ 19/ 239
XEMO	860	Tijuana	1.5/2.7/ 52/ 581
XHFG-F	107.3	Tijuana	0.6/1.7/ 20/ 374
XHKY-F	95.7	Tijuana/SD	0.3/1.4/ 12/ 306
XHRM-F	92.5	Tijuana	0.9/4.1/ 31/ 888
XLTN-F	104.5	Tijuana	1.0/3.0/ 36/ 652
KFI	640	Los Angeles	1.3/3.4/ 44/ 732
KLAC	570	Los Angeles	0.3/0.9/ 12/ 186
KLOS-F	95.5	Los Angeles	0.5/2.2/ 19/ 484
KNX	1070	Los Angeles	1.5/6.3/ 51/1366
KRTH-F	101.1	Los Angeles	0.5/2.8/ 18/ 606
KWVE-F	107.9	San Clemente	0.4/1.8/ 15/ 385

American Radio Fall 1991, Copyright 1992

SAN DIEGO

RADIO STATIONS

AM STATIONS

KCBQ,	1170,	50 KW/1.5 KW (DA-2),	Oldies		$ NA	(HNWH)	Adams
KFMB,	760,	5 KW (DA-N)	Full Service	CBS,	$180.00	(Mc-Guild)	Midwest TV
KPOP,	1360,	5 KW/1 KW	Nostalgia	NBC, UNISUP,	$ 40.00	(Katz)	Brown
KSDO,	1130,	10 KW (DA-2)	News/Talk	ABC,	$130.00	(Durpetti)	Gannett
XTRA,	690,	50 KW (DA-2)	Talk	MBS,	$ 40.00	(MMR)	Noble

KSON and KKLQ are basically simulcast with their FM stations.

FM STATIONS

KCBQ,	105.3,	29 KW @ 620	Oldies	UNIULT,	$ 85.00	(HNWH)	Adams
KFMB,	100.7,	30 KW @ 620	AC		$105.00	(Mc-Guild)	Midwest TV
KFSD,	94.1,	100 KW @ 641	Classical		$ 75.00	(HNWH)	Lotus
KGB ,	101.5,	50 KW @ 500	AOR/Classic AOR		$170.00	(Katz)	Brown
KIOZ,	102.1,	10 KW @ 980	AOR	SOURCE ,	$ 60.00	(Banner)	(OCEANSIDE)
KIFM,	98.1,	28 KW @ 640	Jazz		$ 85.00	(CBS)	
KJQY,	103.7,	36 KW @ 578	EZ		$ 90.00	(MMR)	Command
KKLQ,	106.5,	50 KW @ 440	CHR		$175.00	(Christal)	Edens
KBZS,	94.9,	22 KW @ 702	Oldies		$ 80.00	(Eastman)	
KMLO,	107.1,	3 KW @ 300	Soft AC		$ 40.00	(---)	(FALLBROOK)
KSDO,	102.9,	32 KW @ 617	Classic AOR		$ 68.00	(Durpetti)	
KSON,	97.3,	50 KW @ 440	Country		$135.00	(Banner)	Jeff-Pilot
KYXY,	96.5,	41 KW @ 540	AC		$ 70.00	(HNWH)	
XHRM,	92.5,	50 KW @ 350	Black	ABC,	$ 48.00	(---)	(TIJUANA)
XLTN,	104.5,	57 KW @ 677	Hispanic		$ 40.00	(Katz Hisp)	(TIJUANA)
XTRA,	91.1,	100 KW @ 688	AOR		$ 98.00	(MMR)	Noble (TIJUANA)

Miscellaneous: KRMX-F to KBZS-F and from AC to Oldies (after Fall book)...

American Radio Fall 1991, Copyright 1992

SAN FRANCISCO

Arbitron Rank/Pop (12+): 4/5,178,000
MSA Rank/Pop: 28/4,760,000
ADI # 5
Average Person Ratings: 18.1
Market TSL: 21.25 hours

Stations: 64/61
Diaries: 4240/1221:1/47.4%
Sample Target: 3000
% Below Line: 1.6
% Not Listed: 12.9

1991 Revenue: $170,700,000
HH Inc.: $45,752
Retail $: 40.8 Bil
Pop per Station: 101,529
#1 Biller: KGO $23,000,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KGO	(T)	697/ 8.4	8.0	7.8	8.9	8.3	8.3	835/13014	10678/20.6	17.6	19.5	8.4	709	9016	KGO
2. KCBS	(N/T)	467/ 5.6	4.1	4.8	6.7	4.7	5.3	553/11517	9836/19.0	19.9	19.5	4.3	362	5690	KCBS
3. KMEL-F	(CHR)	439/ 5.3	5.3	6.1	6.2	5.2	5.7	460/7764	7014/13.5	15.5	13.3	9.5	791	10938	KMEL-F
4. KFRC	(BB)	366/ 4.3	4.9	4.3	4.5	5.3	4.5	420/5853	4838/ 9.3	10.0	10.5	2.8	229	3434	KFRC
5. KOIT-AF	(SAC)	298/ 3.6	3.0	3.7	3.2	4.4	3.4	303/5920	5715/11.0	10.8	11.3	3.0	225	3606	KOIT-AF
6. KNBR	(T)	278/ 3.3	4.5	3.8	2.4	2.6	3.5	367/7209	5225/10.1	12.7	9.8	2.3	191	4154	KNBR
7. KITS-F	(CHR)	257/ 3.1	2.7	2.6	3.1	3.0	2.9	285/4382	4171/ 8.1	7.6	7.4	3.3	273	3965	KITS-F
8. KABL-AF	(SAC)	249/ 3.0	2.7	2.8	2.9	3.1	2.8	256/4988	4739/ 9.2	7.8	7.4	2.0	120	2641	KABL-AF
9. KSOL-F	(B)	243/ 2.9	2.8	3.6	2.9	2.6	3.0	249/5750	5596/10.8	11.1	9.1	4.7	396	7811	KSOL-F
10. KSAN-F	(C)	239/ 2.9	2.6	3.0	3.2	3.1	2.9	249/4160	3942/ 7.6	7.4	7.0	3.3	275	3471	KSAN-F
11. KIOI-F	(AC)	224/ 2.7	3.2	3.0	2.9	3.4	3.2	231/4981	4726/ 9.1	10.4	10.3	3.9	323	3971	KIOI-F
12. KKSF-F	(J/NA)	205/ 2.5	2.7	2.6	2.3	2.3	2.5	208/3768	3697/ 7.1	6.8	6.1	2.7	223	3271	KKSF-F
13. KBLX-AF	(J/NA)	199/ 2.4	2.5	2.0	2.3	2.4	2.3	201/3521	3434/ 6.6	6.2	6.7	2.3	194	4256	KBLX-AF
14. KBAY-F	(EZ)	195/ 2.3	2.0	2.1	1.9	2.1	2.1	244/3188	2544/ 4.9	5.3	4.4	1.3	110	1864	KBAY-F
15. KDFC-AF	(CL)	189/ 2.3	2.3	2.7	1.9	2.9	2.3	198/4018	3823/ 7.4	7.9	7.1	1.2	87	2438	KDFC-AF
16. KRQR-F	(AOR)	180/ 2.2	2.8	2.3	2.9	2.2	2.5	191/4102	3759/ 7.3	8.2	7.4	2.8	233	3648	KRQR-F
17. KBRG-F	(SP)	171/ 2.1	2.0	1.1	1.4	1.2	1.6	173/1569	1549/ 3.0	2.1	2.1	1.5	126	1610	KBRG-F
18. KSJO-F	(AOR)	140/ 1.8	1.6	1.8	1.6	1.2	1.6	160/2866	2580/ 5.0	5.0	4.9	2.1	179	2606	KSJO-F
KOME-F	(AOR)	140/ 1.8	1.4	1.5	1.3	1.8	1.5	163/2779	2605/ 5.0	5.2	4.7	1.7	141	2568	KOME-F
20. KFRC-F	(O)	148/ 1.8	2.3	2.2	1.9	2.6	2.0	149/4046	3865/ 7.5	8.4	8.3	1.2	103	2091	KFRC-F
21. KSFO	(O)	146/ 1.8	2.6	2.1	1.4	2.2	2.0	154/3477	3194/ 6.2	8.8	7.6	1.5	125	1904	KSFO
22. KKHI-AF	(CL)	138/ 1.6	2.2	2.4	2.3	1.8	2.1	140/2867	2746/ 5.3	6.5	5.8	1.8	150	2284	KKHI-AF
23. KFOG-F	(AOR)	135/ 1.6	2.3	1.9	2.3	2.1	2.0	141/3424	3251/ 6.3	7.3	8.1	2.5	212	3050	KFOG-F
24. KEZR-F	(AC)	127/ 1.5	1.2	1.0	1.2	1.0	1.2	130/1968	1843/ 3.8	3.4	3.6	1.5	122	1695	KEZR-F
25. KHQT-F	(CHR)	124/ 1.5	1.8	1.9	1.4	1.3	1.8	128/2741	2698/ 5.2	5.1	3.6	2.4	200	2813	KHQT-F
26. KYA -F	(O)	116/ 1.4	1.2	1.1	1.4	1.5	1.3	120/2784	2709/ 5.2	4.6	5.2	1.0	81	1873	KYA -F
27. KNEW	(C)	98/ 1.2	0.8	1.2	1.0	1.5	1.1	102/1801	1773/ 3.4	3.4	3.2	1.3	106	1759	KNEW
KDBQ-FF	(AC)	27/ 1.2	1.7	1.8	1.8	1.3	1.5	124/3489	3026/ 5.8	5.4	4.9	0.8	66	1840	KDBQ-FF
29. KUFX-F	(CL AOR)	87/ 1.0	1.1	1.1	0.8	0.6	1.0	116/2889	2230/ 4.3	3.9	2.7	1.4	113	2124	KUFX-F
30. KJAZ-F	(J)	83/ 1.0	0.8	1.1	1.3	0.9	1.0	85/1590	1551/ 3.0	3.3	2.9	0.9	72	1266	KJAZ-F

12+ FM SHARE (METRO): 64.65% (4701 of 7249) (FAL 90: 62.76%)

TEENS	18-24	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KMEL-F››	1 KMEL-F	1 KMEL-F‹	1 KGO ›	1 KGO ›	1 KGO ›	1 KGO	1 KGO ›	1 KGO	1 KMEL-F	1 KGO ››
2 KSOL-F›	2 KITS-F	2 KGO	2 KCBS ‹	2 KCBS	2 KCBS	2 KCBS ›	2 KFRC	2 KMEL-F	2 KGO ›	2 KCBS ››
3 KHQT-F›	3 KIOI-F	3 KITS-F	3 KKSF-F	3 KOIT-AF‹	3 KFRC ›	3 KMEL-F	3 KCBS	3 KCBS	3 KNBR	3 KNBR ››
4	4 KSOL-F	4 KOIT-AF	4 KOIT-AF‹	4 KSAN-F	4 KNBR	4 KFRC	4 KOIT-AF	4 KFRC	4 KOIT-AF	4 KMEL-F››
5	5 KSJO-F	KIOI-F‹	5 KBLX-AF‹	5 KKSF-F	5 KABL-AF	5 KNBR ›	KMEL-F‹	5 KOIT-AF	5 KSOL-F‹	5 KIOI-F››
6	6 KOME-F	6 KSAN-F	6 KMEL-F	6 KNBR	6 KOIT-AF	6 KITS-F	6 KSAN-F	6 KITS-F	6 KIOI-F	6 KSAN-F
7	7 KGO	KCBS	7 KSAN-F	7 KBLX-AF‹	7 KDFC-AF	7 KSAN-F‹	KNBR	7 KABL-AF‹	7 KITS-F	7 KFRC
8	KBRG-F	8 KKSF-F	KNBR	8 KABL-AF	KBAY-F	8 KOIT-AF	8 KABL-AF	8 KSOL-F	8 KCBS	8 KSOL-F
9	9	9 KSOL-F	9 KRQR-F	9 KMEL-F	9 KKSF-F‹	KABL-AF	9	9 KSAN-F	9	KSJO-F
10	10	10	KITS-F	10	10 KSAN-F	10	10	10	10	KOIT-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KMEL-F›	1 KMEL-F›	1 KMEL-F	1 KMEL-F	1 KGO
2 KIOI-F	2 KSOL-F	2 KOIT-AF	2 KOIT-AF	2 KOIT-AF
3 KSOL-F	KIOI-F	3 KSAN-F‹	3 KSAN-F‹	3 KSAN-F
4 KITS-F	4 KOIT-AF‹	4 KSOL-F	4 KIOI-F	4 KABL-AF
5 KSAN-F›	5 KSAN-F‹	5 KBRG-F‹	5 KSOL-F	5 KBLX-AF
6 KOIT-AF	6 KITS-F	6 KBLX-AF	KGO	KKSF-F
7 KHQT-F	7 KBRG-F	KIOI-F	7 KBLX-AF	7 KMEL-F
KEZR-F	8	8 KKSF-F	8 KKSF-F	8 KIOI-F
KBRG-F	9	KITS-F	9 KABL-AF	9 KCBS
10 KSJO-F	10	KEZR-F	10	10 KSOL-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMEL-F	1 KITS-F	1 KOME-F	1 KGO	1 KGO ›
2 KITS-F›	2 KMEL-F›	2 KITS-F	2 KITS-F	2 KCBS
3 KSOL-F›	3 KOME-F	3 KGO	3 KMEL-F	3 KNBR
4 KRQR-F	4 KSJO-F	4 KSJO-F	4 KCBS	4 KITS-F
KIOI-F‹	5 KIOI-F	5 KMEL-F‹	5 KNBR	5 KKSF-F
6 KSJO-F	6 KRQR-F	6 KIOI-F	6 KRQR-F	6 KOME-F‹
7 KOME-F‹	KGO	7 KRQR-F	KOME-F	7 KBLX-AF
8 KBRG-F	8 KSOL-F	8 KFOG-F	8 KSJO-F	KSAN-F
9 KHQT-F	9 KBRG-F	9 KBRG-F	9 KKSF-F	9 KOIT-AF
10	10 KFOG-F	10 KBLX-AF	KBRG-F	KDFC-AF
		KUFX-F		KRQR-F

American Radio Fall 1991, Copyright 1992

SAN FRANCISCO

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		895 (5)	895 (6)	12.3	16.1	KARA-F	105.7	Santa Clara/SJ	0.9/3.1/ 82/1692
AOR/CLASSIC		738 (6)	738 (8)	10.2	10.8	KDIA	1310	Oakland/SF	0.9/2.1/ 77/1089
AC/OLDIES/SOFT ROCK	146 (1)	770 (7)	916 (8)	12.6	17.5	KEEN	1370	San Jose	0.3/1.1/ 28/ 549
MOR/VARIETY					5.6	KFAX	1100	San Francisco	0.8/1.7/ 68/ 934
COUNTRY	168 (3)	385 (4)	551 (7)	7.6	6.4	KHTT-F	92.9	Healdsburg/SRsa	0.4/1.3/ 33/ 724
BLACK/URBAN	77 (1)	243 (1)	320 (2)	4.4	4.7	KIQI	1010	San Francisco	0.9/1.9/ 76/1054
BEAUTIFUL/EASY	68 (2)	672 (3)	740 (5)	10.2	4.9	KKIQ-F	101.7	Livermore/Plsnt	0.3/1.1/ 30/ 595
NEWS/TALK	1429 (3)		1429 (3)	19.7	13.2	KLOK	1170	SanJose/SanFran	0.7/2.1/ 65/1306
NOSTALGIA	356 (1)		356 (1)	4.9	6.0	KOFY	1050	San Mateo/SF	0.7/2.4/ 66/1317
RELIGION/GOSPEL	54 (1)		54 (1)	0.7	1.0	KRPQ-F	104.9	Rohnert Park	0.5/1.1/ 45/ 561
SPANISH	189 (3)	171 (1)	360 (4)	5.0	3.7	KRTY-F	95.3	Los Gatos	0.8/2.0/ 75/1160
CLASSICAL	36 (2)	291 (2)	327 (4)	4.5	4.3	KXFX-F	101.7	Santa Rosa	0.5/1.2/ 38/ 634
JAZZ/NEW AGE	8 (1)	479 (3)	487 (4)	6.7	5.7	KZST-F	100.1	Santa Rosa	0.6/1.4/ 54/ 748
UNKNOWN/OTHERS	10 (1)	57 (2)	76 (3)	1.0	2.1				
	2548 (19)	4701 (34)	7249 (53)			KRAK	1140	Sacramento	0.5/1.2/124/1926
						KRAK-F	105.1	Sacramento	0.4/1.4/320/4363
						KSPN-F	102.6	Woodland/Sacmnt	0.6/1.6/220/3698

RADIO STATIONS

AM STATIONS

KABL, 960, 5 KW (DA-1)	, EZ/SOFT AC	UNISUP	, $ N/A	(Christal)	Shamrock
KCBS, 740, 50 KW (DA-2)	, NEWS/TALK	CBS	, $ 230.00	(CBS)	CBS
KDIA, 1310, 5 KW (DA-1)	, BLACK		, $ 50.00	(---)	
KEST, 1450, 1 KW	, TALK/RELIGION		, $ 40.00	(---)	Douglas
KFAX, 1100, 50 KW (DA-1)	, RELIGION		, $ 40.00	(---)	Salem
KFRC, 610, 5 KW	, NOSTALGIA	MBS, UNISUP	, $ 70.00	(Katz)	Bedford
KGO , 810, 50 KW	, NEWS/TALK	ABC	, $ 340.00	(Banner)	Cap. Cities/ABC
KIQI, 1010, 10 KW/500W (DA-1)	, HISPANIC		, $ 58.00	(Caballero)	
KNBR, 680, 50 KW	, FULL SERVICE	NBC	, $ 189.00	(Eastman)	Susquehanna
KNEW, 910, 5 KW (DA-N)	, COUNTRY		, $ 70.00	(McGuild)	Malrite
KSFO, 560, 5 KW (DA-N)	, OLDIES	UNIPWR	, $ 105.00	(HMR)	

FM STATIONS

KABL, 98.1,	100 KW @ 960,	EZ/SOFT AC	UNISUP	, $ 150.00	(Christal)	Shamrock
KBLX, 102.9,	7 KW @ 1290,	JAZZ/URBAN		, $ 130.00	(HNWH)	Inner City
KBRG, 104.9,	3 KW @ 300,	HISPANIC		, $ 55.00	(Katz Hisp)	(FREMONT)
KDFC, 102.1,	33 KW @ 1050,	CLASSICAL		, $ 79.00	(CMBS)	
KFOG, 104.5,	8 KW @ 1452,	AOR	SOURCE	, $ 110.00	(Eastman)	Susquehanna
KIOI, 101.3,	125 KW @ 1162,	AC		$ 175.00	(Durpetti)	Fairmont
KITS, 105.3,	16 KW @ 1200,	CHR/AOR	UNIPWR ABC	, $ 140.00	(HNWH)	Entercom
KKHI, 95.7,	7 KW @ 1290,	CLASSICAL		, $ 77.00	(HNWH)	Buckley
KJAZ, 92.7,	2 KW @ 307,	JAZZ		, $ 80.00	(K & P)	(ALAMEDA)
KKSF, 103.7,	8 KW @ 1470,	JAZZ/NAC		, $ 147.00	(Banner)	Brown
KMEL, 106.1,	69 KW @ 1290,	CHR		, $ 190.00	(Christal)	Century
KOBK, 98.9,	6 KW @ 1355,	AC		, $ 70.00	(Katz)	Viacom
KOIT, 96.5,	33 KW @ 1410,	SOFT AC		, $ 175.00	(Torbet)	Bonneville
KRQR, 97.3,	82 KW @ 1100,	AOR	CBS	, $ 150.00	(CBS)	CBS
KSAN, 94.9,	30 KW @ 1207,	COUNTRY		, $ 160.00	(McGuild)	Malrite
KSOL, 107.7,	9 KW @ 1162,	BLACK	APR	, $ 135.00	(HMR)	United
KFRC, 98.7,	45 KW @ 1241,	OLDIES		, $ 100.00	(Schubert)	Bedford
KYA , 93.3,	50 KW @ 492,	OLDIES	UNIPWR	, $ 95.00	(Christal)	

Miscellaneous: KSFO,KYA-F Sold by King for $13,300,000 (Kali)...

American Radio Fall 1991, Copyright 1992

SAN JOSE

Arbitron Rank/Pop (12+): 31/1,272,300

MSA Rank/Pop: 31/1,470,000
San Francisco ADI
Average Person Ratings: 15.9
Market TSL: 21.00 hours

Stations: 46/15
Diaries: 1564/813:1/48.0%
Sample Target: 1540
% Below Line: 0.0
% Not Listed: 59.2

1991 Revenue: $27,000,000
MM Inc.: $61,455
Retail $: 13.1 Bil
Pop per Station: 84,820
#1 Biller: KOME-F $4,300,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KBAY-F	(EZ)	120/ 5.9	6.3	6.2	6.3	7.2	6.2	216/2811	1550/12.2	13.0	13.4	3.2	87	1144	KBAY-F
2. KHQT-F	(CHR)	107/ 5.3	6.9	7.1	5.5	5.4	6.2	128/2719	2164/17.0	17.5	14.1	8.3	177	2222	KHQT-F
3. KEZR-F	(AC)	104/ 5.2	4.5	4.0	4.7	3.8	4.7	129/1930	1553/12.2	11.9	11.0	6.7	99	1203	KEZR-F
4. KSJO-F	(AOR)	103/ 5.1	4.7	4.7	4.8	3.6	4.8	149/2520	1520/11.9	12.6	11.6	6.7	122	1522	KSJO-F
5. KOME-F	(AOR)	71/ 3.5	4.6	3.9	3.4	5.1	3.9	146/2526	1394/11.0	12.3	11.2	4.8	102	1577	KOME-F
6. KRTY-F	(C)	66/ 3.3	2.5	3.3	2.2	1.3	2.8	75/1158	687/ 7.0	8.0	6.2	3.1	66	763	KRTY-F
7. KUFX-F	(CL AOR)	66/ 3.2	4.1	3.2	2.9	2.3	3.3	111/2770	1454/11.4	11.4	9.1	3.9	82	1395	KUFX-F
8. KARA-F	(O)	62/ 3.1	2.6	4.6	3.1	4.2	3.5	78/1628	1249/ 9.8	11.2	10.8	1.0	40	696	KARA-F
9. KDFC-AF	(CL)	32/ 1.6	1.9	2.1	1.4	2.0	1.8	96/2022	836/ 6.6	6.4	6.0	0.7	15	512	KDFC-AF
10. KLOK	(SP)	31/ 1.5	0.8	1.0	0.9	0.8	1.0	48/969	600/ 3.9	3.3	2.8	0.8	16	272	KLOK
11. KEEN	(C)	25/ 1.2	1.8	1.7	1.6	3.4	1.8	26/519	425/ 2.3	4.1	5.6	1.7	36	447	KEEN
12. KAZA	(SP)	19/ 0.9	1.3	1.2	1.0	1.7	1.1	36/434	263/ 2.1	2.1	2.0	0.7	15	356	KAZA
13. KNTA	(SP)	10/ 0.5	0.6	0.8	1.2	1.1	0.8	14/316	269/ 2.3	2.2	2.7	1.1	23	414	KNTA
14. KSJX	(AOR)	8/ 0.4	0.3	0.1	----	0.1	0.2	9/244	150/ 1.2	0.9	0.4	0.4	9	169	KSJX
15.															

12+ FM SHARE (METRO): 87.72% (722 of 823) (FAL 90: 82.29%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHQT-F>>	1 KSJO-F>	1 KSJO-F	1 KSJO-F	1 KSJO-F<	1 KBAY-F>>	1 KSJO-F	1 KBAY-F	1 KBAY-F<	1 KHQT-F>	1 KSJO-F
2 KEZR-F>>	2 KOME-F	2 KEZR-F	2 KEZR-F	2 KEZR-F	2 KARA-F	2 KHQT-F<	2 KSJO-F>	2 KHQT-F<	2 KEZR-F<	2 KBAY-F
3	KEZR-F	3 KOME-F	3 KUFX-F	3 KUFX-F	3 KRTY-F	3 KBAY-F	3 KUFX-F	3 KEZR-F<	3 KBAY-F	3 KHQT-F
4	4 KHQT-F	KHQT-F	4 KARA-F	KBAY-F	4 KHQT-F	4 KEZR-F	4 KRTY-F'	4 KSJO-F>	4 KSJO-F	4 KUFX-F
5	5 KUFX-F	5 KUFX-F	5 KOME-F<	KARA-F	5 KEEN	5 KOME-F	5 KHQT-F	5 KOME-F	5 KRTY-F	KARA-F
6	6	6	6 KBAY-F	6 KOME-F	6	6	6 KOME-F<	6	6	6
							7 KARA-F>>			
							8 KEZR-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KHQT-F	1 KEZR-F<	1 KEZR-F	1 KEZR-F	1 KEZR-F
2 KEZR-F	2 KHQT-F	2 KRTY-F	2 KHQT-F	2 KBAY-F
3 KSJO-F	3 KRTY-F	KHQT-F>	3 KRTY-F<	3 KHQT-F
4 KRTY-F>	4 KSJO-F	4 KSJO-F	4 KBAY-F	KARA-F
5 KUFX-F	5 KOME-F	KOME-F	5 KARA-F	5 KRTY-F
KBAY-F	6 KUFX-F	6 KUFX-F	6 KSJO-F	6
7	7 KBAY-F			

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KSJO-F	1 KSJO-F	1 KSJO-F	1 KSJO-F>	1 KSJO-F>
2 KHQT-F	2 KOME-F	2 KUFX-F	2 KOME-F	2 KUFX-F<
3 KOME-F	3 KUFX-F	3 KOME-F>	3 KUFX-F<	3 KOME-F
4 KEZR-F	4 KEZR-F	4 KEZR-F>	4 KEZR-F	4 KEZR-F
5	5 KHQT-F	5 KHQT-F	5 KHQT-F	5 KARA-F
6	6	6	6	6 KBAY-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		107 (1)	107 (1)	13.0	23.5
AOR/CLASSIC	8 (1)	239 (3)	247 (4)	30.0	19.4
AC/OLDIES/SOFT ROCK		166 (2)	166 (2)	20.2	18.4
MOR/VARIETY					
COUNTRY	25 (1)	66 (1)	91 (2)	11.1	8.7
BLACK/URBAN					
BEAUTIFUL/EASY		120 (1)	120 (1)	14.6	13.2
NEWS/TALK					
NOSTALGIA					3.7
RELIGION/GOSPEL					
SPANISH	60 (3)		60 (3)	7.3	10.8
CLASSICAL	8 (1)	24 (1)	32 (2)	3.9	2.2
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	101 (6)	722 (9)	823 (15)		

OTHER RATED STATIONS	METRO SHARE/	CUME RTG
See San Francisco for more about the following stations:		
KABL-F	1.3/ 4.0	
KBLX-F	1.8/ 4.8	
KBRG-F	3.2/ 5.6	
KCBS	4.1/17.6	
KDBK-F	0.3/ 2.2	
KDBQ-F	0.6/ 3.5	
KEAR-F	0.4/ 0.8	
KFAX	0.4/ 2.1	
KFOG-F	0.3/ 2.5	
KFRC	1.5/ 4.5	
KFRC-F	1.5/ 6.5	
KGO	10.7/22.9	
KIOI-F	2.4/ 5.4	
KIQI	0.4/ 1.3	
KITS-F	2.0/ 7.2	
KKHI-F	1.0/ 4.8	
KKSF-F	2.0/ 5.7	
KMEL-F	1.7/ 7.6	
KNBR	3.4/ 9.5	
KOFY	0.4/ 2.1	
KOIT	0.3/ 1.0	
KOIT-F	2.7/ 9.5	
KSAN-F	2.1/ 6.2	
KSFO	0.7/ 4.1	
KYA -F	1.0/ 5.0	
KSOL-F	1.7/ 7.3	
KOON-F	0.6/ 2.5	
KHIP-F	0.3/ 0.6	

RADIO STATIONS

KAZA,	1290,	5 KW (DAYS, DA)	, HISPANIC	CRC,	$ 35.00 (Caballero)		
KEEN,	1370,	5 KW (DA-2)	, EZ	UPI,	$ 40.00 (HMR)		
KLIV,	1590,	5 KW (DA-N)	, NOSTALGIA	,	$ 40.00 (Eastman)	Empire	
KLOK,	1170,	5 KW (DA-2)	, HISPANIC	,	$ 38.00 (Katz Hisp)		
KNTA,	1430,	1 KW (DA-1)	, HISPANIC	,	$ 39.00 (Lotus)		
KSJX,	1500,	10 KW .5 KW (DA-2)	, AOR	,	$ 25.00 (Durpetti)	Narragansett	
KARA-F,	106.7,	50 KW @ 497	, OLDIES	,	$ 65.00 (Eastman)	Empire	
KBAY-F,	100.3,	14 KW @ 2582	, EZ/BTFL	,	$ 85.00 (HMR)		
KEZR-F,	106.5,	50 KW @ 430	, AC	,	$ 69.00 (Christal)		
KHQT-F,	97.7,	1.6 KW @ 449	, CHR	,	$ 55.00 (HMR)	Anaheim	
KOME-F,	98.5,	12 KW @ 861	, AOR	,	$100.00 (Torbet)	Infinity	
KRTY-F,	95.3,	.4 KW @ 960	, COUNTRY	UNISUP UNIULT ,	$ 45.00 (Durpetti)	Crown	
KSJO-F,	92.3,	50 KW @ 467	, AOR	ABC,	$ 65.00 (Durpetti)		
KUFX-F,	94.5,	1.5 KW @ 2580	, CL AOR	,	$ 70.00 (Katz)		
KDBQ-F,	99.1,	1 KW @ 2918	, AC	ABC,	$ 70.00 (Katz)	Viacom	

Miscellaneous: KSJX,KSJO-F sold by Narragansett for $5,400,000 (MVP)... KEEN drops Country to simulcast with KBAY-F (after Fall book)...

American Radio Fall 1991, Copyright 1992

SANTA ROSA

Arbitron Rank/Pop (12+): 107/336,500
MSA Rank/Pop: NA
ADI # NA
Average Person Ratings: 15.5
Market TSL: 21.00 hours

Stations: 32/7
Diaries: 674/499:1/53.5%
Sample Target: 660
% Below Line: 49.8
% Not Listed: 14.2

1991 Revenue: NA
HH Inc.: $43,438
Retail $: 3.2 Bil
Pop per Station: 48,071
#1 Biller: NA

12+ METRO		1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KZST-F	(AC)	52/10.0	10.4	5.9	8.0	9.0	----	52/697	697/20.7	17.0	20.2	7.8	42	618	KZST-F
2. KGO	(T/N)	45/ 8.6	6.6	13.4	6.6	7.7	----	45/792	792/23.5	18.6	26.2	7.6	41	537	KGO
3. KXFX-F	(AOR)	38/ 7.3	9.6	5.5	4.4	6.5	----	38/598	598/17.8	18.6	17.4	9.9	53	666	KXFX-F
KRPQ-F	(C)	38/ 7.3	3.0	3.8	4.2	3.8	----	38/500	500/14.9	9.1	8.0	8.8	47	453	KRPQ-F
5. KFRC	(BB)	34/ 6.5	6.8	8.6	8.9	4.4	----	34/405	405/12.0	12.5	15.2	5.2	28	369	KFRC
6. KHTT-F	(CHR)	29/ 5.6	4.5	4.3	5.4	7.1	----	29/543	543/16.1	14.0	12.4	7.6	41	801	KHTT-F
7. KCBS	(N/T)	26/ 5.0	4.5	4.7	3.1	5.8	----	26/526	526/15.6	13.4	15.3	2.8	15	382	KCBS
8. KNEW	(C)	24/ 4.6	4.2	4.5	5.9	5.8	----	24/336	336/10.0	8.6	9.4	1.9	10	268	KNEW
9. KNBR	(N/T)	22/ 4.2	5.1	2.6	4.4	3.8	----	22/450	450/13.4	13.4	9.7	3.5	19	418	KNBR
10. KABL-AF	(SAC)	18/ 3.5	2.2	3.1	3.3	5.9	----	18/367	367/10.9	4.1	9.5	4.7	18	192	KABL-AF
11. KMEL-F	(CHR)	18/ 3.4	2.6	3.3	2.8	3.1	----	18/319	319/ 9.5	7.5	7.1	5.4	29	394	KMEL-F
KMGG-F	(O)	18/ 3.4	4.5	3.1	3.0	2.9	----	18/463	463/13.8	11.6	13.7	3.0	16	311	KMGG-F
13. KRQR-F	(AOR)	17/ 3.3	2.8	4.7	4.0	8.1	----	17/266	266/ 7.9	10.7	10.4	3.5	19	323	KRQR-F
14. KITS-F	(AOR)	11/ 2.1	0.4	2.4	1.4	1.2	----	11/152	152/ 4.5	2.9	4.9	2.2	12	114	KITS-F
KSRO	(T)	11/ 2.1	1.9	2.4	2.1	3.6	----	11/257	257/ 7.6	9.3	7.1	2.2	12	200	KSRO

12+ FM SHARE (METRO): 60.27% (270 of 448) (FAL 90: 77.39%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHTT-F	1 KXFX-F>	1 KZST-F	1 KZST-F>	1 KZST-F	1 KGO	1 KGO	1 KZST-F	1 KZST-F>	1 KZST-F	1 KGO
2 KMEL-F>	2 KZST-F	2 KXFX-F	2 KRPQ-F	2 KRPQ-F>	2 KFRC	2 KZST-F	2 KGO	2 KRPQ-F<	2 KHTT-F	2 KCBS
3 KZST-F>	3 KRPQ-F	3 KRPQ-F	3 KXFX-F	3 KGO	3 KZST-F	3 KXFX-F	3 KXFX-F	3 KGO <	3 KNBR	3 KSRO
4	4 KHTT-F	4 KGO	4 KGO	KXFX-F	4 KRPQ-F<	4 KRPQ-F<	4 KRPQ-F	4 KXFX-F<	4 KGO	4
5	5	5 KHTT-F	5	5	5 KCBS	5 KCBS	5 KFRC-F	5 KFRC-F	KCBS	5
6	6	6	6	6	6	6 KHTT-F	KFRC	KFRC	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KZST-F>	1 KZST-F>	1 KZST-F	1 KZST-F>>	1 KZST-F>
2 KMEL-F	2 KXFX-F	2 KRPQ-F>	2 KXFX-F	2 KRPQ-F>
KXFX-F>	KRPQ-F	3 KXFX-F	KRPQ-F	3 KABL-AF
4 KHTT-F	4 KHTT-F	4 KHTT-F	4 KGO	KGO
5	5	5	KHTT-F	5 KXFX-F
6	6	6	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KXFX-F>	1 KXFX-F>>	1 KXFX-F>	1 KXFX-F>	1 KRPQ-F
2 KITS-F>	2 KITS-F	2 KRQR-F	2 KRPQ-F	2 KXFX-F
3 KGO >	3 KRQR-F	KRPQ-F>	3 KRQR-F	3 KRQR-F
4 KOFY	KGO	4 KHTT-F	KZST-F	KGO
KMEL-F	KRPQ-F	5 KNBR 5		5 KZST-F
KHTT-F	KHTT-F	KKSF-F 6		6

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		47 (2)	47 (2)	10.5	
AOR/CLASSIC		66 (3)	66 (3)	14.7	
AC/OLDIES/SOFT ROCK	3 (1)	80 (6)	83 (7)	18.5	
MOR/VARIETY					
COUNTRY	24 (1)	38 (1)	62 (2)	13.8	
BLACK/URBAN		2 (1)	2 (1)	0.4	
BEAUTIFUL/EASY	6 (2)	16 (2)	22 (4)	4.9	
NEWS/TALK	104 (4)		104 (4)	23.2	
NOSTALGIA	34 (1)		34 (1)	7.6	
RELIGION/GOSPEL					
SPANISH	2 (1)		2 (1)	0.4	
CLASSICAL	3 (2)	12 (2)	15 (4)	3.3	
JAZZ/NEW AGE		9 (2)	9 (2)	2.0	
UNKNOWN/OTHERS	2 (1)		2 (1)	0.4	
	178 (13)	270 (19)	448 (32)		

OTHER RATED STATIONS			METRO CUME SHARE/RTG/AQH/CUME	TSA TSA
KTOB	1490	Petaluma	0.4/2.9/ 2/ 97	
KABL	960	Oakland/SF	1.0/0.0/ 0/ 0	
KBLX-F	102.9	Berkeley	0.6/2.0/ 3/ 71	
KDBK-F	98.9	San Francisco	0.4/1.5/ 2/ 50	
KDFC	1220	Palo Alto	0.4/0.0/ 0/ 0	
KDFC-F	102.1	San Francisco	1.3/7.0/ 9/ 235	
KFRC-F	99.7	San Francisco	0.6/2.0/ 3/ 68	
KIOI-F	101.3	San Francisco	0.8/2.6/ 4/ 86	
KKHI	1550	San Francisco	0.2/0.0/ 0/ 0	
KKHI-F	95.7	San Francisco	1.0/5.7/ 6/ 193	
KKSF-F	103.7	San Francisco	1.1/4.6/ 6/ 156	
KOFY	1050	San Mateo/SF	0.4/1.5/ 2/ 49	
KOIT	1260	San Francisco	0.2/0.0/ 0/ 0	
KOIT-F	96.5	San Francisco	0.6/3.7/ 4/ 125	
KSFO	560	San Francisco	0.6/4.3/ 3/ 146	
KSOL-F	107.7	San Mateo	0.4/1.8/ 2/ 61	
KYA -F	93.3	San Francisco	0.2/2.5/ 1/ 83	

RADIO STATIONS

KSRO, 1350, 5KW (DA-2), Talk NBC,ABC, $21.00 (Durpetti) Fuller-Jeffrey

KHTT-F, 92.9, 2.3 KW @ 1841, CHR , $27.00 (Durpetti) Fuller-Jeffrey
KMGG-F, 97.7, 250 W @ 1060, Oldies UNISUP UNIULT, $24.00 (Katz)
KRPQ-F, 104.9, 340 W @ 915, Country , $30.00 (K&P)
KXFX-F, 101.7, 18 KW @ 363, AOR , $30.00 (Eastman) Keffco
KZST-F, 100.1, 6 KW @ 240, AC UNISUP, $49.00 (McGuild)

Other ranked stations - See San Francisco

American Radio Fall 1991, Copyright 1992

SARASOTA-BRADENTON

Arbitron Rank/Pop (12+): 80/446,700

MSA Rank/Pop: 159/465,000 (Sarasota)
Tampa ADI
Average Person Ratings: 14.9
Market TSL: 20.50 hours

Stations: 24/8
Diaries: 912/490:1/54.6%
Sample Target: 880
% Below Line: 44.8
% Not Listed: 16.3

1991 Revenue: $6,800,000
HH Inc.: $29,838
Retail $: 4.5 Bil
Pop per Station: 55,837
#1 Biller: NA

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WDUV-F (EZ)	128/19.2	17.9	17.1	19.1	----	----	136/1503	1394/31.2	30.4	26.7				WDUV-F
2. WYNF-F (AOR)	64/ 9.6	7.7	10.1	8.1	----	----	82/833	710/15.9	16.0	15.6				WYNF-F
3. WSRZ-F (AC)	38/ 5.7	5.8	4.4	3.7	----	----	38/602	602/13.5	14.7	9.9				WSRZ-F
4. WFLZ-F (CHR)	35/ 5.2	4.5	9.3	7.6	----	----	48/723	559/12.5	13.1	17.3				WFLZ-F
5. WFLA (N/T)	33/ 4.9	5.7	3.4	3.6	----	----	35/461	415/ 9.3	11.0	6.8				WFLA
6. WHPT-F (J/NA)	29/ 4.3	4.0	3.7	3.6	----	----	31/454	361/ 8.1	9.4	9.4				WHPT-F
7. WCTQ-F (C)	28/ 4.2	4.2	1.4	2.5	----	----	30/472	374/ 8.4	7.7	4.6				WCTQ-F
8. WWRM-F (SAC)	27/ 4.0	6.1	6.9	6.0	----	----	28/571	546/12.2	14.9	16.1				WWRM-F
9. WMTX-F (AC)	26/ 3.9	2.8	3.7	1.5	----	----	26/404	404/ 8.9	9.9	7.2				WMTX-F
10. WQYK-F (C)	23/ 3.4	2.5	1.8	2.8	----	----	23/303	303/ 6.8	4.8	4.4				WQYK-F

12+ FM SHARE (METRO): 79.75% (445 of 558) (FAL 90: 78.75%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLZ-F>>	1 WYNF-F>>	1 WYNF-F>>	1 WYNF-F>	1 WYNF-F>	1 WDUV-F>>	1 WDUV-F	1 WDUV-F>>	1 WDUV-F>>	1 WDUV-F	1 WHNZ
2	2 WMTX-F	2 WSRZ-F	2 WSRZ-F>	2 WSRZ-F>	2 WSRZ-F	2 WYNF-F>>	2 WYNF-F>	2 WYNF-F	2 WFLZ-F>	2 WFLA >
3	WFLZ-F>	3 WMTX-F	3 WMTX-F	3 WMTX-F	3 WFLA	3 WSRZ-F	3 WSRZ-F<	3 WYNF-F	3 WDUV-F	
4	4 WCTQ-F	4 WFLZ-F	4 WWRM-F	4 WWRM-F	4 WHPT-F	4 WFLA	4 WHPT-F<	4 WFLZ-F	WFLA	4
5	5	5 WCTQ-F	5 WCTQ-F	WHPT-F	5	5	5 WFLA	5 WFLA	5	5
6	6	6	6	WCTQ-F	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WMTX-F	1 WMTX-F>	1 WYNF-F	1 WMTX-F	1 WYNF-F
2 WXTB-F	2 WYNF-F	2 WMTX-F>	2 WYNF-F	2 WWRM-F
WFLZ-F>	WFLZ-F>	3 WFLZ-F	3 WWRM-F	WMTX-F
4 WCTQ-F>	4 WWRM-F	4 WWRM-F	WFLZ-F	4 WSRZ-F
5 WWRM-F	WCTQ-F	WHPT-F	5 WSRZ-F	WHPT-F
WKXY	6	6 WCTQ-F	WCTQ-F	WDUV-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYNF-F>>	1 WYNF-F>>	1 WYNF-F>>	1 WYNF-F>>	1 WYNF-F>
2 WFLZ-F>>	2 WQYK-F	2 WQYK-F	2 WSRZ-F>>	2 WSRZ-F>>
3 WXTB-F	WFLZ-F	3 WSRZ-F	3 WQYK-F	3 WQYK-F
WSUN	4 WSRZ-F	4 WCTQ-F	4 WSUN	WFLA
5	WCTQ-F	5	WFLZ-F	5
6	6	6	WFLA	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		56 (2)	56 (2)	10.0	17.7
AOR/CLASSIC		76 (2)	76 (2)	13.6	14.3
AC/OLDIES/SOFT ROCK	6 (2)	78 (4)	84 (6)	15.1	18.8
MOR/VARIETY	10 (1)		10 (1)	1.8	0.9
COUNTRY	21 (1)	51 (2)	72 (3)	12.9	3.8
BLACK/URBAN					1.1
BEAUTIFUL/EASY		155 (2)	155 (2)	27.8	20.0
NEWS/TALK	49 (3)		49 (3)	8.8	9.6
NOSTALGIA	16 (2)		16 (2)	2.9	9.6
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		29 (1)	29 (1)	5.2	4.3
UNKNOWN/OTHERS	11 (2)		11 (2)	2.0	
	113 (11)	445 (13)	558 (24)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAMR	1320	Venice/Sarasota	1.8/3.4/ 15/ 165
WBRD	1420	Bradenton	1.3/3.3/ 9/ 149
WKXY	930	Sarasota	1.5/1.6/ 10/ 71
WSPB	1450	Sarasota/Bradnt	0.7/2.5/ 5/ 110
WDAE	1250	Tampa	0.1/0.2/ 1/ 11
WGUL	860	Dunedin/Clrwtr	0.6/2.3/ 4/ 104
WHNZ	570	Pinellas Pk/Tmp	1.0/3.5/ 7/ 156
WINK-F	96.9	Fort Myers	3.1/8.0/ 65/ 790
WKII	1070	Pt. Charlt	0.9/2.2/ 38/ 346
WRMD	680	St.Petersburg	0.7/1.2/ 5/ 54
WSUN	620	St.Pete/Tampa	3.1/6.0/ 21/ 307
WUSA-F	100.7	Tampa	1.6/4.4/ 11/ 198
WXTB-F	97.9	Clearwater/Tmpa	1.8/5.5/ 12/ 246
WYUU-F	92.5	Safety Harbor	0.4/3.5/ 3/ 157

RADIO STATIONS

WAMR ,	1320,	5 KW/1 KW (DA-2),	Nostalgia	NBC UNISUP, $18.00	(K & P)
WBRD ,	1420,	2.5 KW/1 KW (DA-2),	Talk	SUN ABC, $16.00	(Christal)
WCTQ-F,	92.1,	3.3 KW @ 295	, Country	NBC, $18.00	(Torbet)
WDUV-F,	103.3,	100 KW @ 576	, Btfl/EZ	MBS, $70.00	(Christal)
WSRZ-F,	106.3,	3 KW @ 300	, AC	, $40.00	(Eastman) Wilks-Schwartz

Other ranked stations -- See Tampa

American Radio Fall 1991, Copyright 1992

SAVANNAH

Arbitron Rank/Pop (12+): 149/213,700
MSA Rank/Pop: 180/253,000
ADI # 101
Average Person Ratings: 16.8
Market TSL: 22.25 hours

Stations: 18/16
Diaries: 673/317:1/46.1%
Sample Target: 640
% Below Line: 3.1
% Not Listed: 13.1

1991 Revenue: $9,500,000
HH Inc.: $29,760
Retail $: 2.0 Bil
Pop per Station: 13,356
#1 Biller: WCHY-AF $1,850,000

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WEAS-F (B)	65/18.2	16.8	16.3	18.3	----	----	75/759	539/25.2	23.4	25.4	28.3	105	806	WEAS-F
2. WCHY-F (C)	47/13.1	16.6	9.2	14.6	----	----	123/1348	520/24.3	26.6	20.1	14.3	53	537	WCHY-F
3. WSOK (B)	37/10.3	10.9	10.0	12.1	----	----	37/364	360/16.8	15.3	15.8	9.7	36	408	WSOK
4. WZAT-F (CHR)	28/ 7.8	9.0	6.9	9.2	----	----	60/1149	454/21.2	22.9	22.9	7.5	28	466	WZAT-F
5. WIXV-F (AOR)	23/ 6.4	9.0	12.9	11.3	----	----	66/891	319/14.9	18.4	18.6	11.1	41	394	WIXV-F
6. WAEV-F (AC)	20/ 5.6	4.6	8.3	7.0	----	----	44/746	336/15.7	17.5	21.6	5.1	19	303	WAEV-F
7. WLOW-F (BB)	17/ 4.7	2.7	4.9	2.4	----	----	30/405	187/ 8.8	6.8	6.9	1.9	7	114	WLOW-F
8. WGCO-F (O)	16/ 4.5	4.1	3.4	2.2	----	----	37/509	206/ 9.6	10.5	11.2	3.8	14	317	WGCO-F
9. WRHQ-F (AC)	13/ 3.6	----	----	----	----	----	14/113	102/ 4.8	0.0	0.0				WRHQ-F
10. WYKZ-F (SAC)	9/ 2.5	0.5	1.1	2.4	----	----	20/400	140/ 6.6	6.8	4.7	1.6	6	168	WYKZ-F
11. WJCL-F (SAC)	8/ 2.2	5.2	7.4	4.6	----	----	20/427	191/ 8.9	13.7	13.5	1.9	7	128	WJCL-F
12. WFXH-F (AOR)	7/ 2.0	0.8	----	----	----	----	13/241	133/ 6.2	2.4	0.0	1.1	4	86	WFXH-F
13. WIZA (G)	6/ 1.7	----	0.9	1.9	----	----	6/105	101/ 4.7	0.0	2.2	0.3	1	100	WIZA
14.														
15.														

12+ FM SHARE (METRO): 83.28% (259 of 311) (FAL 90: 80.51%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WEAS-F>>	1 WEAS-F>	1 WEAS-F>	1 WEAS-F>	1 WEAS-F	1 WCHY-F	1 WEAS-F	1 WEAS-F	1 WEAS-F	1 WEAS-F>>	1 WEAS-F>
2 WZAT-F>>	2 WIXV-F	2 WCHY-F>	2 WCHY-F>	2 WCHY-F>	2 WSOK	2 WSOK <	WCHY-F>	2 WCHY-F>	2 WCHY-F	2 WBMQ
3	3 WZAT-F	3 WIXV-F	3 WAEV-F	3 WSOK	WEAS-F>	3 WCHY-F>	3 WAEV-F	3 WZAT-F	3 WSOK	3 WSOK
4	4 WCHY-F	4 WZAT-F	4 WIXV-F	4 WAEV-F	4 WLOW-F	4 WAEV-F<	4 WZAT-F	4 WSOK	4 WZAT-F	4
5	WAEV-F	WAEV-F	5 WSOK	5 WIXV-F	5	5 WIXV-F	WSOK	5 WAEV-F	5 WIXV-F	5
6	6	6	6	6 WZAT-F	6	6	6	6 WIXV-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WEAS-F>>	1 WEAS-F>>	1 WEAS-F>	1 WEAS-F>	1 WEAS-F<
2 WZAT-F>>	2 WZAT-F	2 WAEV-F>	2 WCHY-F	2 WCHY-F
3 WAEV-F	WAEV-F>	3 WZAT-F	WAEV-F>	3 WSOK
4	4 WCHY-F	WCHY-F	4 WZAT-F	WAEV-F
5	5 WIXV-F	5 WSOK	5 WSOK	5
6	6	WIXV-F	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIXV-F	1 WIXV-F	1 WIXV-F>	1 WEAS-F>>	1 WEAS-F>
2 WEAS-F>	2 WEAS-F>	2 WEAS-F>	2 WIXV-F	2 WCHY-F>
3 WZAT-F	3 WZAT-F	3 WZAT-F	3 WCHY-F>	3 WIXV-F>
WCHY-F	WCHY-F	WCHY-F>>	4 WZAT-F	4 WGCO-F
5	5	5	5	5 WZAT-F
6	6	6	6	WSOK
				WRHQ-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		30 (2)	30 (2)	9.6	8.3
AOR/CLASSIC		30 (2)	30 (2)	9.6	14.4
AC/OLDIES/SOFT ROCK		49 (3)	49 (3)	15.8	15.7
MOR/VARIETY					
COUNTRY	2 (1)	47 (1)	49 (2)	15.8	10.9
BLACK/URBAN	37 (1)	65 (1)	102 (2)	32.8	29.4
BEAUTIFUL/EASY		21 (3)	21 (3)	6.8	8.3
NEWS/TALK	4 (1)		4 (1)	1.3	4.8
NOSTALGIA	3 (1)	17 (1)	20 (2)	6.4	6.4
RELIGION/GOSPEL	6 (1)		6 (1)	1.9	1.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	52 (5)	259 (13)	311 (18)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBMQ	630	Savannah	1.1/4.9/ 12/ 230
WCHY	1290	Savannah	0.6/3.7/ 5/ 98
WHTK-F	99.7	Pt. Royal	0.6/4.5/ 7/ 200
WSGA	1400	Savannah	0.8/2.8/ 3/ 63
WIJY-F	107.9	Hilton Head Isl	1.1/4.4/ 17/ 243

RADIO STATIONS

WIZA ,	1450, 1 KW	,	Gospel		ABC, $ 8.00	(---)	Interurban
WSOK ,	1400, 1 KW	,	Black/Gospel		SBN, $18.00	(Banner)	Opus
WAEV-F,	97.3, 100 KW @ 992	,	AC		ABC, $33.00	(Banner)	Opus
WCHY-F,	94.1, 100 KW @ 1320	,	Country		ABC, $42.00	(Christal)	Roth
WEAS-F,	93.1, 100 KW @ 310	,	Black		, $25.00	(Durpetti)	Interurban
WGCO-F,	98.3, 100 KW @ 650	,	Oldies		CNN, $19.00	(Schubert)	(JESUP)
WIXV-F,	95.5, 100 KW @ 857	,	AOR		, $30.00	(Katz)	
WJCL-F,	96.5, 100 KW @ 1160	,	EZ	UNIPWR	UNIULT, $21.00	(HNWH)	Lewis
WLOW-F,	106.9, 50 KW @ 443	,	Nostalgia		MBS, $13.00	(K & P)	(BLUFFTON,SC)
WYKZ-F,	98.7, 100 KW @ 710	,	AC		, $20.00	(Banner)	(BEAUFORT)
WZAT-F,	102.1, 100 KW @ 1321	,	CHR		ABC, $34.00	(Mc-Guild)	Gulf Atlantic

American Radio Fall 1991, Copyright 1992

SEATTLE-TACOMA

Arbitron Rank/Pop (12+): 13/2,342,500
MSA Rank/Pop: 23/2,450,000 (Seattle)
ADI # 14
Average Person Ratings: 15.2
Market TSL: 20.00 hours

Stations: 33/33
Diaries: 1943/1206:1/52.4%
Sample Target: 1980
% Below Line: 0.0
% Not Listed: 9.5

1991 Revenue: $88,100,000
HH Inc.: $37,172
Retail $: 22.9 Bil
Pop per Station: 70,984
#1 Biller: KIRO $17,000,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KIRO	(N/T)	326/ 9.2	10.6	9.4	11.4	8.7	10.1	369/7110	6252/26.7	25.1	24.3	9.2	352	5594	KIRO
2. KPLZ-F	(CHR)	246/ 6.9	6.4	6.7	6.0	7.0	6.5	307/5438	4448/19.0	19.9	18.0	6.6	250	4617	KPLZ-F
3. KMPS-AF	(C)	242/ 6.8	7.8	5.6	7.8	6.3	7.0	292/4166	3546/15.1	13.4	13.2	7.6	269	3122	KMPS-AF
4. KOMO	(FS)	230/ 6.5	5.2	5.0	5.7	5.5	5.6	257/5834	5074/21.7	15.2	18.8	4.9	185	3322	KOMO
5. KRPM-F	(C)	184/ 5.2	2.8	4.3	3.1	4.4	3.8	217/2905	2384/10.2	9.5	10.1	3.5	135	1609	KRPM-F
6. KBSG-AF	(O)	173/ 4.8	4.5	3.2	3.2	4.1	3.9	203/4022	3541/15.1	9.6	10.2	2.9	96	1889	KBSG-AF
7. KUBE-F	(CHR)	162/ 4.5	4.7	5.1	4.8	5.2	4.8	175/4451	4027/17.2	17.5	17.5	6.0	229	4929	KUBE-F
8. KIXI	(BB)	136/ 3.8	3.8	4.2	3.2	3.0	3.8	156/2345	2106/ 9.0	8.7	7.3	2.2	82	1448	KIXI
9. KLSY-AF	(AC)	134/ 3.8	3.5	4.6	3.0	4.8	3.7	138/2840	2583/11.0	12.1	12.7	3.4	112	2178	KLSY-AF
10. KZOK-F	(AOR)	129/ 3.6	3.7	3.3	3.2	3.8	3.5	141/2974	2601/11.1	13.1	10.8	3.8	144	2200	KZOK-F
11. KXRX-F	(CL AOR)	126/ 3.5	5.2	5.3	3.6	4.5	4.4	139/2707	2316/ 9.9	12.0	10.0	3.8	146	2125	KXRX-F
12. KING-F	(CL)	121/ 3.4	3.4	4.5	3.9	4.2	3.8	124/2295	2194/ 9.4	11.4	9.8	3.5	135	1732	KING-F
13. KNDD-F	(AOR)	115/ 3.2	1.5	1.9	2.5	2.6	2.3	127/2046	1837/ 7.8	6.7	6.9	3.5	133	1843	KNDD-F
14. KLTX-F	(SAC)	106/ 2.9	2.8	2.5	3.1	2.7	2.8	106/2090	1954/ 8.3	8.1	8.0	1.9	71	1041	KLTX-F
15. KEZX-F	(EZ)	97/ 2.7	3.5	2.5	1.1	0.9	2.5	117/1704	1381/ 5.9	5.2	2.7	1.7	63	884	KEZX-F
16. KING	(N/T)	90/ 2.5	2.4	2.1	3.6	2.9	2.7	116/1962	1726/ 7.4	6.8	7.4	3.2	120	1554	KING
17. KISW-F	(AOR)	84/ 2.4	4.7	5.9	3.6	3.8	4.2	104/2209	1879/ 8.0	13.7	9.5	4.6	175	2509	KISW-F
18. KMTT-AF	(AOR)	83/ 2.4	3.3	2.4	3.0	3.2	2.8	104/2062	1632/ 7.0	7.7	7.5	3.6	135	1867	KMTT-AF
19. KCMS-F	(REL)	79/ 2.2	1.7	1.7	1.7	1.4	1.8	81/1148	1065/ 4.5	4.3	3.5	2.1	81	1176	KCMS-F
20. KKNW-F	(J/NA)	75/ 2.1	2.3	2.2	3.5	2.1	2.5	78/1211	1143/ 4.9	5.9	5.8	4.0	153	1832	KKNW-F
21. KWMX-F	(AC)	67/ 1.9	2.2	2.5	1.5	1.6	2.0	83/1589	1323/ 5.6	6.4	5.5	1.4	54	443	KWMX-F
22. KJR	(S/T)	65/ 1.8	0.7	0.8	1.1	1.2	1.1	68/1729	1597/ 6.8	4.6	5.4	1.9	74	1655	KJR
23. KVI	(O)	45/ 1.3	1.1	1.2	1.3	1.4	1.2	61/1242	1074/ 4.6	4.2	5.5	0.8	29	627	KVI
24. KCIS	(REL)	38/ 1.1	0.5	1.0	0.7	0.6	0.8	42/749	690/ 2.9	2.3	2.1	0.2	7	376	KCIS
25.															

12+ FM SHARE (METRO): 67.77% (2183 of 3221) (FAL 90: 67.98%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPLZ-F>>	1 KPLZ-F	1 KPLZ-F<	1 KIRO	1 KIRO	1 KIRO >	1 KIRO >	1 KMPS-AF	1 KIRO <	1 KPLZ-F	1 KIRO >>
2 KUBE-F>>	2 KNDD-F	2 KMPS-AF	2 KBSG-AF<	2 KMPS-AF<	2 KOMO >	2 KOMO	2 KIRO	2 KMPS-AF	2 KIRO >	2 KOMO >>
3	3 KMPS-AF	KIRO	3 KMPS-AF	3 KBSG-AF	3 KMPS-AF	3 KPLZ-F	3 KRPM-F<	3 KPLZ-F>	3 KLSY-AF	3 KBSG-F<
4	KZOK-F	4 KBSG-AF	4 KOMO	4 KOMO	4 KIXI	4 KMPS-AF	4 KPLZ-F	4 KBSG-AF	4 KMPS-AF<	4 KRPM-F
5	KXRX-F<	5 KLSY-AF	5 KRPM-F	5 KRPM-F	5 KBSG-AF	5 KUBE-F<	5 KBSG-AF<	5 KXRX-F	5 KUBE-F	5 KLSY-F<
6	6 KUBE-F	KRPM-F<	KPLZ-F	6 KPLZ-F	6 KRPM-F<	6 KRPM-F	6 KOMO	6 KUBE-F	6 KBSG-AF	6 KMPS-F
7	7 KLSY-AF	7 KZOK-F<	7 KLSY-AF	7 KLSY-AF	7 KING-F	7 KBSG-AF>>	7 KIXI >>	KRPM-F	7 KIXI >>	7 KPLZ-F
8	8 KRPM-F	8 KUBE-F<	8	8	8	8 KMGI-AF	8 KMGI-AF	KOMO >>	8 KMGI-AF	8 KNTT-F
9	9	9 KXRX-F	9	9	9	9	9	9 KMGI-AF	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KPLZ-F>	1 KPLZ-F	1 KLSY-AF>	1 KPLZ-F	1 KLSY-AF
2 KUBE-F<	2 KLSY-AF	2 KUBE-F	2 KLSY-AF	KIRO
3 KNDD-F>	3 KUBE-F	KPLZ-F	3 KUBE-F	3 KMPS-AF
4 KXRX-F>	4 KLTX-F	KLTX-F<	4 KMPS-AF<	KBSG-AF
5 KLSY-AF	5 KMPS-AF	5 KMPS-AF	5 KBSG-AF<	5 KRPM-F<
KLTX-F	6 KXRX-F	KRPM-F	6 KLTX-F	6 KOMO <
7	KRPM-F	7	7 KIRO	7 KLTX-F<
8	KNDD-F	8	8	8 KPLZ-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KNDD-F	1 KZOK-F<	1 KZOK-F	1 KIRO	1 KIRO >
2 KMPS-AF	2 KNDD-F	2 KXRX-F	2 KMPS-AF	2 KOMO <
3 KZOK-F	3 KXRX-F	3 KISW-F<	KZOK-F	3 KMPS-AF<
4 KXRX-F	4 KMPS-AF	4 KPLZ-F<	4 KXRX-F<	4 KBSG-AF
5 KUBE-F	5 KISW-F	5 KMTT-AF	5 KBSG-AF<	KZOK-F
KISW-F	6 KPLZ-F	KNDD-F<	6 KNDD-F<	6 KRPM-F
7 KLSY-AF	7 KRPM-F	7 KRPM-F	7 KRPM-F	7 KXRX-F
8 KPLZ-F	8	8 KMPS-AF	8	8

American Radio Fall 1991, Copyright 1992

SEATTLE-TACOMA

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		408 (2)	408 (2)	12.7	13.3	KEZX	1150	Seattle	0.4/1.3/ 13/ 301
AOR/CLASSIC	2 (1)	535 (5)	537 (6)	16.7	17.6	KGNW	820	Burien/Seattle	0.6/2.0/ 27/ 583
AC/OLDIES/SOFT ROCK	58 (3)	361 (3)	419 (6)	13.0	19.0	KKFX	1250	Seattle	0.6/1.7/ 23/ 456
MOR/VARIETY	230 (1)		230 (1)	7.1	5.7	KRIZ	1420	Renton/Seattle	0.3/0.8/ 11/ 149
COUNTRY	24 (1)	402 (2)	426 (3)	13.2	10.9	KZIZ	1560	Sumner/Tacoma	0.0/0.2/ 1/ 38
BLACK/URBAN	35 (3)		35 (3)	1.1					
BEAUTIFUL/EASY	13 (1)	202 (2)	215 (3)	6.7	3.9				
NEWS/TALK	481 (3)		481 (3)	14.9	14.6				
NOSTALGIA	136 (1)		136 (1)	4.2	4.4				
RELIGION/GOSPEL	59 (2)	79 (1)	138 (3)	4.3	2.5				
SPANISH									
CLASSICAL		121 (1)	121 (1)	3.8	4.3				
JAZZ/NEW AGE		75 (1)	75 (1)	2.3	1.9				
UNKNOWN/OTHERS					2.0				
	1038 (16)	2183 (17)	3221 (33)						

RADIO STATIONS

AM STATIONS

KBLE, 1050, 5 KW/543 W	, RELIGION		, $ 25.00 (---)		
KCIS, 630, 5 KW/2.5 KW (DA-2),	RELIGION		UPI, $ 38.00 (---)		
KING, 1090, 50 KW (DA-2)	, TALK	CNN	ABC, $ 60.00 (MMR)		
KIRO, 710, 50 KW (DA-N)	, NEWS/TALK		CBS, $ 260.00 (Torbet)	Bonneville	
KIXI, 880, 50 KW/10 KW (DA-2),	NOSTALGIA	UNISUP	UNIULT, $ 54.00 (CBS)	Sandusky	
KJR , 950, 5 KW (DA-1)	, OLDIES		, $ 55.00 (HNWH)	Ackerly	
KKFX, 1250, 5 KW (DA-N)	, BLACK		ABC, $ 38.00 (HNWH)	Bingham	
KLSY, 1540, 5 KW (DA-N)	, SEE KLSY-F				
KMPS, 1300, 5 KW (DA-N)	, SEE KMPS-F				
KOMO, 1000, 50 KW (DA-N)	, FULL SERVICE		ABC, $ 130.00 (Katz)		
KVI , 570, 5 KW	, TALK		, $ 50.00 (Banner)	Golden West	

FM STATIONS

KMTT, 103.7, 100 KW @ 1670,	AC/ROCK		, $ 70.00 (Eastman)	Entercom
KBSG, 97.3, 55 KW @ 2393,	OLDIES		, $ 92.00 (Torbet)	Viacom
KCMS, 105.3, 115 KW @ 720,	RELIGION		UPI, $ 47.00 (Radio Spot)	
KEZX, 98.9, 100 KW @ 1110,	EZ		ABC, $ 60.00 (Durpetti)	Park
KING, 98.1, 100 KW @ 698,	CLASSICAL		, $ 68.00 (MMR)	
KISW, 99.9, 100 KW @ 1148,	AOR		, $ 98.00 (McGuild)	Nationwide
KLSY, 92.5, 58 KW @ 2342,	AC		APR ABC, $ 75.00 (Banner)	Sandusky
KLTX, 95.7, 100 KW @ 1178,	SOFT AC		, $ 62.00 (HNWH)	Ackerly
KNDD, 107.7, 100 KW @ 1194,	AOR		UNISUP, $ 64.00 (CBS)	Noble
KMPS, 94.1, 100 KW @ 1194,	COUNTRY		APR, $ 140.00 (McGuild)	EZ
KKNW, 106.9, 100 KW @ 819,	JAZZ/NAC		, $ 70.00 (Banner)	Brown
KPLZ, 101.5, 100 KW @ 1200,	CHR		, $ 123.00 (Durpetti)	Golden West
KRPM, 106.1, 32 KW @ 2342,	COUNTRY		, $ 67.00 (Christal)	Heritage
KWMX, 100.7, 100 KW @ 736,	AC		, $ 80.00 (Torbet)	Bonneville
KUBE, 93.3, 100 KW @ 1290,	CHR		, $ 160.00 (MMR)	Cook Inlet
KXRX, 96.5, 100 KW @ 1223,	CLASSIC AOR		, $ 95.00 (Katz)	Shamrock
KZOK, 102.5, 100 KW @ 1157,	AOR		, $ 67.00 (Eastman)	Adams

Miscellaneous: KIXI from Noble to Sandusky for $3,500,000 (Stanfield)... KING AF sold by King for $10,000,000 (e) (Kalil)... KLSY-AM sold by Sandusky for $75,000 (Broadmark)... KVI from Oldies to Talk (Oct)... KMGI-F to KNDD-F and format from AC to AOR...

American Radio Fall 1991, Copyright 1992

SHREVEPORT

Arbitron Rank/Pop (12+): 122/300,000
MSA Rank/Pop: 145/360,000
ADI # 71
Average Person Ratings: 15.6
Market TSL: 21.50 hours

Stations: 13/11
Diaries: 840/357:1/48.3%
Sample Target: 870
% Below Line: 6.6
% Not Listed: 12.2

1991 Revenue: $9,200,000
HH Inc.: $25,952
Retail $: 2.7 Bil
Pop per Station: 27,272
#1 Biller: KRMD-AF $2,300,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KMJJ-F (B)	88/18.8	19.3	17.3	15.1	13.4	17.6	104/806	677/22.6	20.9	20.6	25.1	120	863	KMJJ-F
2. KRMD-AF (C)	86/18.4	20.7	16.3	17.0	15.0	18.1	146/1804	928/30.9	32.5	27.0	23.0	103	949	KRMD-AF
3. KTAL-F (AOR)	36/ 7.7	5.7	6.4	5.0	8.1	6.2	105/1006	360/12.0	13.9	13.8	6.7	32	447	KTAL-F
KOKA (G)	36/ 7.7	8.0	6.7	7.3	5.8	7.4	41/444	374/12.5	11.2	11.1	4.8	23	287	KOKA
5. KTUX-F (CHR)	29/ 6.2	5.9	6.0	7.8	6.9	6.5	46/983	506/16.9	17.0	15.9	5.8	28	461	KTUX-F
6. KEEL (BB)	26/ 5.6	9.0	5.7	8.0	5.5	7.1	29/573	396/13.2	13.2	12.9	4.6	22	359	KEEL
7. KITT-F (AC)	25/ 5.3	4.2	9.4	5.9	5.6	6.2	57/962	414/13.8	17.4	16.2	4.8	23	307	KITT-F
8. KWKH-F (C)	24/ 5.1	6.1	4.6	6.1	4.2	5.5	51/757	410/13.7	13.9	11.4	5.0	24	364	KWKH-F
KWKH (C)	24/ 5.1	3.4	4.4	3.1	6.3	4.0	36/595	337/11.2	10.3	10.9	2.3	11	173	KWKH
10. KLKL-F (O)	19/ 4.1	4.4	6.4	8.6	10.1	5.9	19/392	347/11.6	14.5	19.4	4.2	20	222	KLKL-F
11. KVKI-F (AC)	16/ 3.4	4.2	4.9	6.3	7.9	4.7	25/497	359/12.0	15.2	20.5	5.4	26	385	KVKI-F
12.														
13.														
14.														
15.														

12+ FM SHARE (METRO): 76.89% (316 of 411) (FAL 90: 78.98%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KMJJ-F>>	1 KMJJ-F>	1 KMJJ-F	1 KMJJ-F	1 KMJJ-F	1 KRMD-AF>	1 KRMD-AF	1 KRMD-AF>	1 KMJJ-F<	1 KMJJ-F>>	1 KOKA >>
2 KTUX-F>	2 KRMD-AF	2 KRMD-AF>	2 KRMD-AF>	2 KRMD-AF>	2 KOKA <	2 KMJJ-F>	2 KMJJ-F>	2 KRMD-AF>>	2 KRMD-AF>	2 KMJJ-F
3 KRMD-AF	3 KTAL-F>	3 KTAL-F>	3 KITT-F	3 KITT-F	3 KMJJ-F	3 KOKA	3 KTAL-F	3 KTAL-F	3 KTAL-F	3 KRMD-F
4 KTAL-F	4 KTUX-F>	4 KITT-F	4 KTAL-F	4 KTAL-F	4 KWKH <	4 KEEL	4 KITT-F	4 KEEL	4 KTUX-F	4
5	5 KITT-F	5 KTUX-F	5 KLKL-F	5 KLKL-F	5 KEEL	5 KWKH	5 KWKH	5 KTUX-F	5 KOKA	5
6	6	6	6	6	6	6	6 KEEL	6 KITT-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KMJJ-F>	1 KMJJ-F>	1 KMJJ-F>	1 KMJJ-F	1 KMJJ-F
2 KRMD-AF	2 KRMD-AF>	2 KRMD-AF>	2 KRMD-AF>>	2 KRMD-AF>>
3 KTUX-F>>	3 KTUX-F	3 KITT-F	3 KITT-F	3 KITT-F
4 KTAL-F	4 KTAL-F	4 KTAL-F	4 KOKA	4 KOKA
KLKL-F	KITT-F	5 KTUX-F	5 KLKL-F	5 KLKL-F
6	6	KOKA	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KTAL-F>>	1 KTAL-F	1 KMJJ-F	1 KMJJ-F	1 KMJJ-F
2 KMJJ-F>	2 KMJJ-F	2 KRMD-AF	2 KTAL-F	2 KRMD-AF>
3 KRMD-AF	3 KRMD-AF	3 KTAL-F>>	3 KRMD-AF>>3	KTAL-F
4 KTUX-F>	4	4 KTUX-F	4 KITT-F	KITT-F
5 KWKH-F	5	KVKI-F	5 KTUX-F	5
6	6	KITT-F	6	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		29 (1)	29 (1)	7.1	7.7		
AOR/CLASSIC		36 (1)	36 (1)	8.8	9.0	KXKZ-F 107.5 Ruston	0.4/2.5/ 16/ 309
AC/OLDIES/SOFT ROCK		60 (3)	60 (3)	14.6	15.1		
MOR/VARIETY							
COUNTRY	33 (2)	101 (2)	134 (4)	32.6	29.5		
BLACK/URBAN		88 (1)	88 (1)	21.4	26.1		
BEAUTIFUL/EASY							
NEWS/TALK							
NOSTALGIA	26 (1)		26 (1)	6.3	6.1		
RELIGION/GOSPEL	36 (1)		36 (1)	8.8	6.5		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS		2 (1)	2 (1)	0.5			
	95 (4)	316 (9)	411 (13)				

RADIO STATIONS

KEEL ,	710, 50 KW/5 KW (DA-2),	Nostalgia	ABC UNISUP, $27.00	(Katz)	Multimedia
KOKA ,	980, 5 KW/80 W ,	Gospel	SBN NBC, $18.00	(HNWH)	
KLKL-F,	92.1, 3 KW @ 301 ,	Oldies	, $26.00	(Durpetti)	(BENTON)
KITT-F,	93.7, 100 KW @ 1010 ,	AC	ABC, $36.00	(Katz)	Multimedia
KMJJ-F,	100.1, 3 KW @ 300 ,	Black	SBN, $29.00	(McGuild)	Sun Group
KRMD-F,	101.1, 100 KW @ 1120 ,	Country	, $50.00	(Eastman)	AmCom
KTAL-F,	98.1, 100 KW @ 1328 ,	AOR	, $23.00	(Banner)	(TEXARKANA)
KTUX-F,	98.9, 100 KW @ 720 ,	CHR	, $30.00	(Banner)	(CARTHAGE)
KVKI-F,	96.5, 100 KW @ 797 ,	AC	, $31.00	(Christal)	Encore
KWKH-F,	94.5, 100 KW @ 320 ,	Country	MBS, $43.00	(Christal)	Great Empire

American Radio Fall 1991, Copyright 1992

SPOKANE

Arbitron Rank/Pop (12+): 102/354,600

MSA Rank/Pop: 133/359,000
ADI # 86

Average Person Ratings: 16.0
Market TSL: 20.75 hours

Stations: 17/17
Diaries: 883/402:1/58.4%
Sample Target: 830
% Below Line: 0.0
% Not Listed: 13.3

1991 Revenue: $11,200,000
HH Inc.: $27,026
Retail $: 3.1 Bil
Pop per Station: 20,858
#1 Biller: KGA/KDRK-F $2,200,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KISC-F (AC)	66/11.7	11.5	13.2	11.0	10.0	11.9	79/978	824/23.2	22.1	18.3	10.5	58	662	KISC-F
2. KZZU-F (CHR)	61/10.8	14.2	14.4	11.2	14.7	12.6	80/1219	911/25.7	30.4	24.7	13.7	76	973	KZZU-F
3. KEYF-F (O)	45/ 8.0	8.8	6.7	3.6	2.9	6.8	63/1035	770/21.0	13.7	8.4	5.8	32	474	KEYF-F
4. KXLY-F (EZ)	44/ 7.8	4.1	6.9	8.3	6.7	6.8	78/913	593/16.7	14.5	14.6	4.5	25	356	KXLY-F
KEZE-F (AOR)	44/ 7.8	5.2	7.6	7.9	8.3	7.1	69/840	564/15.9	17.4	16.5	13.9	77	677	KEZE-F
6. KXLY (N/T)	42/ 7.4	6.1	4.8	6.5	6.0	6.2	50/800	624/17.6	11.3	14.8	6.8	38	494	KXLY
KDRK-F (C)	42/ 7.4	9.9	10.2	11.9	9.8	9.8	80/1004	653/18.4	20.2	19.0	12.6	70	655	KDRK-F
8. KKZX-F (CL AOR)	31/ 5.5	5.6	4.8	5.4	5.7	5.3	38/650	498/14.0	13.4	11.1	7.2	40	520	KKZX-F
9. KGA (C)	20/ 3.5	4.0	3.2	4.5	5.5	3.8	36/567	352/ 9.9	8.9	8.9	3.4	19	265	KGA
KCDA-F (C)	20/ 3.5	1.4	1.6	3.1	2.2	2.4	21/306	278/ 7.8	4.6	5.0	1.1	6	143	KCDA-F
11. KAQQ (BB)	18/ 3.2	3.6	3.9	2.2	3.1	3.2	23/322	230/ 6.5	7.1	6.8	2.5	14	186	KAQQ
12. KKPL-F (SAC)	17/ 3.0	5.2	4.4	3.2	3.5	4.0	26/485	351/ 9.9	11.3	12.6	2.2	12	233	KKPL-F
13. KTRW (C)	12/ 2.1	1.6	2.1	1.6	2.8	1.8	12/162	147/ 4.1	5.1	5.1	0.5	3	73	KTRW
14. KJRB (T)	11/ 1.9	2.3	1.9	2.3	2.2	2.1	14/335	265/ 7.5	6.3	6.0	1.3	7	164	KJRB
KAAR-F (REL)	11/ 1.9	2.2	1.2	3.2	1.9	2.1	11/119	113/ 3.2	5.2	7.4	2.0	11	145	KAAR-F

12+ FM SHARE (METRO): 77.60% (381 of 491) (FAL 90: 76.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZZU-F››	1 KEZE-F	1 KISC-F›	1 KISC-F	1 KISC-F›	1 KXLV-F	1 KISC-F	1 KISC-F	1 KZZU-F‹	1 KISC-F	1 KDRK-F
2	2 KZZU-F	2 KEZE-F	2 KEYF-F	2 KEYF-F	KXLY	2 KZZU-F	2 KXLY-F	2 KISC-F	2 KZZU-F›	2 KXLY
3	3 KISC-F›	3 KEYF-F	3 KEZE-F	3 KEZE-F	3 KISC-F	3 KXLV	3 KEZE-F‹	3 KEYF-F	3 KXLY-F	3 KEZE-F
4	4 KKZX-F	4 KZZU-F	4 KKZX-F	4 KDRK-F‹	4 KEYF-F	4 KDRK-F	4 KEYF-F	4 KXLY-F	4 KEZE-F	4 KISC-F
5	5 KDRK-F	5 KKZX-F	5 KDRK-F	5 KKZX-F	5	5 KEZE-F	5 KDRK-F	5 KEZE-F	5 KDRK-F	5
6	6	6 KDRK-F	6 KZZU-F	6 KZZU-F	6	KEYF-F	6 KZZU-F‹	KDRK-F	6 KKZX-F	6
							7 KXLY			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KZZU-F››	1 KZZU-F	1 KISC-F›	1 KISC-F›	1 KISC-F››
2 KISC-F››	KISC-F›	2 KDRK-F	2 KZZU-F	2 KEYF-F
3 KXLY-F	3 KDRK-F	3 KZZU-F	3 KDRK-F	KDRK-F
KDRK-F	4 KEZE-F	KEZE-F››	4 KEYF-F	4 KZZU-F
5	5	5	5 KXLY-F	5 KXLY-F
				6 KEZE-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KEZE-F››	1 KEZE-F››	1 KEZE-F››	1 KEZE-F›	1 KEYF-F
2 KZZU-F	2 KKZX-F›	2 KKZX-F›	2 KEYF-F‹	2 KEZE-F
KKZX-F	3 KZZU-F›	3 KZZU-F	3 KKZX-F	3 KISC-F
4 KAAR-F	4 KISC-F	4 KISC-F	4 KISC-F›	4 KKZX-F›
5 KISC-F	5 KDRK-F	5 KDRK-F	5 KZZU-F	5 KXLY
KDRK-F				

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		61 (1)	61 (1)	12.4	17.0
AOR/CLASSIC		75 (2)	75 (2)	15.3	16.2
AC/OLDIES/SOFT ROCK		111 (2)	111 (2)	22.6	23.0
MOR/VARIETY					1.0
COUNTRY	32 (2)	62 (2)	94 (4)	19.1	21.0
BLACK/URBAN					
BEAUTIFUL/EASY	4 (1)	61 (2)	65 (3)	13.2	7.8
NEWS/TALK	53 (2)		53 (2)	10.8	7.0
NOSTALGIA	18 (1)		18 (1)	3.7	3.6
RELIGION/GOSPEL		11 (1)	11 (1)	2.2	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	3 (1)		3 (1)	0.6	3.4
	110 (7)	381 (10)	491 (17)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KSVY	1550	Spokane	0.5/1.1/ 3/ 40
KVNI	1080	Coeur D Alene	0.7/4.2/ 4/ 150

RADIO STATIONS

KAQQ ,	590,	5 KW ,	Nostalgia	UNISUP CNN, $16.00 (Katz)	Home News
KGA ,	1510,	50 KW (DA-N) ,	Country	ABC, $ NA (Eastman)	Citadel
KJRB ,	790,	5 KW (DA-N) ,	Talk	UNISUP UNIULT, $15.00 (Mc-Guild)	Apollo
KTRW ,	970,	5 KW/1 KW (DA-N),	Country	UNIULT, $17.00 (Christal)	Highsmith
KXLY ,	920,	5 KW ,	News/Talk	CBS MBS, $22.00 (Torbet)	Morgan Murphy
KAAR-F,	95.3,	1.3 KW @ 485 ,	Oldies	, $15.00 (---)	(MEDICAL LAKE)
KCDA-F,	103.1,	2 KW @ 1535 ,	AC	UNISUP UNIULT, $10.00 (Roslin)	(COEUR d'ALENE)
KDRK-F,	93.7,	56 KW @ 2380 ,	Country	, $50.00 (Eastman)	Citadel
KEYF-F,	101.1,	100 KW @ 843 ,	Oldies	, $18.00 (---)	(CHENEY)
KEZE-F,	105.7,	100 KW @ 1910 ,	AOR	UNIPWR, $33.00 (Mc-Guild)	Apollo
KISC-F,	98.1,	94 KW @ 2031 ,	AC	, $39.00 (Katz)	Home News
KKPL-F,	96.1,	56 KW @ 2380 ,	SAC	UNISUP, $23.00 (Banner)	(OPPORTUNITY)
KKZX-F,	98.9,	100 KW @ 1614 ,	Classic AOR	, $28.00 (Banner)	
KXLY-F,	99.9,	37 KW @ 2998 ,	EZ	, $30.00 (Torbet)	Morgan Murphy
KZZU-F,	92.9,	85 KW @ 2080 ,	CHR	, $38.00 (Christal)	Highsmith

Miscellaneous: KGA/KDRK-F from John Price to Citadel for $4,500,000 (e) (Communications Equity)...

American Radio Fall 1991, Copyright 1992

SPRINGFIELD, MA

Arbitron Rank/Pop (12+): 72/509,900
MSA Rank/Pop: 85/596,000
ADI # 98
Average Person Ratings: 17.1
Market TSL: 22.50 hours

Stations: 26/12
Diaries: 1024/498:1/50.8%
Sample Target: 980
% Below Line: 28.5
% Not Listed: 17.2

1991 Revenue: $10,500,000
HH Inc.: $34,910
Retail $: 4.6 Bil
Pop per Station: 42,491
#1 Biller: WHYN-F $2,600,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WPKX-F	(C)	87/10.0	9.5	6.1	8.0	7.5	8.4	96/1042	970/19.0	11.7	11.5	13.4	110	642	WPKX-F
2. WAQY-F	(AOR)	78/ 9.0	9.2	7.7	7.8	8.4	8.4	82/1273	1211/23.7	22.8	21.6	9.0	74	1212	WAQY-F
3. WMAS-F	(AC)	67/ 7.7	10.0	8.6	6.9	7.8	8.3	72/1011	954/18.7	20.1	18.8	7.4	61	768	WMAS-F
4. WHYN	(FS)	65/ 7.5	5.5	8.3	6.7	7.3	7.0	65/889	876/17.2	21.0	15.9	5.2	43	842	WHYN
5. WMAS	(BB)	59/ 6.8	5.2	4.9	4.6	5.6	5.4	60/614	602/11.8	9.5	10.0	4.1	34	537	WMAS
6. WHYN-F	(AC)	58/ 6.7	6.9	8.8	9.5	10.4	8.0	71/1185	1033/20.3	21.7	23.2	8.4	69	670	WHYN-F
7. WTIC-F	(CHR)	47/ 5.4	7.2	8.1	7.1	5.6	6.9	48/1101	1071/21.0	21.0	19.4	9.7	80	934	WTIC-F
8. WAAF-F	(AOR)	37/ 4.3	3.7	3.8	3.4	3.6	3.8	45/565	503/ 9.9	11.2	9.9	4.6	38	563	WAAF-F
9. WDRC-F	(O)	27/ 3.1	3.4	2.4	3.5	2.1	3.1	28/506	495/ 9.7	9.9	9.3	2.3	19	372	WDRC-F
10. WRCH-F	(SAC)	24/ 2.8	3.2	3.1	2.5	3.8	2.9	24/483	472/ 9.3	9.2	8.8	1.7	14	315	WRCH-F
11. WTIC	(MOR)	22/ 2.5	1.9	1.3	1.3	1.6	1.8	24/382	358/ 7.0	5.3	5.4				WTIC
WKSS-F	(CHR)	22/ 2.5	1.7	1.9	2.0	1.7	2.0	22/578	568/11.1	8.8	8.3	1.9	16	566	WKSS-F
WCCC-F	(AOR)	22/ 2.5	2.6	2.3	2.5	2.6	2.5	23/466	453/ 8.9	11.2	9.3	3.0	25	589	WCCC-F
14.															
15.															

12+ FM SHARE (METRO): 73.33% (528 of 720) (FAL 90: 68.24%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTIC-F	1 WAQY-F>>	1 WAQY-F>	1 WAQY-F<	1 WPKX-F	1 WPKX-F	1 WPKX-F	1 WAQY-F	1 WPKX-F	1 WAQY-F	1 WTIC <
WAAF-F>	2 WAAF-F	2 WMAS-F	2 WMAS-F	2 WMAS-F	2 WMAS	WHYN	2 WHYN	2 WAQY-F	2 WMAS	2 WMAS <
3 WAQY-F	3 WTIC-F	3 WPKX-F<	3 WPKX-F	3 WAQY-F	3 WHYN	3 WMAS-F	3 WMAS-F<	3 WMAS-F<	3 WAAF-F<	3 WAQY-F
4	WMAS-F	4 WHYN-F	4 WHYN-F	4 WHYN-F	4 WMAS-F	4 WHYN-F<	4 WPKX-F>	4 WHYN-F	4 WMAS-F	4 WPKX-F
5	5 WHYN-F	5 WHYN	WHYN	5 WHYN	5 WHYN-F	5 WMAS	5 WMAS	5 WHYN	5 WTIC-F	5 WAAF-F
6	6 WPKX-F	6	6	6	6	6 WAQY-F	6	6	WPKX-F	WMAS-F
									WHYN-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WTIC-F	1 WAQY-F	1 WMAS-F	1 WHYN-F<	1 WMAS-F
2 WHYN-F	2 WTIC-F	2 WAQY-F	2 WMAS-F>	2 WHYN-F
WAQY-F	WHYN-F	3 WHYN-F	3 WTIC-F	3 WPKX-F>
4 WKSS-F	4 WMAS-F>	4 WTIC-F	4 WAQY-F	4 WDRC-F
5 WMAS-F	5 WKSS-F	5 WDRC-F	5 WPKX-F	WHYN
6	6	6	6	6 WTIC-F
				WAQY-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAQY-F>>	1 WAQY-F>>	1 WAQY-F>	1 WAQY-F>>	1 WAQY-F
2 WAAF-F	2 WAAF-F>	2 WAAF-F	2 WPKX-F	2 WPKX-F
3 WCCC-F>	3 WCCC-F	3 WPKX-F>	3 WHYN	3 WHYN >
4 WRNX-F	4 WPKX-F	4 WMAS-F	4 WAAF-F	4 WMAS-F
5	5	5 WCCC-F	5 WCCC-F	5 WDRC-F
6	6	WHYN	6	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		78 (3)	78 (3)	10.8	13.6
AOR/CLASSIC		159 (5)	159 (5)	22.1	19.7
AC/OLDIES/SOFT ROCK	10 (1)	166 (5)	176 (6)	24.4	24.3
MOR/VARIETY	87 (2)		87 (2)	12.1	14.1
COUNTRY		95 (2)	95 (2)	13.2	7.1
BLACK/URBAN					
BEAUTIFUL/EASY		30 (2)	30 (2)	4.2	5.3
NEWS/TALK	23 (3)		23 (3)	3.2	6.0
NOSTALGIA	69 (2)		69 (2)	9.6	5.7
RELIGION/GOSPEL	3 (1)		3 (1)	0.4	0.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					3.5
	192 (9)	528 (17)	720 (26)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WACE	730	Chicopee	0.3/2.7/ 3/ 140
WHMP	1400	Northampton	1.1/4.0/ 10/ 210
WHMP-F	99.3	Northampton	1.0/6.9/ 14/ 423
WNNZ	640	Westfield	1.6/5.3/ 15/ 287
WRNX-F	100.9	Amherst/Nrthmpt	1.4/3.4/ 12/ 180
WTTT	1430	Amherst	1.1/2.6/ 10/ 138
WBZ	1030	Boston	0.6/1.4/ 6/ 126
WFAN	660	New York	0.5/1.8/ 4/ 106
WHCN-F	105.9	Hartford	1.1/6.6/ 10/ 334
WIOF-F	104.1	Waterbury	1.0/3.9/ 9/ 199
WSRS-F	96.1	Worcester	0.7/4.3/ 8/ 255
WWYZ-F	92.5	Waterbury	0.9/4.6/ 10/ 269
WZMX-F	93.7	Hartford	0.6/2.0/ 5/ 100

RADIO STATIONS

WHMP, 1400, 1 KW	, MOR	NBC , $	17.00 (K & P)	Sillerman	
WHYN, 560, 5 KW/1 KW (DA-2)	, MOR/FULL SER.	ABC , $	39.00 (McGuild)	Wilks-Schwartz	
WMAS, 1450, 1 KW	, NOSTALGIA	MBS , $	25.00 (Banner)	Lappin	
WNNZ, 640, 50 KW/1 KW (DA-2)	, OLDIES	UNIULT, CBS , $	18.00 (Eastman)		
WREB, 930, 500 W (DAYS)	, TALK	, $	16.00 (---)		
WSPR, 1270, 5 KW/1 KW (DA-2)	, TALK	MBS, APR, $	19.00 (Roslin)		
WAQY-F, 102.1, 17 KW @ 782,	AOR	ABC, $	60.00 (Katz)	Sage	
WHMP-F, 99.3, 3 KW @ 322,	CHR	, $	25.00 (K & P)	Sillerman	
WHYN-F, 93.1, 9 KW @ 1000,	AC/OLDIES	, $	65.00 (McGuild)	Wilks-Schwartz	
WMAS-F, 94.7, 50 KW @ 195,	AC	, $	54.00 (Banner)	Lappin	
WPKX-F, 97.9, 1.1 KW @ 500,	COUNTRY	, $	NA (Durpetti)		

OTHER RANKED STATIONS -- See Hartford

American Radio Fall 1991, Copyright 1992

STOCKTON

Arbitron Rank/Pop (12+): 88/396,200
MSA Rank/Pop: 100/487,000
Sacramento ADI
Average Person Ratings: 15.9
Market TSL: 21.50 hours

Stations: 35/9
Diaries: 781/507:1/49.3%
Sample Target: 860
% Below Line: 54.2
% Not Listed: 16.3

1991 Revenue: $7,500,000
HH Inc.: $33,548
Retail $: 3.1 Bil
Pop per Station: 44,022
#1 Biller: KWG/KSGO-F $1,600,000

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90		Birch Share	Birch AQH	Birch Cume	
1. KBEE-F (EZ)	51/ 8.1	7.3	8.2	6.5	5.9	----	51/456	456/11.5	12.6	14.8		3.7	22	328	KBEE-F
2. KHOP-F (CHR)	41/ 6.5	6.1	7.4	7.3	6.8	----	41/608	608/15.3	18.2	17.3		5.3	32	638	KHOP-F
3. KWIN-F (CHR)	38/ 6.0	6.9	5.9	2.2	2.0	----	38/576	576/14.5	16.8	14.4		14.3	86	811	KWIN-F
4. KNBR (T)	32/ 5.1	6.1	2.8	3.1	6.2	----	32/432	432/10.9	13.0	8.8		3.2	19	310	KNBR
5. KFMR-F (C)	31/ 4.9	4.2	4.9	3.3	3.4	----	31/500	500/12.6	10.3	12.3		5.0	30	419	KFMR-F
6. KSTN-F (SP)	27/ 4.3	2.6	2.4	3.9	2.8	----	27/240	240/ 6.1	5.2	5.5		1.2	7	151	KSTN-F
7. KCBS (N/T)	25/ 4.0	4.2	3.6	4.4	2.9	----	25/425	425/10.7	10.2	10.7		2.7	16	280	KCBS
8. KVFX-F (CL AOR)	22/ 3.5	3.0	2.2	2.8	1.3	----	22/324	324/ 8.2	7.0	6.2		2.3	14	396	KVFX-F
9. KWOD-F (CHR)	20/ 3.2	1.2	3.2	1.6	1.1	----	20/223	223/ 5.6	6.6	9.5		2.2	13	220	KWOD-F
KWG (O)	20/ 3.2	3.7	2.7	3.6	2.8	----	20/249	249/ 6.3	7.7	6.6		3.7	22	238	KWG
11. KSGO-F (O)	19/ 3.0	2.6	2.1	1.9	3.1	----	19/361	361/ 9.1	8.5	5.0		2.3	14	221	KSGO-F
12. KOSO-F (AC)	18/ 2.9	4.0	2.4	1.1	1.6	----	18/408	408/10.3	8.1	6.4		3.0	18	330	KOSO-F
13.															

12+ FM SHARE (METRO): 68.18% (360 of 528) (FAL 90: 69.66%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KWIN-F	1 KHOP-F	1 KHOP-F	1 KNBR	1 KNBR	1 KBEE-F>	1 KNBR	1 KBEE-F>	1 KBEE-F>	1 KWIN-F	1 KNBR
2 KHOP-F>	2 KWIN-F	2 KVFX-F	2 KBEE-F	2 KBEE-F	2 KCBS	2 KBEE-F	2 KHOP-F	2 KWIN-F<	2 KHOP-F	2 KCBS >
3 KWOD-F>	3 KSTN-F	KWIN-F<	KSGO-F<	3 KFMR-F	3 KNBR	3 KCBS	3 KFMR-F	3 KHOP-F	3 KSTN-F>	3 KFBK
4 KMEL-F	4 KVFX-F	4 KBEE-F	4 KWG	4 KWG	4 KWG	4 KHOP-F	4 KNBR <	4 KFMR-F	4 KWOD-F	4
5	5	KSTN-F	KFMR-F	KSGO-F	KFMR-F	5 KSTN-F	5 KWIN-F	5 KVFX-F	5	5
6	6	KFMR-F	6	6	6	6	6 KWG	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KWIN-F	1 KHOP-F	1 KOSO-F	1 KHOP-F>	1 KHOP-F
2 KMIX-F	2 KWIN-F>	KHOP-F	2 KBEE-F	2 KBEE-F
KHOP-F>	3 KOSO-F	KJOY-F	KWIN-F	3 KFMR-F
4 KBEE-F	4	KFMR-F	4 KOSO-F	4 KSGO-F
KSTN-F>>	5	5 KVFX-F	5	5
6	6	6	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KVFX-F	1 KSTN-F	1 KNBR >	1 KNBR	1 KNBR >
KHOP-F	2 KVFX-F	2 KSTN-F	2 KVFX-F	2 KBEE-F
3 KWOD-F	KNBR	3 KZAP-F	3 KZAP-F	3 KZAP-F
4 KRAK-F	4 KZAP-F	KBEE-F	4 KSTN-F	KSTN-F
KWIN-F	5 KHOP-F	5 KOSO-F	5 KFMR-F	5 KVFX-F
KSTN-F	KWIN-F	6	6	KWG
7 KZAP-F				KFMR-F
KFMR-F				

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP	9 (1)	111 (5)	120 (6)	22.7	27.9
AOR/CLASSIC		48 (3)	48 (3)	9.1	8.8
AC/OLDIES/SOFT ROCK	23 (2)	46 (5)	69 (7)	13.1	16.3
MOR/VARIETY					3.4
COUNTRY	22 (2)	56 (3)	78 (5)	14.8	15.5
BLACK/URBAN		3 (1)	3 (1)	0.6	
BEAUTIFUL/EASY		67 (2)	67 (2)	12.7	9.7
NEWS/TALK	83 (5)		83 (5)	15.7	9.4
NOSTALGIA	10 (1)		10 (1)	1.9	2.1
RELIGION/GOSPEL					
SPANISH	21 (3)	27 (1)	48 (4)	9.1	6.9
CLASSICAL					
JAZZ/NEW AGE		2 (1)	2 (1)	0.4	
UNKNOWN/OTHERS					
	168 (14)	360 (21)	528 (35)		

OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME
KCVR	1570	Lodi	2.7/4.6/ 17/ 184
KJAX	1280	Stockton	1.4/4.9/ 9/ 196
KJOY-F	99.3	Stockton	2.5/7.0/ 16/ 278
KSTN	1420	STOCKTON	1.4/4.4/ 9/ 174
KDJK-F	95.1	OAKDALE	1.6/6.3/ 10/ 250
KFBK	1530	SACRAMENTO	1.4/3.1/ 9/ 121
KFRC	610	SAN FRANCISCO	1.6/3.9/ 10/ 156
KGO	810	SAN FRANCISCO	1.3/4.6/ 8/ 182
KHYL-F	101.1	Auburn/Sacrmnto	0.3/1.8/ 2/ 70
KLOC	920	Ceres	0.3/1.6/ 2/ 62
KMEL-F	106.1	SAN FRANCISCO	1.4/5.0/ 9/ 198
KMIX-F	98.3	Turlock/Mdsto	1.3/2.4/ 8/ 94
KQPT-F	100.5	Sacramento	0.3/1.5/ 2/ 60
KRAK	1140	SACRAMENTO	2.4/7.7/ 15/ 304
KRAK-F	105.1	SACRAMENTO	2.7/6.0/ 17/ 237
KRCX	1110	Roseville/Scrmn	0.3/2.0/ 2/ 81
KSFM-F	102.5	Woodland	0.5/2.8/ 3/ 111
KSFO	560	SAN FRANCISCO	0.5/2.3/ 3/ 91
KSOL-F	107.7	San Mateo	0.5/1.7/ 3/ 66
KTRB	860	MODESTO/STOCKTN	1.1/3.7/ 7/ 148
KXOA-F	107.9	Sacramento	0.6/2.0/ 4/ 80
KYA -F	93.3	San Francisco	0.5/0.7/ 3/ 29
KZAP-F	98.5	SACRAMENTO	2.5/6.0/ 16/ 237

RADIO STATIONS

KCVR ,	1570,	5 KW/500 W (DA-2),	Hispanic	,	$14.00	(Lotus)	
KJAX ,	1280,	1 KW (DA-N) ,	Talk	MBS TALKNT,	$10.00	(Christal)	
KSTN ,	1420,	5 KW/1KW (DA-2) ,	Hispanic	ABC,	$15.00	(---)	
KWG ,	1230,	1 KW ,	Oldies	MBS UNISUP,	$17.00	(Katz)	Home News
KFMR-F,	100.1,	3 KW @ 285 ,	Country	,	$24.00	(CBS)	
KJOY-F,	99.3,	2.3 KW @ 330 ,	Soft AC	UNISUP UNIULT,	$23.00	(Christal)	
KSTN-F,	107.3,	8 KW @ 1614 ,	Hispanic	ABC,	$18.00	(---)	
KWIN-F,	97.7,	3 KW @ 300 ,	CHR	,	$21.00	(MMR)	(LODI)
KSGO-F,	100.9,	3 KW @ 328 ,	Oldies	UNISUP UNIULT,	$20.00	(Katz)	Home News

Other ranked stations -- See Sacramento, Modesto or San Francisco

American Radio Fall 1991, Copyright 1992

SYRACUSE

Arbitron Rank/Pop (12+): 68/545,500
MSA Rank/Pop: 78/656,000
ADI # 66
Average Person Ratings: 16.6
Market TSL: 21.75 hours

Stations: 23/17
Diaries: 1050/519:1/55.1%
Sample Target: 1020
% Below Line: 7.6
% Not Listed: 15.3

1991 Revenue: $17,600,000
HH Inc.: $33,946
Retail $: 5.1 Bil
Pop per Station: 32,088
#1 Biller: WYYY-F $4,800,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WSYR (FS)	122/13.5	9.4	10.2	14.3	9.8	11.9	145/1794	1513/27.7	22.7	23.9	11.2	95	1153	WSYR
2. WYYY-F (AC)	97/10.7	10.1	11.1	12.1	10.4	11.0	118/1847	1520/27.9	30.6	26.8	8.4	71	1067	WYYY-F
3. WNTQ-F (CHR)	89/ 9.9	10.2	10.7	9.3	11.1	10.0	110/1912	1447/26.5	31.0	26.0	11.5	97	1579	WNTQ-F
4. WAQX-F (AOR)	86/ 9.5	9.5	6.7	7.7	6.8	8.4	90/1313	1204/22.1	18.9	16.4	13.2	112	1359	WAQX-F
5. WRHP-F (EZ)	58/ 6.4	5.9	6.3	7.7	6.6	6.6	67/803	644/11.8	12.4	11.3	3.0	25	424	WRHP-F
6. WSEN-AF (O)	49/ 5.4	6.1	4.4	4.1	4.6	5.0	55/1056	896/16.4	15.6	12.6	3.7	30	520	WSEN-AF
7. WKFM-F (CL AOR)	45/ 5.0	7.5	8.2	5.7	7.9	6.6	65/1348	1039/19.0	18.7	20.2	9.4	80	1297	WKFM-F
8. WHEN (FS)	34/ 3.8	3.3	2.6	2.5	4.9	3.0	42/865	714/13.1	10.6	12.4	2.7	23	389	WHEN
9. WEZG-F (SAC)	33/ 3.7	3.0	4.9	1.7	2.1	3.3	35/608	564/10.3	10.7	8.4	2.0	17	337	WEZG-F
10. WPCX-F (C)	29/ 3.2	2.7	3.5	2.3	3.9	2.9	63/660	352/ 6.5	7.0	8.4	3.1	26	494	WPCX-F
11. WFBL (BB)	26/ 2.9	2.0	2.4	2.1	2.2	2.3	28/399	363/ 6.7	5.3	5.3	1.4	12	238	WFBL
12. WOUR-F (AOR)	16/ 1.8	1.0	0.7	1.8	1.2	1.3	37/540	330/ 6.0	3.0	4.3	1.5	13	196	WOUR-F
WMHR-F (REL)	16/ 1.8	1.8	2.6	1.1	1.3	1.8	25/305	172/ 3.2	4.5	2.7	2.4	20	270	WMHR-F
14. WOLF (B)	13/ 1.4	1.7	1.5	----	----	1.1	13/145	145/ 2.7	3.5	0.0	3.4	29	344	WOLF
WNDR (C)	13/ 1.4	2.5	2.4	1.6	1.4	2.0	14/254	228/ 4.2	4.9	4.1	1.9	16	218	WNDR
16. WSCP-AF (C)	12/ 1.4	1.6	1.9	2.2	3.2	1.8	15/138	110/ 2.2	3.5	4.8				WSCP-AF

17.

12+ FM SHARE (METRO): 70.98% (543 of 765) (FAL 90: 75.17%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNTQ-F>>	1 WAQX-F>	1 WAQX-F<	1 WYYY-F>	1 WYYY-F>	1 WSYR >>	1 WSYR >	1 WSYR <	1 WAQX-F<	1 WNTQ-F	1 WSYR >>
2	2 WYYY-F	2 WYYY-F>	2 WAQX-F	2 WSYR	2 WRHP-F	2 WYYY-F	2 WAQX-F<	2 WSYR <	2 WSYR	2 WYYY-F>
3	3 WNTQ-F	3 WNTQ-F	3 WSEN-AF	WAQX-F	3 WYYY-F	3 WNTQ-F	3 WYYY-F>	3 WYYY-F	3 WYYY-F<	3 WRHP-F
4	4 WKFM-F	4 WSEN-AF<	4 WSYR	4 WSEN-AF	4 WSEN-AF	4 WAQX-F	4 WRHP-F	4 WNTQ-F>	4 WAQX-F	WNTQ-F
5	5	5 WKFM-F	5 WKFM-F<	5 WNTQ-F<	5 WHEN	5 WHEN <	5 WNTQ-F	5 WRHP-F	5	WAQX-F
6	6	6 WSYR	6 WNTQ-F	6 WKFM-F	6	6 WRHP-F	6	6 WKFM-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WAQX-F	1 WNTQ-F	1 WYYY-F>	1 WYYY-F	1 WYYY-F>
2 WNTQ-F>	2 WYYY-F	2 WNTQ-F>	2 WNTQ-F	2 WNTQ-F
3 WYYY-F>>	WAQX-F>>	3 WAQX-F	3 WAQX-F>	3 WEZG-F
4 WKFM-F	4 WKFM-F>	4 WKFM-F	4 WSEN-AF	4 WSEN-AF
5 WOLF	5 WEZG-F	WEZG-F	WEZG-F	5 WSYR
6	6	6	6 WKFM-F	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAQX-F>>	1 WAQX-F>>	1 WAQX-F>	1 WAQX-F>	1 WAQX-F
2 WNTQ-F>	2 WKFM-F	2 WKFM-F	2 WYYY-F	2 WYYY-F
3 WYYY-F	3 WYYY-F>	3 WYYY-F>>	3 WSYR	WSYR
WKFM-F	4 WNTQ-F	4 WOUR-F	4 WKFM-F	4 WSEN-AF
5 WBEE-F	5	WSYR	5 WSEN-AF>	5 WKFM-F
6	6	WNTQ-F	6 WNTQ-F	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		93 (2)	93 (2)	12.2	12.6
AOR/CLASSIC		147 (3)	147 (3)	19.2	20.1
AC/OLDIES/SOFT ROCK	9 (1)	140 (3)	149 (4)	19.5	23.9
MOR/VARIETY	156 (2)		156 (2)	20.4	14.9
COUNTRY	18 (2)	53 (4)	71 (6)	9.3	11.9
BLACK/URBAN	13 (1)		13 (1)	1.7	
BEAUTIFUL/EASY		91 (2)	91 (2)	11.9	4.9
NEWS/TALK					
NOSTALGIA	26 (1)		26 (1)	3.4	4.7
RELIGION/GOSPEL		16 (1)	16 (1)	2.1	2.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		3 (1)	3 (1)	0.4	4.1
	222 (7)	543 (16)	765 (23)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WZOS-F	96.7	Oswego	0.3/1.1/ 3/ 82
WBEE-F	92.5	Rochester	0.9/1.2/ 41/ 349
WFRG-F	96.1	Rome/Utica	1.0/3.4/ 40/ 468
WKGW-F	104.3	Utica/Rome	0.3/2.2/ 13/ 309
WRCK-F	107.3	Utica	0.4/1.6/ 14/ 308

RADIO STATIONS

WFBL, 1390, 5 KW (DA-N)	, NOSTALGIA	CNN, UNISUP	, $ 18.00 (Christal)	Wilks-Schwartz	
WHEN, 620, 5 KW/1 KW (DA-N)	, MOR/AC	ABC	, $ 30.00 (MMR)	Park	
WNDR, 1260, 5 KW (DA-N)	, COUNTRY	ABC, UNISUP	, $ 16.00 (McGuild)	Osborn	
WSYR, 570, 5 KW (DA-2)	, MOR/FULL SER.	MBS NBC	, $ 70.00 (Katz)	New City	
WXRA, 1200, 1 KW	, NOSTALGIA		, $ 15.00 (Eastman)	Levite	
WAQX-F, 95.7, 25 KW @ 298,	AOR	ABC	, $ 42.00 (Banner)		
WKFM-F, 104.7, 50 KW @ 492,	CLASSIC AOR		, $ 44.00 (Christal)	Wilks-Schwartz	
WMHR-F, 102.9, 20 KW @ 782,	RELIGION		, $ 12.00 (---)		
WNTQ-F, 93.1, 97 KW @ 660,	CHR		, $ 51.00 (McGuild)	Osborn	
WRHP-F, 107.9, 50 KW @ 500,	EZ	ABC	, $ 37.00 (MMR)	Park	
WSCP-F, 101.7, 2.5 KW @ 365,	COUNTRY	UNIULT	, $ 20.00 (---)	(PULASKI)	
WSEN-F, 92.1, 25 KW @ 200,	OLDIES	CBS, UNISUP	, $ 33.00 (HNWH)	Buckley	
WYYY-F, 94.5, 100 KW @ 650,	AC		, $ 110.00 (Katz)	NewCity	
WEZG-F, 100.9, 3 KW @ 165,	SOFT AC	UNISUP	, $ 29.00 (Eastman)	Levite	
WPCX-F, 106.9, 45 KW @ 530,	COUNTRY	SMN	, $ 19.00 (Market 4)	(AUBURN)	

American Radio Fall 1991, Copyright 1992

TAMPA-ST. PETERSBURG

Arbitron Rank/Pop (12+): 21/1,849,200

MSA Rank/Pop: 21/2,110,000
ADI # 16
Average Person Ratings: 17.3
Market TSL: 23.25 hours

Stations: 25/22
Diaries: 1801/1027:1/48.7%
Sample Target: 1810
% Below Line: 6.3
% Not Listed: 12.4

1991 Revenue: $57,900,000
HH Inc.: $29,615
Retail $: 17.7 Bil
Pop per Station: 84,054
#1 Biller: WQYK-AF $8,000,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WQYK-F	(C)	369/11.6	10.1	9.7	8.9	9.6	10.1	414/4480	3771/20.4	18.0	15.2	11.8	357	3133	WQYK-F
2. WWRM-F	(SAC)	330/10.3	7.3	10.4	10.8	10.5	9.7	366/4736	3970/21.5	20.1	21.6	5.5	167	2159	WWRM-F
3. WXTB-F	(AOR)	228/ 7.1	5.8	5.5	4.6	3.0	5.8	247/2615	2245/12.1	11.7	7.0	8.9	269	3506	WXTB-F
4. WMTX-AF	(AC)	209/ 6.5	5.8	6.2	3.8	4.3	5.6	243/3211	2618/14.2	12.9	10.4	7.4	224	2992	WMTX-AF
5. WUSA-F	(AC)	199/ 6.2	7.0	6.8	6.1	8.0	6.5	217/2735	2430/13.1	15.0	17.2	6.0	181	1730	WUSA-F
6. WFLZ-F	(CHR)	192/ 6.0	6.8	7.1	5.5	7.4	6.3	297/4691	3122/16.9	17.3	17.6	11.0	334	3794	WFLZ-F
7. WGUL-AF	(BB)	181/ 5.6	4.8	4.9	4.4	4.7	4.9	184/1692	1582/ 8.6	8.3	9.3	3.3	79	944	WGUL-AF
8. WYNF-F	(AOR)	177/ 5.5	5.3	5.5	5.9	5.1	5.6	292/3783	2478/13.4	11.9	11.1	6.9	209	2787	WYNF-F
9. WYUU-F	(O)	148/ 4.6	3.9	3.8	3.5	4.1	4.0	154/2640	2447/13.2	9.9	9.6	3.5	106	1962	WYUU-F
10. WFLA	(N/T)	144/ 4.5	6.5	5.3	7.4	4.7	5.9	189/2504	1967/10.6	13.0	10.5	6.0	181	2218	WFLA
11. WRBQ-F	(CHR)	118/ 3.7	4.5	4.6	6.3	5.7	4.8	135/3378	2852/15.4	15.5	17.7	4.0	121	2858	WRBQ-F
12. WDUV-F	(EZ)	107/ 3.4	4.6	5.7	5.5	6.0	4.8	249/3376	1705/ 9.2	10.6	11.5	3.8	116	887	WDUV-F
13. WSUN	(C)	84/ 2.6	2.2	3.2	2.8	2.3	2.7	116/1306	860/ 4.7	7.9	7.2	0.9	27	676	WSUN
14. WHPT-F	(J/NA)	82/ 2.6	2.6	1.8	2.2	2.0	2.3	121/2206	1546/ 8.4	6.7	6.1	5.1	153	1401	WHPT-F
15. WLVU-F	(BB)	69/ 2.2	1.6	1.9	1.4	2.4	1.8	69/721	706/ 3.8	2.9	4.2	0.5	14	215	WLVU-F
16. WTMP	(B)	37/ 1.2	1.1	0.8	2.2	1.1	1.3	38/535	491/ 2.7	2.3	2.5	1.0	29	576	WTMP
17. WHNZ	(T)	34/ 1.1	1.7	1.0	1.1	0.9	1.2	40/1046	866/ 4.7	5.1	3.1	0.4	11	369	WHNZ
18.															
19.															
20.															

12+ FM SHARE (METRO): 84.27% (2357 of 2797) (FAL 90: 80.55%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLZ-F>>	1 WXTB-F>	1 WQYK-F	1 WQYK-F	1 WQYK-F	1 WWRM-F	1 WQYK-F	1 WWRM-F	1 WQYK-F	1 WXTB-F	1 WQYK-F
2 WXTB-F	2 WMTX-AF	2 WXTB-F	2 WWRM-F<	2 WWRM-F	2 WQYK-F	2 WWRM-F	2 WQYK-F>	2 WWRM-F>	2 WFLZ-F	WTKN >>
3 WRBQ-F	3 WYNF-F<	3 WMTX-AF	3 WMTX-AF	3 WUSA-F	3 WGUL-AF	3 WYNF-F	3 WUSA-F<	3 WMTX-AF<	3 WQYK-F	3 WXTB-F<
4 WQYK-F	4 WQYK-F	4 WYNF-F<	4 WXTB-F<	4 WMTX-AF	4 WUSA-F	4 WUSA-F<	4 WMTX-AF>	4 WXTB-F<	4 WWRM-F>	4 WFLZ-F<
5	5 WFLZ-F>	5 WWRM-F	5 WYNF-F	5 WYNF-F	5 WFLA	5 WMTX-AF<	5 WXTB-F	5 WFLZ-F<	5 WMTX-AF<	5 WWRM-F
6	6 WRBQ-F<	6 WUSA-F	WUSA-F	WXTB-F	6 WDUV-F	6 WFLA <	6 WGUL-AF	6 WUSA-F	6 WYNF-F	WFLA
7	7 WUSA-F	7 WFLZ-F	7 WYUU-F	WYUU-F	WYUU-F	7 WGUL-AF	7 WYUU-F	7 WYNF-F	7 WYUU-F	7
8	8	8 WYUU-F	8	8	8	8	WFLA	8 WYUU-F	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WFLZ-F	1 WMTX-AF>	1 WMTX-AF>	1 WMTX-AF	1 WWRM-F
2 WMTX-AF	2 WQYK-F	2 WQYK-F	2 WWRM-F	2 WMTX-AF
3 WXTB-F	WFLZ-F	3 WXTB-F	3 WUSA-F<	3 WUSA-F
4 WRBQ-F	4 WXTB-F	WUSA-F	4 WQYK-F>	4 WQYK-F>
5 WQYK-F	5 WUSA-F	5 WFLZ-F	5 WFLZ-F	5 WYUU-F>
6 WYNF-F>	6 WYNF-F<	6 WWRM-F	6 WXTB-F	6 WFLZ-F<
7 WUSA-F	7 WRBQ-F	7 WYNF-F	7 WYUU-F	7 WXTB-F
8 WWRM-F	8 WWRM-F	8 WHVE-F	8 WRBQ-F	8 WHVE-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WXTB-F>>	1 WXTB-F>	1 WXTB-F	1 WXTB-F	1 WQYK-F
2 WQYK-F	2 WYNF-F	2 WYNF-F>	2 WQYK-F<	2 WYNF-F
3 WMTX-AF	3 WQYK-F	3 WQYK-F>	3 WYNF-F>	3 WXTB-F>
4 WFLZ-F	4 WFLZ-F	4 WFLZ-F>	4 WFLZ-F	4 WYUU-F
5 WYNF-F>>	5 WMTX-AF	5 WMTX-AF	5 WYUU-F<	5 WWRM-F
6	6	6	6 WMTX-AF	6 WUSA-F
7	7	7	7 WWRM-F	WFLZ-F
8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		310 (2)	310 (2)	11.1	16.4
AOR/CLASSIC		405 (2)	405 (2)	14.5	12.4
AC/OLDIES/SOFT ROCK	23 (2)	545 (3)	568 (5)	20.3	25.5
MOR/VARIETY					
COUNTRY	105 (2)	369 (1)	474 (3)	16.9	11.0
BLACK/URBAN	50 (2)		50 (2)	1.8	1.4
BEAUTIFUL/EASY		448 (3)	448 (3)	16.0	6.3
NEWS/TALK	178 (2)		178 (2)	6.4	10.3
NOSTALGIA	52 (1)	198 (2)	250 (3)	8.9	9.6
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		82 (1)	82 (1)	2.9	3.7
UNKNOWN/OTHERS	32 (2)		32 (2)	1.1	2.0
	440 (11)	2357 (14)	2797 (25)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WDAE	1250	Tampa	0.4/1.7/ 14/ 356
WEND	760	Brandon/Tampa	0.3/0.8/ 12/ 184
WFNS	910	Plant City	0.7/1.9/ 24/ 480
WQYK	1010	Seffner/Tampa	0.7/2.4/ 28/ 513
WRXB	1590	St Pete Bch/Tam	0.4/1.4/ 13/ 271
WEZY-F	94.1	Lakeland	0.3/0.9/ 75/ 819

American Radio Fall 1991, Copyright 1992

TAMPA-ST. PETERSBURG

RADIO STATIONS

AM STATIONS

WFLA, 970, 5 KW (DA-2) , TALK	CBS	ABC,	$ 60.00	(Eastman)	Jacor
WGUL, 860, 2 KW/1.6KW (DA-2), SEE WGUL-F					
WMTX, 1040, 5 KW (DAYS) , SEE WMTX-F		,	$ 37.00	(MMR)	Metroplex
WRMD, 680, 1 KW (DAYS) , HISPANIC		,	$ 27.00	(Lotus)	
WQYK, 1010, 50 KW/5 KW (DA-2) , SEE WQYK-F					
WRBQ, 1590, 5 KW/1 KW (DA-2) , SEE WRBQ-F					
WRXB, 1590, 5 KW/1 KW (DA-2) , BLACK	NBN	ABC,	$ 25.00	(K & P)	
WSUN, 620, 10 KW (DA-N) , NEWS/TALK		NBC,	$ 60.00	(Durpetti)	Cox
WHNZ, 570, 5 KW/4.5 KW (DA-2) TALK	MBS	BRN,	$ 44.00	(---)	Paxson
WTMP, 1150, 5 KW/4.5 KW(DA-2), BLACK	SBN	UNIPWR,	$ 34.00	(HNWH)	

FM STATIONS

WFLZ, 93.3, 100 KW @ 1358, CHR		ABC,	$ 90.00	(Eastman)	Jacor
WGUL, 105.5, 3 KW @ 255, NOSTALGIA	UPI	UNISUP,	$ 47.00	(K & P)	Marcocci
WLVU, 106.3, 3 KW @ 300, NOST/ETHNIC		,	$ 30.00	(---)	
WMTX, 95.7, 100 KW @ 606, AC		,	$ 84.00	(MMR)	Metroplex
WQYK, 99.5, 100 KW @ 550, COUNTRY		,	$ 137.00	(Katz)	Infinity
WRBQ, 104.7, 100 KW @ 555, CHR		ABC,	$ 230.00	(Christal)	Edens
WUSA, 100.7, 100 KW @ 599, AC		,	$ 105.00	(McGuild)	Gannett
WWRM, 107.3, 100 KW @ 623, SOFT AC		,	$ 90.00	(Durpetti)	Cox
WXTB, 97.9, 100 KW @ 599, AOR		ABC,	$ 70.00	(Banner)	Great American
WYNF, 94.9, 100 KW @ 1290, AOR		CBS,	$ 100.00	(CBS)	CBS
WYUU, 92.5, 50 KW @ 488, OLDIES	UPI	UNIULT,	$ 47.00	(Banner)	Entercom
WHPT, 102.5, 100 KW @ 1663, JAZZ/NAC		,	$ 64.00	(---)	Paxson (SARASOTA)
WDUV, 103.3, 100 KW @ 576, EZ		MBS,	$ 60.00	(Christal)	(BRADENTON)

Miscellaneous: WTKN to WHNZ (Dec)... WHVE-F to WHPT-F (Dec)... WHBO to WMTX and from Oldies to AC simulcast with FM (July)...

American Radio Fall 1991, Copyright 1992

TOLEDO

Arbitron Rank/Pop (12+): 73/504,300
MSA Rank/Pop: 83/620,000
ADI # 64
Average Person Ratings: 16.0
Market TSL: 21.00 hours

Stations: 22/15
Diaries: 1208/417:1/53.3%
Sample Target: 1120
% Below Line: 13.8
% Not Listed: 15.1

1991 Revenue: $13,500,000
HH Inc.: $31,175
Retail $: 4.7 Bil
Pop per Station: 33,620
#1 Biller: WIOT-F $2,600,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WIOT-F	(AOR)	116/14.4	12.6	12.0	10.2	12.6	12.3	161/2100	1321/26.2	24.9	22.0	19.4	162	1615	WIOT-F
2. WKKO-F	(C)	76/ 9.4	9.4	11.4	10.0	10.9	10.0	106/1325	914/18.1	19.6	21.0	7.7	64	772	WKKO-F
3. WWWW-F	(AC)	71/ 8.8	7.4	8.9	8.8	7.8	8.5	80/1323	1121/22.2	20.4	20.2	8.6	72	968	WWWW-F
4. WSPD	(FS)	64/ 7.9	5.9	6.6	7.7	7.2	7.0	79/1196	963/19.1	13.0	15.0	6.7	56	779	WSPD
5. WVKS-F	(CHR)	56/ 6.9	7.9	8.2	9.4	8.4	8.1	91/1970	1217/24.1	25.6	27.4	6.2	52	1310	WVKS-F
6. WRQN-F	(CHR)	52/ 6.4	7.7	8.1	9.5	9.6	7.9	86/1434	1025/20.3	24.4	26.8	10.3	86	1494	WRQN-F
WLQR-F	(SAC)	52/ 6.4	8.4	6.0	8.5	7.8	7.3	71/1257	829/16.4	18.1	16.4	6.8	57	661	WLQR-F
8. CKLW	(BB)	40/ 5.0	4.5	5.0	3.5	3.5	4.5	79/897	473/ 9.4	8.8	7.8	2.8	23	293	CKLW
9. WJR	(FS)	33/ 4.1	5.4	3.5	4.4	4.7	4.3	103/1541	569/11.3	11.9	11.0	4.2	35	558	WJR
10. WTOD	(C)	24/ 3.0	2.4	2.7	2.7	3.6	2.7	36/411	286/ 5.7	6.3	6.1	3.8	32	315	WTOD
11. WVOI	(B)	21/ 2.6	2.4	3.5	2.6	2.4	2.8	21/308	308/ 6.1	7.1	6.5	3.1	26	492	WVOI
12. WXKR-F	(CL AOR)	18/ 2.2	3.2	2.3	2.7	3.0	2.6	49/727	417/ 8.3	10.5	8.1	1.9	16	376	WXKR-F
13.															
14.															
15.															

12+ FM SHARE (METRO): 70.80% (485 of 685) (FAL 90: 74.69%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	WIOT-F	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F	1 WIOT-F	1 WSPD	1 WIOT-F	1 WIOT-F	1 WIOT-F>	1 WIOT-F>>	1 WIOT-F
2	WRQN-F	2 WVKS-F>	2 WWWW-F	2 WWWW-F	2 WWWW-F	WKKO-F	2 WKKO-F	2 WWWW-F	2 WWWW-F	2 WSPD	2 WSPD >>
3	WVKS-F	3 WWWW-F	3 WVKS-F	3 WKKO-F	3 WKKO-F	3 WWWW-F	3 WSPD	3 WKKO-F<	3 WKKO-F	3 WRQN-F	3 WKKO-F>
4		4 WKKO-F	4 WKKO-F<	4 WVKS-F	4 WVKS-F	4 WLQR-F<	4 WWWW-F	4 WSPD	4 WVKS-F	4 WKKO-F	4 WJR
5		5 WRQN-F	5 WRQN-F	5 WRQN-F	5 WRQN-F	5 CKLW	5 WRQN-F	5 WVKS-F	5 WRQN-F	5 WWWW-F	5
6		6	6	6	6 WLQR-F	6	6	WLQR-F	WLQR-F	6	6

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	WIOT-F>>	1 WIOT-F>	1 WIOT-F	1 WIOT-F	1 WWWW-F	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F>
2	WVKS-F	2 WVKS-F>	2 WVKS-F>	2 WVKS-F<	2 WKKO-F	2	2	2 WWWW-F	2 WWWW-F	2 WWWW-F
3	WRQN-F	3 WWWW-F	3 WWWW-F	3 WWWW-F	3 WVKS-F	3	3	WKKO-F	3 WKKO-F	3 WKKO-F>
4	WTWR-F	4 WRQN-F	4 WRQN-F	4 WRQN-F	4 WRQN-F	4	4	4	4 WVKS-F	4 WJR
	WWWW-F	5 WKKO-F	WLQR-F	5 WKKO-F	5 WIOT-F	5	5	5	5 WRQN-F	5 WRQN-F
6		6	WKKO-F	6	6 WLQR-F	6	6	6	6	6 WSPD

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		127 (4)	127 (4)	18.5	18.4
AOR/CLASSIC		141 (4)	141 (4)	20.6	17.8
AC/OLDIES/SOFT ROCK	7 (1)	74 (2)	81 (3)	11.8	15.9
MOR/VARIETY	97 (2)		97 (2)	14.2	12.4
COUNTRY	24 (1)	79 (2)	103 (3)	15.0	12.1
BLACK/URBAN	21 (1)	12 (1)	33 (2)	4.8	4.3
BEAUTIFUL/EASY		52 (1)	52 (1)	7.6	10.2
NEWS/TALK	8 (1)		8 (1)	1.2	
NOSTALGIA	40 (1)		40 (1)	5.8	4.2
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	3 (1)		3 (1)	0.4	4.9
	200 (8)	485 (14)	685 (22)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCWA	1230	Toledo	0.9/4.6/ 7/ 267
WFOB	1430	Fostoria	0.4/1.9/ 8/ 205
WMTR-F	96.1	Archbold/Wauson	0.4/2.3/ 10/ 235
WRED-F	95.7	Gibonsburg	0.4/3.4/ 8/ 252
WWWW	1470	Toledo	1.0/5.8/ 9/ 316
CIMX-F	88.7	Windsor/Detroit	0.4/2.1/ 5/ 135
WHYT-F	96.3	Detroit	0.4/1.7/ 17/ 326
WJLB-F	97.9	Detroit	1.5/4.4/ 14/ 276
WRIF-F	101.1	Detroit	0.5/2.6/ 9/ 323
WTWR-F	98.3	Monroe/Toledo	2.0/7.5/ 27/ 547

RADIO STATIONS

WCWA ,	1230,	1 KW ,	Oldies	MBS CBS,	$18.00	(Eastman)	Reams
WWWW ,	1470,	1 KW (DA-2) ,	See WWWW-F				
WSPD ,	1370,	5 KW (DA-N) ,	MOR/Full Service	NBC,	$33.00	(HMR)	Commonwealth
WTOD ,	1560,	5 KW (DAYS, DA),	Country	ABC,	$ NA	(Katz)	Booth
WVOI ,	1520,	1 KW (DA-2) ,	Black	SBN UNIPWR,	$18.00	(Regional)	
WIOT-F,	104.7,	50 KW @ 540 ,	AOR	SOURCE,	$62.00	(Eastman)	Reams
WKKO-F,	99.9,	50 KW @ 500 ,	Country	ABC,	$70.00	(Katz)	Booth
WLQR-F,	101.5,	19 KW @ 807 ,	EZ/Soft AC	,	$40.00	(HMR)	Commonwealth
WRQN-F,	93.5,	2 KW @ 401 ,	Oldies	,	$33.00	(Banner)	ABS (BOWLING GREEN)
WVKS-F,	92.5,	50 KW @ 450 ,	CHR	ABC,	$53.00	(McGuild)	Noble
WXKR-F,	94.5,	30 KW @ 640 ,	CL AOR	ABC,	$ NA	(HNWH)	(PORT CLINTON)
WWWW-F,	105.5,	2 KW @ 390 ,	AC	,	$43.00	(Durpetti)	

WJR, CKLW -- See Detroit

Miscellaneous: WRQN-F from CHR to Oldies (Nov)...

American Radio Fall 1991, Copyright 1992

TUCSON

Arbitron Rank/Pop (12+): 65/569,500

MSA Rank/Pop: 77/666,000
ADI # 78

Average Person Ratings: 16.5

Market TSL: 22.00 hours

Stations: 20/19
Diaries: 1020/558:1/55.5%
Sample Target: 1030
% Below Line: 0.9
% Not Listed: 14.8

1991 Revenue: $16,400,000
HH Inc.: $26,940
Retail $: 4.8 Bil
Pop per Station: 29,973
#1 Biller: KCUB/KIIM-F $3,200,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KIIM-F	(C)	188/20.1	17.6	13.2	13.8	14.2	16.2	205/2020	1737/30.5	25.4	25.7	19.2	184	1434	KIIM-F
2. KRQQ-F	(CHR)	113/12.1	10.5	13.9	14.8	15.1	12.8	136/2181	1821/32.0	30.6	32.6	14.4	138	1902	KRQQ-F
3. KLPX-F	(AOR)	71/ 7.6	9.9	11.5	11.9	7.6	10.2	82/1121	1046/18.4	22.5	19.7	11.6	111	1534	KLPX-F
KKLD-F	(AC)	71/ 7.6	8.4	7.7	8.8	7.2	8.1	76/1008	955/16.8	17.7	17.4	5.5	53	760	KKLD-F
5. KWFM-AF	(O)	61/ 6.5	7.6	8.6	8.7	8.2	7.8	67/1275	1150/20.2	23.6	20.8	7.9	76	1117	KWFM-AF
6. KNST	(N/T)	47/ 5.0	3.7	5.0	4.4	5.9	4.5	48/803	779/13.7	12.6	15.8	4.0	38	749	KNST
7. KQVY	(BB)	45/ 4.8	2.3	3.3	2.0	3.9	3.1	45/298	288/ 5.1	4.3	4.0	1.6	15	127	KQVY
8. KMRR	(BB)	43/ 4.6	2.3	1.7	2.6	2.0	2.8	43/363	363/ 6.4	5.0	4.8	2.0	19	294	KMRR
9. KQTL	(SP)	23/ 2.5	2.5	2.3	2.4	4.5	2.4	31/227	189/ 3.3	4.1	5.4	2.8	27	247	KQTL
KJYK	(CHR)	23/ 2.5	2.8	1.4	0.5	0.7	1.8	23/393	393/ 6.9	4.7	3.8	4.3	41	480	KJYK
KCUB	(C)	23/ 2.5	3.0	2.8	2.0	3.6	2.6	23/382	382/ 6.7	6.3	6.8	2.9	28	261	KCUB
12. KTZR	(SP)	20/ 2.1	1.6	1.2	1.2	2.3	1.5	20/227	227/ 4.0	3.3	3.5	0.9	9	207	KTZR
13. KTKT	(N)	16/ 1.7	2.0	1.0	3.9	1.8	2.2	18/468	426/ 7.5	6.3	10.0	1.8	17	283	KTKT
14. KTUC	(N/T)	14/ 1.5	1.7	0.6	1.2	1.5	1.3	14/300	286/ 5.0	3.5	5.3	1.0	10	308	KTUC
15. KTZN-F	(AC)	13/ 1.4	1.3	2.0	2.0	1.7	1.7	13/398	351/ 6.2	4.4	4.8	0.8	8	198	KTZN-F
16. KXEW	(SP)	9/ 1.0	1.6	2.9	2.2	2.3	1.9	9/164	164/ 2.9	5.5	4.6	1.9	18	242	KXEW
17.															
18.															
19.															
20.															

12+ FM SHARE (METRO): 65.91% (526 of 798) (FAL 90: 74.81%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	KRQQ-F>>	KIIM-F>	KIIM-F>	KIIM-F>>	KIIM-F>>	KIIM-F>>	KIIM-F>	KIIM-F>>	KIIM-F>	KRQQ-F<	KIIM-F>>
2	KJYK >	KRQQ-F	KRQQ-F	KKLD-F	KKLD-F	KQVY <	KRQQ-F	KRQQ-F	KRQQ-F>	KIIM-F>>	KNST >
3	KIIM-F	KLPX-F>	KLPX-F	KLPX-F	KWFM-AF	KMRR <	KWFM-AF<	KKLD-F	KLPX-F	KLPX-F>	KKLD-F<
4		KKLD-F>	KKLD-F	KWFM-AF	KLPX-F<	KNST	KKLD-F	KWFM-AF	KKLD-F	KKLD-F	KLPX-F>
5		KWFM-AF	KWFM-AF	KRQQ-F	KRQQ-F	KWFM-AF	KLPX-F	KLPX-F		KNST	KRQQ-F
6							KNST	KNST		KMRR	
								KMRR			

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1	KIIM-F	KIIM-F>	KIIM-F>>	KIIM-F>>	KIIM-F>>
2	KRQQ-F>>	KRQQ-F>	KKLD-F	KRQQ-F	KKLD-F
3	KWFM-AF	KKLD-F>	KRQQ-F>>	KKLD-F>	KRQQ-F
4	KLPX-F	KWFM-AF	KLPX-F	KWFM-AF>	KWFM-AF>
	KKLD-F	KLPX-F	KWFM-AF	KLPX-F	KLPX-F
	KJYK				

	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	KLPX-F	KLPX-F	KIIM-F>	KLPX-F<	KIIM-F>
2	KRQQ-F>>	KIIM-F>	KLPX-F>>	KIIM-F>	KLPX-F>
3	KIIM-F	KRQQ-F>	KKLD-F	KRQQ-F>	KWFM-AF
4	KJYK	KKLD-F>	KWFM-AF	KWFM-AF	KKLD-F
5		KWFM-AF	KRQQ-F	KKLD-F	KRQQ-F
6					KNST

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP	23 (1)	113 (1)	136 (2)	17.0	19.4
AOR/CLASSIC		79 (2)	79 (2)	9.9	14.4
AC/OLDIES/SOFT ROCK	2 (1)	143 (3)	145 (4)	18.2	20.3
MOR/VARIETY					
COUNTRY	23 (1)	188 (1)	211 (2)	26.4	18.3
BLACK/URBAN					
BEAUTIFUL/EASY					4.4
NEWS/TALK	77 (3)		77 (3)	9.6	7.2
NOSTALGIA	88 (2)		88 (2)	11.0	6.2
RELIGION/GOSPEL		3 (1)	3 (1)	0.4	1.0
SPANISH	52 (3)		52 (3)	6.5	7.3
CLASSICAL					
JAZZ/NEW AGE					1.0
UNKNOWN/OTHERS	7 (1)		7 (1)	0.9	0.5
	272 (12)	526 (8)	798 (20)		

OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME
KGMS-F	97.1	Greenvalley/Tcs	0.3/1.5/ 3/ 65
KVOI	690	Tucson	0.7/2.1/ 7/ 122
KUPD-F	97.9	Tempe/Phoenix	0.9/4.5/ 23/ 415

American Radio Fall 1991, Copyright 1992

RADIO STATIONS

KCEE, 790, 5 KW/500 W (DA-2), SEE KWFM-F					
KQVY, 1080, 1 KW (DAYS) , NOSTALGIA	APR	$	20.00	(K & P)	
KCUB, 1290, 1 KW , SEE KIIM-F					
KHRR, 1330, 2 KW/5 KW (DA-2) , NOSTALGIA	SMN	$	19.00	(Eastman)	
KJYK, 1490, 1 KW (DA-1) , CONTEMP	NBC	$	15.00	(Christal)	
KNST, 940, 1 KW/250 W (DA-2), NEWS/TALK	ABC, MBS	$	30.00	(McGuild)	Nationwide
KQTL, 1210, 10 KW/1 KW (DA-2) , HISPANIC		$	18.00	(Caballero)	
KTKT, 990, 10 KW/1 KW (DA-N) , TALK	CNN, UNISUP	$	18.00	(HNWH)	Lotus
KTUC, 1400, 1 KW , TALK	CBS, CNN	$	17.00	(Roslin)	
KXEW, 1600, 2.5 KW/1 KW (DA-2), HISPANIC	CRC	$	15.00	(Lotus)	
KAWV-F, 103.1, 900 W @ 610, JAZZ/NAC	SMN	$	17.00	(Republic)	(ORACLE)
KIIM-F, 99.5, 93 KW @ 2036, COUNTRY		$	60.00	(Katz)	
KKLD-F, 94.9, 95 KW @ 1952, AC		$	43.00	(Christal)	Duhossois
KLPX-F, 96.1, 97 KW @ 1952, AOR		$	40.00	(HNWH)	Lotus
KTZN-F, 92.1, 1.8KW @ 406 , AC		$	16.00	(Banner)	(GREEN VALLEY)
KRQQ-F, 93.7, 94 KW @ 2032, CHR		$	75.00	(McGuild)	Nationwide
KWFM-F, 92.9, 93 KW @ 2036, OLDIES		$	50.00	(MMR)	American
KXMG-F, 98.3, 3 KW @ 202, HISPANIC		$	15.00	(Lotus)	(HARANA)

Miscellaneous: KQYT-F changes to KTZN-F and format from EZ to AC (Oct)... KTUC - 33% sold for $1,200,000...

American Radio Fall 1991, Copyright 1992

TULSA

Arbitron Rank/Pop (12+): 63/608,500

MSA Rank/Pop: 72/746,000
ADI # 58

Average Person Ratings: 16.2

Market TSL: 21.50 hours

Stations: 21/21
Diaries: 1186/513:1/53.5%
Sample Target: 1120
% Below Line: 0.0
% Not Listed: 9.2

1991 Revenue: $19,700,000
HH Inc.: $26,033
Retail $: 5.5 Bil
Pop per Station: 28,976
#1 Biller: KWEN-F $3,600,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KWEN-F	(C)	156/15.8	15.7	18.1	13.4	13.9	15.8	240/2667	1658/27.2	30.6	25.3	18.9	187	1664	KWEN-F
2. KRMG	(FS)	91/ 9.2	7.8	9.6	13.0	8.3	9.9	109/1576	1338/22.0	21.0	18.1	10.1	100	1301	KRMG
3. KMYZ-F	(CHR)	86/ 8.7	9.6	7.5	6.4	7.3	8.1	126/1829	1241/20.4	18.4	19.2	8.6	85	1259	KMYZ-F
4. KMOD-F	(AOR)	82/ 8.3	8.2	8.9	8.9	8.1	8.6	115/1764	1163/19.1	17.6	18.2	10.8	107	1171	KMOD-F
5. KBEZ-F	(SAC)	74/ 7.5	6.7	6.0	6.5	6.5	6.7	100/1208	937/15.4	12.8	14.2	5.3	53	498	KBEZ-F
6. KVOO	(C)	64/ 6.5	5.2	6.3	5.3	8.3	5.8	85/1015	650/10.7	11.0	12.0	3.2	32	542	KVOO
7. KVOO-F	(C)	47/ 4.8	4.1	4.0	4.5	4.6	4.3	67/966	635/10.4	11.1	12.2	4.3	43	677	KVOO-F
8. KQLL-AF	(O)	44/ 4.5	4.9	4.5	3.8	3.5	4.4	54/1071	813/13.4	13.5	12.2	4.1	39	630	KQLL-AF
9. KTOW-F	(B)	41/ 4.2	2.4	1.4	0.9	1.3	2.2	42/441	427/ 7.0	4.4	3.2	4.8	48	385	KTOW-F
KRAV-F	(AC)	41/ 4.2	4.0	3.6	3.7	4.6	3.9	51/776	638/10.5	11.9	12.5	4.8	48	615	KRAV-F
11. KAYI-F	(CHR)	39/ 4.0	4.3	6.0	6.0	6.0	5.1	56/1257	919/15.1	17.5	17.9	5.5	55	846	KAYI-F
12. KTFX-F	(C)	30/ 3.0	5.0	3.3	3.7	1.7	3.8	64/997	581/ 9.5	8.8	6.5	2.7	27	465	KTFX-F
13. KTHK-F	(CL AOR)	22/ 2.2	3.2	4.1	3.3	4.4	3.2	31/676	547/ 9.0	12.0	9.0	2.8	28	517	KTHK-F
KCFO	(REL)	22/ 2.2	1.4	0.9	0.8	0.9	1.3	22/259	233/ 3.8	2.2	2.8	0.8	8	145	KCFO
15. KGTO	(BB)	18/ 1.8	1.4	1.6	0.5	0.1	1.3	18/171	171/ 2.8	2.4	0.3	0.8	8	128	KGTO

12+ FM SHARE (METRO): 77.21% (691 of 895) (FAL 90: 78.26%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KMYZ-F	1 KWEN-F	1 KWEN-F>	1 KWEN-F>	1 KWEN-F>	1 KRAV-F	1 KWEN-F>	1 KWEN-F>	1 KWEN-F>	1 KMYZ-F	1 KWEN-F
KAYI-F	2 KMYZ-F	2 KMOD-F<	2 KMOD-F	2 KMOD-F	2 KWEN-F	2 KRMG >	2 KRMG	2 KMYZ-F	2 KWEN-F>	KMYZ-F<
3 KWEN-F	3 KMOD-F>>	3 KMYZ-F>	3 KBEZ-F<	3 KBEZ-F<	3 KVOO	3 KVOO <	3 KBEZ-F	3 KRMG <	3 KMOD-F	3 KRMG >
4	4 KTOW-F>	4 KBEZ-F	4 KMYZ-F	4 KRMG	4 KBEZ-F>	4 KMYZ-F<	4 KMOD-F	4 KMOD-F	4 KBEZ-F	4 KMOD-F
5	5 KBEZ-F	5 KRMG <	5 KRMG <	5 KMYZ-F	5 KVOO-F	5 KMOD-F	5 KMYZ-F	5 KBEZ-F	5 KAYI-F<	5 KVOO
6	6	6 KQLL-AF	6 KQLL-AF	6 KQLL-AF	6	6 KBEZ-F	6 KVOO	6	6 KTOW-F	6
				7 KRAV-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KWEN-F>	1 KWEN-F>	1 KWEN-F>	1 KVOO-F>>	1 KWEN-F>
2 KMYZ-F	2 KMYZ-F>	2 KMYZ-F>	2 KMYZ-F	2 KBEZ-F>
3 KMOD-F>	3 KMOD-F	3 KMOD-F	KBEZ-F>	3 KMYZ-F
4 KTOW-F	4 KBEZ-F	KBEZ-F	4 KMOD-F	4 KRMG
5 KBEZ-F	5 KTOW-F	5 KTOW-F	5 KRAV-F	KRAV-F
KAYI-F	6	6	6 KQLL-AF	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMYZ-F>	1 KMOD-F<	1 KMOD-F>	1 KWEN-F	1 KWEN-F
2 KWEN-F	2 KMYZ-F	2 KWEN-F	KMOD-F	2 KMOD-F>
3 KMOD-F>>	3 KWEN-F>>	KMYZ-F>	3 KMYZ-F>	3 KRMG
4 KTOW-F	4 KTOW-F	4 KRAV-F	4 KRMG	4 KQLL-AF
5 KTHK-F	5	5 KTOW-F	5 KQLL-AF	5 KMYZ-F
KTFX-F	6	6	6	6 KBEZ-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		125 (2)	125 (2)	14.0	19.1
AOR/CLASSIC		114 (3)	114 (3)	12.7	12.7
AC/OLDIES/SOFT ROCK	2 (1)	83 (2)	85 (3)	9.5	14.8
MOR/VARIETY	91 (1)		91 (1)	10.2	12.5
COUNTRY	64 (1)	233 (3)	297 (4)	33.2	26.0
BLACK/URBAN		41 (1)	41 (1)	4.6	2.4
BEAUTIFUL/EASY		74 (1)	74 (1)	8.3	8.8
NEWS/TALK	4 (1)		4 (1)	0.4	
NOSTALGIA	18 (1)		18 (1)	2.0	
RELIGION/GOSPEL	25 (2)	12 (1)	37 (3)	4.1	2.6
SPANISH					
CLASSICAL		9 (1)	9 (1)	1.0	1.1
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	204 (7)	691 (14)	895 (21)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KAKC	1300	Tulsa	0.4/2.9/ 4/ 220
KCMA-F	92.1	Broken Arrow	0.9/5.2/ 11/ 339
KSTM-F	99.5	Henryetta	1.0/9.6/ 16/ 648
KXOJ	1550	Sapulpa/Tulsa	0.3/0.0/ 0/ 0

RADIO STATIONS

KXOJ, 1550, 2.5 KW/350W (DA-2), RELIGION , $ 15.00 (---)
KCFO, 970, 2.5 KW/1 KW (DA-2), RELIGION , $ 12.00 (---) Salem
KRMG, 740, 50 KW/25 KW (DA-2), MOR/FULL SER. ABC , $ 56.00 (Katz) NewCity
KVOO, 1170, 50 KW (DA-N) , COUNTRY UNIULT NBC , $ 50.00 (Durpetti) Great Empire

KAYI-F, 106.9, 100 KW @ 1005, CHR ABC , $ 44.00 (MMR) Naragansett (MUSKOGEE)
KBEZ-F, 92.9, 100 KW @ 1318, EZ , $ 32.00 (Eastman) WIN/ML
KCMA-F, 92.1, 2.3 KW @ 374, CLASSICAL , $ 20.00 (CMBS)
KMOD-F, 97.5, 100 KW @ 1327, CL AOR , $ 70.00 (Christal) Clear Channel
KMYZ-F, 104.5, 70 KW @ 1130, CHR ABC, $ 33.00 (Torbet) Shamrock-Lynette (PAYOR)

KRAV-F, 96.5, 100 KW @ 1327, AC UNISUP , $ 37.00 (Torbet)
KTFX-F, 103.3, 100 KW @ 1278, COUNTRY , $ 26.00 (---)
KTHK-F, 94.1, 18 KW @ 800, CLASSIC AOR , $ NA (---) (OKMULGEE)
KQLL-F, 106.1, 100 KW @ 1321, OLDIES , $ 31.00 (Christal) Federated (OWASSO)
KSTM-F, 99.5, 100 KW @ 1400, AOR SMN , $ NA (Schubert) (HENRYETTA)
KVOO-F, 98.5, 100 KW @ 1226, COUNTRY NBC UNIULT , $ N/A (Durpetti) Great Empire
KWEN-F, 95.5, 100 KW @ 1327, COUNTRY , $ 68.00 (Katz) NewCity

Miscellaneous: KBLK changes to KXOJ and format from Black to Religion (Aug)... KQMJ-F changes to KSTM-F and format from AC to AOR (Sep)...

American Radio Fall 1991, Copyright 1992

UTICA-ROME

Arbitron Rank/Pop (12+): 133/262,600
MSA Rank/Pop: 151/317,000
ADI # 161
Average Person Ratings: 17.9
Market TSL: 23.50 hours

Stations: 28/17
Diaries: 707/371:1/55.0%
Sample Target: 730
% Below Line: 9.6
% Not Listed: 10.0

1991 Revenue: $8,300,000
HH Inc.: $29,119
Retail $: 2.2 Bil
Pop per Station: 15,447
#1 Biller: WOUR-F $1,200,000

12+ METRO		1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WOUR-F	(AOR)	73/15.5	10.7	8.9	12.5	9.9	----	94/963	721/27.5	22.5	18.0	15.0	63	759	WOUR-F
2. WFRG-AF	(C)	62/13.2	13.7	11.6	9.3	9.5	----	77/830	611/23.3	21.6	20.1	12.1	50	476	WFRG-AF
3. WRCK-F	(CHR)	46/ 9.8	9.7	12.9	10.7	10.5	----	54/810	613/23.3	24.4	26.3	14.0	59	782	WRCK-F
4. WUUU-F	(O)	39/ 8.3	6.1	8.0	7.8	10.1	----	46/590	510/19.4	16.9	16.2	5.5	23	321	WUUU-F
5. WIBX	(T/FS)	36/ 7.7	9.9	6.5	7.1	8.8	----	38/577	535/20.4	20.5	15.7	7.4	31	512	WIBX
6. WKGW-F	(AC)	32/ 6.8	7.4	7.6	7.1	7.0	----	34/607	500/19.0	17.5	16.5	6.9	29	439	WKGW-F
7. WLZW-F	(SAC)	29/ 6.2	5.1	6.9	5.8	5.0	----	30/405	373/14.2	14.5	15.1	6.4	27	347	WLZW-F
8. WKLL-F	(CL AOR)	16/ 3.4	5.1	5.1	5.1	----	----	17/477	390/14.9	12.2	13.4	6.2	26	460	WKLL-F
9. WRHP-F	(EZ)	13/ 2.8	1.1	3.1	2.0	2.2	----	16/180	122/ 4.6	3.1	4.9	1.4	6	110	WRHP-F
WUTQ	(BB)	13/ 2.8	2.3	2.0	3.3	2.6	----	13/105	105/ 4.0	4.7	3.7	1.4	6	72	WUTQ
WLFH	(C)	13/ 2.8	2.9	2.2	1.8	2.6	----	14/173	144/ 5.5	4.4	5.4	2.4	10	113	WLFH
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 78.49% (332 of 423) (FAL 90: 83.38%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	WRCK-F>>	1 WOUR-F>>	1 WOUR-F>>	1 WOUR-F>	1 WOUR-F>	1 WFRG-AF	1 WOUR-F	1 WOUR-F>	1 WOUR-F	1 WOUR-F	1 WFRG-F
2		2 WRCK-F	2 WFRG-AF	2 WUUU-F	2 WFRG-AF	2 WIBX	2 WIBX	2 WFRG-AF	2 WFRG-AF>	2 WRCK-F	2 WIBX >
3		3 WFRG-AF	3 WRCK-F	3 WFRG-AF	3 WUUU-F>	3 WUUU-F	3 WFRG-AF<	3 WUUU-F>	3 WRCK-F	3 WFRG-AF>	3 WOUR-F
4		4 WKGW-F	4 WKGW-F	4 WLZW-F	4 WOUR-F	4 WRCK-F	4 WKGW-F	4 WUUU-F	4 WUUU-F	4 WIBX	4
5		5	5 WLZW-F	5 WLZW-F	WKGW-F	5	5	5	5 WKGW-F	5 WLZW-F	5
									6 WLZW-F	WKGW-F	

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	WOUR-F>>	1 WOUR-F>	1 WOUR-F>	1 WOUR-F>	1 WUUU-F	1 WOUR-F>>	1 WOUR-F>>	1 WOUR-F>>	1 WOUR-F>>	1 WOUR-F>>
2	WRCK-F>>	2 WRCK-F	2 WRCK-F	2 WUUU-F	WRCK-F	2 WFRG-AF	2 WFRG-AF>	2 WFRG-AF>	2 WFRG-AF>	2 WFRG-AF
3	WKGW-F>	3 WKGW-F	WKGW-F	3 WRCK-F	3 WFRG-AF	WRCK-F>	3 WRCK-F>	3 WRCK-F	WKGW-F	WUUU-F>
4	WUUU-F	4 WLZW-F	4 WLZW-F	4 WLZW-F	4 WOUR-F	4 WKLL-F>>	4 WKGW-F	WKGW-F	WRCK-F	4 WIBX
	WLZW-F	5 WUUU-F	5 WUUU-F	WKGW-F	5 WKGW-F	5	5 WKLL-F	5 WIBX	5 WKGW-F	5 WKGW-F
			6 WFRG-AF							

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		50 (2)	50 (2)	11.8	16.1
AOR/CLASSIC		95 (4)	95 (4)	22.5	17.9
AC/OLDIES/SOFT ROCK	7 (2)	78 (4)	85 (6)	20.1	29.6
MOR/VARIETY	9 (2)		9 (2)	2.1	1.0
COUNTRY	20 (4)	60 (1)	80 (5)	18.9	16.9
BLACK/URBAN					
BEAUTIFUL/EASY		42 (2)	42 (2)	9.9	3.6
NEWS/TALK	36 (1)		36 (1)	8.5	7.5
NOSTALGIA	17 (2)		17 (2)	4.0	6.5
RELIGION/GOSPEL		2 (1)	2 (1)	0.5	0.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	2 (1)	5 (2)	7 (3)	1.7	
	91 (12)	332 (16)	423 (28)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WADR	1480	Remsen	0.6/2.7/ 3/ 82
WBRV	900	Booneville	0.4/1.3/ 6/ 79
WIBQ-F	93.5	Remsen	0.6/4.3/ 4/ 141
WRNY	1350	Rome/Utica	0.9/3.0/ 4/ 88
WRUN	1150	Utica/Rome	0.6/4.5/ 4/ 137
WTLB	1310	Utica	0.9/8.6/ 4/ 246
WAQX-F	95.7	Manlius/Syracus	0.9/4.5/ 18/ 289
WBUG	1570	Amsterdam	0.4/1.2/ 3/ 111
WGY	810	Schenectady/Alb	0.6/3.4/ 23/ 393
WJIV-F	101.9	Cherry Valley	0.9/2.9/ 13/ 178
WKFM-F	104.7	Fulton/Syracuse	0.4/3.2/ 7/ 206
WLKO-F	101.1	Ft. Plain	0.2/1.0/ 6/ 123
WMHR-F	102.9	Syracuse	0.4/1.5/ 2/ 48
WNTQ-F	93.1	Syracuse	0.9/5.8/ 14/ 325
WSYR	570	Syracuse	1.3/5.5/ 21/ 328
WYYY-F	94.5	Syracuse	0.9/3.6/ 4/ 269

RADIO STATIONS

WIBX, 950, 5 KW (DA-1)	, NEWS/TALK	CBS, MBS , $ 25.00 (McGuild)	
WTLB, 1310, 5 KW/500 W (UA-2),	OLDIES	ABC, UNISUP, $ 14.00 (Eastman)	H & D
WUTQ, 1550, 1 KW/3 W	, EZ/NOST.	CNN, UNISUP, $ 13.00 (Durpetti)	Bendat
WFRG-F, 96.1, 7 KW @ 600,	COUNTRY	, $ 28.00 (Christal)	Arrow
WKGW-F, 104.3, 100 KW @ 500,	AC	UNIPWR, $ 22.00 (Banner)	Peoples
WKLL-F, 94.9, 50 KW @ 280,	CLASSIC AOR	, $ 14.00 (---)	(FRANKFORT)
WLZW-F, 98.7, 25 KW @ 550,	SOFT AC	CBS UNISUP, $ 20.00 (McGuild)	
WOUR-F, 96.9, 16 KW @ 800,	AOR	ABC, $ 35.00 (Durpetti)	Bendat
WRCK-F, 107.3, 50 KW @ 500,	CHR	ABC, $ 23.00 (Eastman)	H & D
WUUU-F, 102.5, 27 KW @ 650,	OLDIES	UNISUP, MBS, $ 26.00 (HRWH)	
WYUT-F, 92.7, 3 KW @ 300,	NOSTALGIA	UNISUP,UNIULT, $ 14.00 (K & P)	(HERKINER)

American Radio Fall 1991, Copyright 1992

WASHINGTON

Arbitron Rank/Pop (12+): 7/3,388,800
MSA Rank/Pop: 6/3,820,000
ADI # 7
Average Person Ratings: 17.4
Market TSL: 22.75 hours

Stations: 34/30
Diaries: 2406/1408:1/50.9%
Sample Target: 2370
% Below Line: 2.1
% Not Listed: 13.6

1991 Revenue: $144,000,000
HH Inc.: $48,038
Retail $: 33.9 Bil
Pop per Station: 112,960
#1 Biller: WMZQ-AF $14,600,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90		Birch Share	Birch AQH	Birch Cume	
1. WPGC-F	(CHR)	544/ 9.2	7.8	7.6	7.3	8.1	8.0	621/7568	6617/19.5	18.6	17.8		12.4	701	7316	WPGC-F
2. WMZQ-F	(C)	339/ 5.8	5.3	5.7	4.8	6.2	5.4	421/5511	4326/12.8	14.1	13.6		5.7	323	4197	WMZQ-F
3. WKYS-F	(B)	317/ 5.4	4.5	4.9	5.3	4.8	5.0	325/4921	4577/13.5	11.9	10.1		5.4	304	4230	WKYS-F
4. WGAY-F	(EZ)	306/ 5.2	5.5	5.6	6.9	6.8	5.8	344/4629	4159/12.3	12.3	14.1		4.0	227	3079	WGAY-F
5. WMAL	(FS)	303/ 5.1	3.6	4.5	4.4	4.6	4.4	317/5717	5402/15.9	11.8	13.9		3.6	202	3977	WMAL
6. WASH-F	(SAC)	276/ 4.7	4.1	4.6	4.5	3.5	4.5	308/4933	4295/12.7	14.0	10.7		3.5	199	3397	WASH-F
7. WRQX-F	(CHR)	258/ 4.4	3.1	4.2	4.8	3.0	4.1	305/5598	4676/13.8	13.8	12.5		3.6	206	3436	WRQX-F
8. WTOP	(N/T)	255/ 4.3	4.2	3.3	6.5	3.5	4.6	288/5917	5154/15.2	14.3	15.7		3.4	192	4177	WTOP
9. WHMJ-F	(B)	231/ 3.9	3.5	4.0	3.5	4.0	3.7	231/2701	2642/ 7.8	6.7	6.8		3.5	198	2158	WHMJ-F
10. WAVA-F	(CHR)	225/ 3.8	3.5	4.2	3.8	4.0	3.8	264/5960	5085/15.0	15.1	15.7		4.2	237	4914	WAVA-F
11. WHUR-F	(B)	197/ 3.3	3.2	2.9	3.2	3.3	3.2	206/4306	3935/11.6	11.2	11.1		3.3	189	3635	WHUR-F
12. WXTR-F	(O)	180/ 3.1	3.3	3.0	2.6	2.8	3.0	224/4405	3835/11.3	10.5	9.2		2.9	161	2916	WXTR-F
13. WWDC-F	(AOR)	174/ 3.0	5.2	4.4	3.1	4.3	3.9	283/6163	4126/12.2	14.1	13.2		4.7	264	4740	WWDC-F
14. WLTT-F	(AC)	172/ 2.9	4.0	4.0	4.1	3.0	3.8	184/3375	3013/ 8.9	11.6	11.0		2.2	125	2209	WLTT-F
15. WQMS-F	(CL)	167/ 2.8	3.0	3.4	3.0	2.7	3.0	174/2664	2455/ 7.2	8.1	7.6		2.7	150	1824	WQMS-F
16. WJFK-F	(AOR)	150/ 2.5	2.1	1.8	1.5	2.0	2.0	168/3472	3047/ 9.0	7.7	6.9		3.0	168	2319	WJFK-F
17. WCXR-F	(CL AOR)	138/ 2.3	3.4	3.0	2.9	3.7	2.9	173/3920	3374/10.0	11.2	11.9		4.0	228	3221	WCXR-F
18. WHFS-F	(AOR)	134/ 2.3	2.5	2.6	2.1	2.3	2.4	195/3134	2304/ 6.8	8.7	7.1		3.6	202	2831	WHFS-F
19. WWRC	(T)	117/ 2.0	1.9	2.5	2.4	2.1	2.2	121/2099	1981/ 5.8	5.5	5.3		1.6	90	1246	WWRC
WOL	(B/T)	117/ 2.0	2.2	2.6	1.6	2.1	2.1	117/1138	1115/ 3.3	4.3	3.4		1.2	69	823	WOL
21. WJZE-F	(J)	102/ 1.7	1.8	1.1	1.9	1.6	1.8	107/2062	1929/ 5.7	4.9	4.9		1.3	74	1282	WJZE-F
22. WYCB	(Q)	76/ 1.3	1.3	0.7	1.3	1.4	1.1	76/933	933/ 2.8	1.9	3.0		1.6	89	919	WYCB
23.																
24.																
25.																

12+ FM SHARE (METRO): 79.61% (4053 of 5091) (FAL 90: 81.07%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPGC-F>>	1 WPGC-F>	1 WPGC-F>	1 WPGC-F	1 WPGC-F	1 WGAY-F	1 WPGC-F	1 WPGC-F	1 WPGC-F>	1 WPGC-F>>	1 WTOP >>
2 WAVA-F>>	2 WKYS-F	2 WKYS-F	2 WMZQ-F	2 WMZQ-F	2 WMAL	2 WTOP <	2 WGAY-F	2 WMZQ-F	2 WKYS-F<	2 WKYS-F>>
3	3 WRQX-F	3 WRQX-F<	WASH-F<	3 WASH-F	3 WMZQ-F	3 WKYS-F	3 WASH-F	3 WASH-F	3 WHUR-F	3 WMZQ-F
4	4 WWDC-F	4 WMZQ-F<	4 WKYS-F	4 WHMJ-F<	4 WTOP	4 WMAL <	4 WMZQ-F	4 WGAY-F<	4 WAVA-F	4 WPGC-F
5	5 WAVA-F<	5 WASH-F	5 WRQX-F	5 WKYS-F	5 WASH-F<	5 WMZQ-F	5 WRQX-F	5 WKYS-F	5 WHMJ-F	5 WHMJ-F>>
6	6 WCXR-F	6 WHMJ-F	WHMJ-F	6 WRQX-F	6 WHMJ-F	6 WGAY-F	WKYS-F	6 WRQX-F	6 WMZQ-F<	6 WHUR-F
7	7 WMZQ-F	7 WHUR-F<	7 WHUR-F	7 WHUR-F	7 WQMS-F	7 WJFK-F	7 WLTT-F<	WMAL	7 WGAY-F	WGAY-F
8	WHUR-F	8 WLTT-F	8	8 WXTR-F	8 WXTR-F	8 WASH-F	8 WHMJ-F	WAVA-F	8	8 WMAL
	WHFS-F									

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WPGC-F>	1 WPGC-F>	1 WPGC-F>	1 WPGC-F>	1 WPGC-F
2 WRQX-F	2 WRQX-F	2 WRQX-F	2 WRQX-F	2 WASH-F
3 WKYS-F	3 WKYS-F>	3 WKYS-F	3 WKYS-F	3 WMZQ-F
4 WAVA-F	4 WLTT-F<	4 WHUR-F	WASH-F	4 WRQX-F<
5 WLTT-F	5 WAVA-F<	5 WMZQ-F	5 WMZQ-F	5 WHMJ-F
6 WHFS-F>	6 WHUR-F<	WASH-F	6 WLTT-F	6 WKYS-F
7 WASH-F	7 WASH-F<	7 WLTT-F	7 WHMJ-F	7 WGAY-F<
8 WMZQ-F	8 WMZQ-F	8	8	8 WLTT-F
9	9	9	9	9

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPGC-F	1 WPGC-F	1 WCXR-F<	1 WPGC-F	1 WMZQ-F
2 WWDC-F>	2 WWDC-F>	2 WJFK-F	2 WWDC-F	2 WTOP
3 WKYS-F	3 WJFK-F<	3 WWDC-F	3 WKYS-F	WPGC-F
4 WAVA-F	4 WKYS-F<	4 WPGC-F	4 WMZQ-F	WHMJ-F<
5 WJFK-F	5 WCXR-F>	5 WKYS-F	WJFK-F	5 WKYS-F<
6 WMZQ-F<	6 WHFS-F	6 WHUR-F<	6 WCXR-F	6 WMAL
7 WHFS-F	7 WAVA-F	7 WHFS-F	7 WTOP	7 WJFK-F<
8 WRQX-F	8 WMZQ-F	8	8	8 WCXR-F
WCXR-F	9	9	9	9

American Radio Fall 1991, Copyright 1992

WASHINGTON

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP	20 (1)	1047 (4)	1067 (5)	21.0	17.4	WCPT	730	Alexandria/Wshg	0.3/2.3/ 20/ 763
AOR/CLASSIC		652 (5)	652 (5)	12.8	17.2	WFMD	930	Frederick	0.4/1.2/ 28/ 489
AC/OLDIES/SOFT ROCK		352 (2)	352 (2)	6.9	12.7	WGMS	570	Bethesda	0.3/1.1/ 17/ 401
NOR/VARIETY	328 (2)		328 (2)	6.4	5.8	WMDO	1540	Wheaton	0.5/0.6/ 29/ 191
COUNTRY		385 (3)	385 (3)	7.6	7.9	WPGC	1580	Morningside	0.3/2.0/ 20/ 689
BLACK/URBAN	117 (1)	745 (3)	862 (4)	16.9	17.2	WUST	1120	Washington	0.3/0.7/ 19/ 234
BEAUTIFUL/EASY		582 (2)	582 (2)	11.4	6.7	WWDC	1260	Washington	0.7/2.3/ 41/ 791
NEWS/TALK	392 (3)		392 (3)	7.7	6.7	WZYQ-F	103.9	Braddck Hts	0.3/1.1/ 20/ 398
NOSTALGIA	41 (1)		41 (1)	0.8	0.9				
RELIGION/GOSPEL	95 (2)	21 (1)	116 (3)	2.3	1.9	WFLS-F	93.3	Fredericksburg	0.3/1.6/116/1412
SPANISH	29 (1)		29 (1)	0.6		WIYY-F	97.9	Baltimore	0.9/3.6/132/2527
CLASSICAL	16 (1)	167 (1)	183 (2)	3.6	3.7	WPOC-F	93.1	Baltimore	0.4/1.4/147/1829
JAZZ/NEW AGE		102 (1)	102 (1)	2.0		WRBS-F	95.1	Baltimore	0.4/1.2/ 27/ 542
UNKNOWN/OTHERS					1.8				
	1038 (12)	4053 (22)	5091 (34)						

RADIO STATIONS

AM STATIONS

WCPT,	730,	5 KW/20W (DA-1)	, Black	, $ 30.00	(Group W)	Westinghouse
WDCT,	1310,	5 KW/500 W	, Religion	, $ 28.00	(---)	Marsh
WFAX,	1220,	5 KW (DAYS)	, Religion	, $ 20.00	(---)	
WMAL,	630,	5 KW (DA-2)	, Full Service	ABC, $200.00	(Katz)	Cap Cities/ABC
WMDO,	1540,	5 KW (DAYS)	, Hispanic	, $ 35.00	(Katz Hisp.)	
WOL ,	1450,	1 KW	, Black Talk	NBN UNIULT, $ 49.00	(K & P)	Almic
WTOP,	1500,	50 KW (DA-2)	, News	CBS MBS, $174.00	(CBS)	Chase
WWDC,	1260,	5 KW (DA-2)	, Nostalgia	UNISUP UNIULT, $ 44.00	(Christal)	
WWRC,	980,	5 KW (DA-N)	, Talk	ABC, $ 60.00	(MMR)	
WYCB,	1340,	1 KW	, Gospel	SBN, $ 40.00	(---)	

FM STATIONS

WASH,	97.1,	26 KW @ 686	, AC	UNISUP, $111.00	(HNWH)	Chase
WAVA,	105.1,	41 KW @ 541	, Religion	, $158.00	(HNWH)	Salem
WCXR,	105.9,	28 KW @ 648	, Classic AOR	, $164.00	(Group W)	Westinghouse
WJZE,	100.3,	50 KW @ 331	, Jazz	APR, $ 75.00	(Mc-Guild)	United
WGAY,	99.5,	21 KW @ 770	, EZ	, $190.00	(MMR)	Greater Media
WGMS,	103.5,	46 KW @ 510	, Classical	MBS, $130.00	(Durpetti)	
WHFS,	99.1,	47 KW @ 360	, AOR	APR, $ 60.00	(Banner)	Duchossois (ANNAPOLIS)
WHUR,	96.3,	24 KW @ 670	, Black	, $104.00	(Durpetti)	Howard Univ.
WJFK,	106.7,	22 KW @ 730	, Classic AOR	ABC, $ 80.00	(Torbet)	Infinity
WKYS,	93.9,	25 KW @ 707	, Black	, $192.00	(Banner)	Albimar
WLTT,	94.7,	22 KW @ 744	, AC	, $164.00	(CBS)	CBS
WMMJ,	102.3,	1.4 KW @ 480	, Black Oldies	ABC MBS, $ 70.00	(K & P)	Almic
WMZQ,	98.7,	50 KW @ 490	, Country	, $255.00	(Christal)	Viacom
WPGC,	95.5,	50 KW @ 500	, CHR/Urban	, $160.00	(Banner)	Cook Inlet
WRQX,	107.3,	36 KW @ 590	, CHR/AC	ABC, $117.00	(Katz)	Cap Cities/ABC
WWDC,	101.1,	32 KW @ 760	, AOR	UNIPWR, $180.00	(Christal)	
WXTR,	104.1,	50 KW @ 500	, Oldies	, $140.00	(Mc-Guild)	Radio Ventures

Miscellaneous: WUST sold out of bankruptcy - $1,280,000 (Skidelsky)... WAVA-F From CHR to Religion (after Fall book)...

American Radio Fall 1991, Copyright 1992

WEST PALM BEACH

Arbitron Rank/Pop (12+): 49/797,900

MSA Rank/Pop: 60/885,000
ADI # 46

Average Person Ratings: 16.3
Market TSL: 21.50 hours

Stations: 36/16
Diaries: 1195/668:1/50.8%
Sample Target: 1180
% Below Line: 27.1
% Not Listed: 12.2

1991 Revenue: $23,400,000
HH Inc.: $37,870
Retail $: 8.5 Bil
Pop per Station: 49,858
#1 Biller: WRMF-F $5,900,000

	12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90		Birch Share	Birch AQH	Birch Cume	
1.	WEAT-AF	(EZ)	171/13.2	16.1	16.1	13.6	14.1	14.8	231/2685	1824/22.9	27.6	24.8		9.3	100	1214	WEAT-AF
2.	WRMF-F	(AC)	136/10.5	8.1	7.9	8.3	8.5	8.7	194/2540	1525/19.1	18.1	18.3		10.9	128	1344	WRMF-F
3.	WJNO	(H/T)	98/ 7.5	9.2	8.5	8.9	8.4	8.5	140/1760	1230/15.4	18.1	15.8		6.2	73	837	WJNO
	WIRK-F	(C)	98/ 7.5	5.7	5.2	6.4	6.3	6.2	110/1332	1062/13.3	11.5	10.0		6.8	80	738	WIRK-F
5.	WKGR-F	(CL AOR)	73/ 5.6	5.8	6.9	4.7	4.0	5.8	118/1961	1152/14.4	13.2	9.6		7.2	84	853	WKGR-F
6.	WOVV-F	(CHR)	54/ 4.2	3.7	5.5	5.1	3.6	4.6	111/1860	1102/13.8	14.0	10.8		5.0	58	1077	WOVV-F
7.	WIOD	(H/T)	51/ 3.9	2.1	2.6	2.1	1.7	2.7	212/2739	607/ 7.6	5.5	6.2		1.5	18	386	WIOD
8.	WNGS-F	(SAC)	38/ 2.9	2.7	2.0	2.0	2.6	2.4	40/629	571/ 7.2	6.3	7.4		2.0	23	461	WNGS-F
9.	WOLL-F	(O)	35/ 2.7	3.3	2.3	1.5	4.2	2.5	39/853	762/ 9.6	6.1	9.1		4.7	55	697	WOLL-F
10.	WSHE-F	(AOR)	32/ 2.5	2.4	1.6	1.9	2.0	2.1	134/2149	586/ 7.3	5.7	6.0		2.8	33	501	WSHE-F
11.	WEDR-F	(B)	29/ 2.2	2.5	4.3	3.5	3.1	3.1	86/1383	338/ 4.2	7.3	6.1		6.2	72	756	WEDR-F
12.	WYFX	(B)	28/ 2.2	2.8	1.9	0.9	1.5	2.0	37/550	244/ 3.1	4.7	3.9					WYFX
13.	WHQT-F	(B)	23/ 1.8	2.5	2.9	3.2	3.3	2.6	117/1696	385/ 4.8	6.0	6.4		3.3	38	544	WHQT-F
14.	WMXJ-F	(O)	22/ 1.7	2.2	1.4	0.9	1.6	1.5	122/1943	512/ 6.4	5.1	5.6		1.5	17	403	WMXJ-F
	WLYF-F	(EZ)	22/ 1.7	1.5	2.1	1.7	2.3	1.8	199/2394	401/ 5.0	5.2	7.5		1.5	17	263	WLYF-F
	WDBF	(BB)	22/ 1.7	1.6	1.8	1.7	1.1	1.7	24/460	413/ 5.2	4.2	2.8		0.3	4	141	WDBF
17.																	
18.																	

12+ FM SHARE (METRO): 76.44% (873 of 1142) (FAL 90: 75.45%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	WOVV-F>>	1 WRMF-F	1 WRMF-F>	1 WRMF-F>	1 WRMF-F>	1 WEAT-AF>	1 WEAT-AF	1 WRMF-F<	1 WRMF-F<	1 WEAT-AF>	1 WEAT-F
2	WPOW-F	2 WKGR-F>>	2 WKGR-F>	2 WKGR-F	2 WKGR-F	2 WJNO	2 WRMF-F	2 WEAT-AF>	2 WEAT-AF>	2 WOVV-F	2 WJNO >
	WHQT-F	3 WIRK-F	3 WIRK-F>	3 WIRK-F>	3 WIRK-F>	3 WJNO	3 WJNO	3 WIRK-F	3 WJNO	3 WIRK-F	3 WOLL-F
4		4 WSHE-F	4 WIOD	4 WIOD	4 WJNO	4 WIRK-F	4 WIRK-F>	4 WJNO <	4 WIRK-F	4 WKGR-F	4 WYFX
5		5 WOVV-F	WOVV-F	5 WNGS-F	5 WIOD	5	5 WKGR-F	5 WKGR-F	5 WKGR-F	5 WJNO	5 WIRK-F
6		6	6	WJNO	6 WOLL-F	6	6	6 WIOD	6	6	6 WIOD

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	WOVV-F	1 WRMF-F>	1 WRMF-F>>	1 WRMF-F>>	1 WRMF-F>>	1 WSHE-F>	1 WKGR-F>	1 WKGR-F>	1 WRMF-F	1 WRMF-F
	WKGR-F	2 WKGR-F>	2 WKGR-F>	2 WKGR-F>	2 WKGR-F	2 WKGR-F	2 WRMF-F	2 WRMF-F	2 WKGR-F	2 WKGR-F
3	WEDR-F	3 WOVV-F	3 WOVV-F	3 WOVV-F	3 WIRK-F	3 WIRK-F	WIRK-F	3 WIRK-F	3 WIRK-F	3 WIRK-F>
	WRMF-F	4	4	4 WIRK-F	4 WOVV-F	4 WIOD	4 WSHE-F	4 WIOD >	4 WIOD	4 WIOD
5	WSHE-F	5	5	5	5 WEAT-AF	5 WZZR-F	5 WIOD	5 WZZR-F	5 WSHE-F	5 WEDR-F
	WPOW-F	6	6	6	6 WOLL-F	6	6	6	6	6
	WHQT-F									

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		112 (4)	112 (4)	9.8	11.2
AOR/CLASSIC		117 (3)	117 (3)	10.2	10.7
AC/OLDIES/SOFT ROCK	6 (1)	212 (5)	218 (6)	19.1	20.9
MOR/VARIETY					2.8
COUNTRY	5 (1)	117 (2)	122 (3)	10.7	9.0
BLACK/URBAN	47 (3)	52 (2)	99 (5)	8.7	7.0
BEAUTIFUL/EASY	5 (1)	236 (4)	241 (5)	21.1	18.2
NEWS/TALK	169 (5)		169 (5)	14.8	15.0
NOSTALGIA	37 (2)		37 (2)	3.2	
RELIGION/GOSPEL					
SPANISH		5 (1)	5 (1)	0.4	0.9
CLASSICAL		9 (1)	9 (1)	0.8	1.5
JAZZ/NEW AGE		13 (1)	13 (1)	1.1	
UNKNOWN/OTHERS					2.7
	269 (13)	873 (23)	1142 (36)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WPBG	1290	West Palm Beach	0.5/2.0/ 8/ 187
WPBR	1340	Palm Beach	0.5/3.0/ 8/ 250
WPOM	1600	Riviera Beach	0.6/1.4/ 8/ 109
WSBR	740	Boca Rtn/WPlmBc	0.5/2.7/ 18/ 494
WSWN	900	Belle Glade	0.8/1.2/ 22/ 233
WAXY-F	105.9	Ft. Lauderdale	0.7/3.1/ 45/1080
WFLC-F	97.3	Miami/Ft.Laud.	0.8/4.6/ 88/1807
WHYI-F	100.7	Ft. Lauderdale	1.4/7.0/ 98/2371
WINZ	940	Miami	0.6/2.8/ 54/1172
WJQY-F	106.7	Ft. Lauderdale	0.8/2.7/100/1534
WKIS-F	99.9	Boca Raton	1.5/5.5/158/2038
WLVE-F	93.9	Miami Beach	1.0/3.3/ 64/1170
WMRZ	790	South Miami	1.2/2.1/110/1186
WPOW-F	96.5	Miami/Ft Ldrdle	1.5/7.0/135/2264
WQAM	560	Miami/Ft.Ldrdle	0.4/1.6/ 27/ 609
WQBA-F	107.5	Miami	0.4/1.0/ 13/ 397
WTMI-F	93.1	Miami/Ft Ldrdle	0.7/3.8/ 58/1081
WZTA-F	94.9	Miami Beach	0.9/6.1/ 96/1817
WZZR-F	92.7	Stuart/Pt.StLce	1.6/3.9/ 70/ 715

RADIO STATIONS

WEAT, 850, 5 KW/1 KW (DA-2)	, SEE WEAT-F	, $			
WJNO, 1230, 1 KW	, NEWS/TALK	CBS, ABC,	$ 55.00	(Banner)	Fairbanks
WPBR, 1340, 1 KW	, TALK	NBS, ABC,	$ 19.00	(Eastman)	
WPOM, 1600, 1 KW (DA-1)	, BLACK	,	$ 23.00	(Roslin)	
WYFX, 1040, 25 KW/1 KW (DA-2)	, BLACK	SBN,	$ 18.00	(K & P)	
WEAT-F, 104.3, 56 KW @ 1250, EZ		,	$ 80.00	(Durpetti)	Taylor
WIRK-F, 107.9, 100 KW @ 340, COUNTRY		ABC,	$ 60.00	[HNWH]	Price
WKGR-F, 98.7, 100 KW @ 1380, AOR		UPI,	$ 43.00	(Christal)	Amaturo (FORT PIERCE)
WNGS-F, 92.1, 2.2 KW @ 378, SOFT AC		,	$ 30.00	(Eastman)	
WOLL-F, 94.3, 1.4 KW @ 481, OLDIES		,	$ 37.00	(Katz)	Lappin
WOVV-F, 95.5, 100 KW @ 982, CHR		SOURCE,	$ 40.00	(McGuild)	(FORT PIERCE)
WRMF-F, 97.9, 100 KW @ 1350, AC		,	$ 115.00	(Banner)	Fairbanks

American Radio Fall 1991, Copyright 1992

WICHITA

Arbitron Rank/Pop (12+): 87/397,200
MSA Rank/Pop: 101/458,000
ADI # 61
Average Person Ratings: 15.6
Market TSL: 21.00 hours

Stations: 20/18
Diaries: 893/445:1/51.3%
Sample Target: 870
% Below Line: 0.6
% Not Listed: 10.3

1991 Revenue: $15,400,000
HH Inc.: $35,665
Retail $: 3.7 Bil
Pop per Station: 22,066
#1 Biller: KFDI-AF $5,300,000

12+ METRO	1/4/SHARE	SUN 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KFDI-F (C)	80/12.9	13.5	15.5	11.0	9.4	13.2	107/1301	826/20.8	29.3	21.9	9.7	63	921	KFDI-F
2. KZSN-F (C)	75/12.1	15.6	7.3	12.9	10.8	12.0	118/1348	844/21.2	19.8	18.4	12.9	84	964	KZSN-F
3. KFDI (C)	48/ 7.7	7.9	7.9	7.3	7.4	7.7	65/825	599/15.1	14.4	14.2	8.1	53	474	KFDI
4. KKRD-F (CHR)	45/ 7.3	6.7	6.7	8.7	11.6	7.3	51/1001	849/21.4	23.3	22.6	7.5	49	862	KKRD-F
5. KRBB-F (AC)	44/ 7.1	5.4	9.1	4.7	6.1	6.6	58/700	558/14.0	16.2	13.5	6.4	42	413	KRBB-F
6. KRZZ-F (CL AOR)	41/ 6.6	6.1	4.6	5.2	6.4	5.6	48/672	559/14.1	15.2	14.6	6.3	41	621	KRZZ-F
7. KEYN-F (O)	33/ 5.3	5.6	7.3	6.5	6.9	6.2	45/768	517/13.0	16.3	17.6	3.4	22	357	KEYN-F
8. KNSS (N/T)	31/ 5.0	4.2	3.3	4.2	4.1	4.2	31/460	460/11.6	10.9	10.1	4.0	26	428	KNSS
KICT-F (AOR)	31/ 5.0	8.1	9.0	7.2	7.1	7.3	53/825	561/14.1	19.1	15.4	8.4	55	775	KICT-F
10. KXLK-F (AC)	30/ 4.8	4.7	2.4	3.0	5.5	3.7	40/571	441/11.1	10.5	12.1	3.1	20	426	KXLK-F
KOEZ-F (EZ)	30/ 4.8	4.8	4.9	4.0	4.9	4.6	50/809	403/10.1	12.6	10.4	2.9	19	350	KOEZ-F
12. KYQQ-F (CHR)	18/ 2.9	3.6	2.7	1.3	0.5	2.6	35/638	439/11.1	8.3	5.3	4.1	27	526	KYQQ-F
13. KBUZ-F (B)	16/ 2.6	1.7	2.9	4.8	3.8	3.0	18/228	203/ 5.1	6.9	9.7	6.4	42	505	KBUZ-F
14.														
15.														

12+ FM SHARE (METRO): 80.40% (447 of 556) (FAL 90: 79.90%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKRD-F>	1 KZSN-F>	1 KZSN-F	1 KFDI-F<	1 KFDI-F	1 KFDI-F	1 KFDI-F	1 KFDI-F	1 KZSN-F<	1 KKRD-F	1 KZSN-F
2 KYQQ-F>>	2 KRZZ-F	2 KFDI-F	2 KZSN-F	2 KZSN-F	2 KFDI >	2 KZSN-F	2 KZSN-F	2 KFDI-F>	2 KZSN-F>	KFDI-F>
3	3 KRBB-F	3 KRZZ-F<	3 KRBB-F	3 KRBB-F	3 KZSN-F	3 KFDI	3 KRBB-F	3 KRZZ-F	3 KICT-F	3 KFDI
4	KKRD-F	4 KRBB-F	4 KRZZ-F	4 KRZZ-F	4 KOEZ-F	4 KKRD-F>	4 KNSS <	4 KKRD-F	4 KFDI-F	4 KICT-F
5	5 KFDI-F	5 KKRD-F	5 KXLK-F	5 KXLK-F	5 KNSS	5 KRBB-F	5 KFDI <	5 KRBB-F	5 KNSS	5
6	6 KICT-F	6 KXLK-F	6 KKRD-F	6 KKRD-F<	6	6 KRZZ-F	6 KRZZ-F	6	KBUZ-F	6
7	7	KEYN-F<	7 KEYN-F	7 KEYN-F	7	7	7	7	7	7
		8 KICT-F								

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KZSN-F>	1 KZSN-F	1 KRBB-F	1 KZSN-F	1 KFDI-F	1 KZSN-F>	1 KZSN-F	1 KRZZ-F	1 KZSN-F<	1 KRZZ-F
2 KKRD-F	2 KRBB-F	2 KZSN-F	2 KFDI-F	2 KZSN-F	2 KICT-F	2 KRZZ-F	2 KZSN-F>	2 KRZZ-F	2 KFDI-F<
KICT-F	KKRD-F	3 KXLK-F	3 KRBB-F	3 KRBB-F	3 KKRD-F	3 KICT-F>	3 KRBB-F	3 KFDI-F	3 KZSN-F>
KEYN-F	4 KXLK-F	KKRD-F	KKRD-F	4 KXLK-F	4 KRZZ-F	4 KFDI-F	KICT-F>	4 KICT-F	4 KRBB-F
5 KRZZ-F>	KFDI-F	KFDI-F>	5 KXLK-F	5 KKRD-F	KFDI-F>	5 KRBB-F	5 KFDI-F	5 KRBB-F	5 KICT-F
6 KRBB-F 6		6 KRZZ-F	6 KEYN-F	6 KEYN-F	6 KYQQ-F	KKRD-F	6 KNSS	6	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		66 (3)	66 (3)	11.7	13.2
AOR/CLASSIC		72 (2)	72 (2)	12.9	14.8
AC/OLDIES/SOFT ROCK	4 (1)	107 (3)	111 (4)	20.0	22.5
MOR/VARIETY					
COUNTRY	55 (2)	155 (2)	210 (4)	37.8	31.1
BLACK/URBAN		16 (1)	16 (1)	2.9	4.1
BEAUTIFUL/EASY		30 (1)	30 (1)	5.4	5.3
NEWS/TALK	31 (1)		31 (1)	5.6	4.5
NOSTALGIA	11 (1)		11 (1)	2.0	2.4
RELIGION/GOSPEL	8 (-2)		8 (2)	1.4	2.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		2 (1)	2 (1)	0.4	
	109 (7)	447 (13)	556 (20)		

OTHER RATED STATIONS			METRO CUME TSA T&A SHARE/RTG/AQH/CUME
KFH	1330	Wichita	0.6/4.2/ 6/ 219
KJRG	950	Newton	0.6/2.3/ 10/ 219
KQAM	1410	Wichita	1.8/5.9/ 13/ 259
KSGL	900	Wichita	0.6/3.4/ 5/ 152
KZSN	1480	Wichita	1.1/4.6/ 7/ 193
KSKU-F	108.1	Lyons/Hutchinsn	0.3/1.8/ 11/ 216
KTCH-F	100.3	Kingman	0.3/1.6/ 4/ 181

RADIO STATIONS

KFDI, 1070, 10 KW/1 KW (DA-N), COUNTRY	ABC , $ 40.00 (Torbet)	Great Empire	
KFH , 1330, 5 KW (DA-N) , OLDIES	CBS, MBS , $ 15.00 (Banner)	Midcontinent	
KNSS, 1240, 1 KW , TALK	MBS, ABC, $ 18.00 (Durpetti)		
KQAM, 1410, 5 KW/1 KW (DA-2), OLDIES	UNISUP,UNIULT, $ 16.00 (Eastman)		
KBUZ-F, 99.1, 42 KW @ 515, BLACK	SBN , $ 17.00 (---)	(EL DORADO)	
KFDI-F, 101.3, 100 KW @ 1140, COUNTRY	ABC, MBS , $ 60.00 (Torbet)	Great Empire	
KICT-F, 95.1, 100 KW @ 1027, AOR	ABC , $ 38.00 (McGuild)	Lakoduk	
KKRD-F, 107.3, 100 KW @ 860, CHR	, $ 47.00 (HHHH)		
KOEZ-F, 92.3, 100 KW @ 640, EZ	UNIULT , $ 26.00 (---)	(NEWTON)	
KEYN-F, 103.7, 100 KW @ 1032, OLDIES	, $ 38.00 (Eastman)		
KRBB-F, 97.9, 100 KW @ 993, AC	, $ 32.00 (Christal)		
KRZZ-F, 98.3, 50 KW @ 500, CLASSIC AOR	, $ 25.00 (Durpetti)	(DERBY)	
KYQQ-F, 106.5, 100 KW @ 1280, CHR	, $ 18.00 (K & P)	(ARKANSAS CITY)	
KXLK-F, 105.3, 100 KW @ 993, AC	APR , $ 40.00 (Banner)	Midcontinent	
KZSN-F, 102.1, 100 KW @ 1032, COUNTRY	, $ 44.00 (Katz)	Southern Skies (HUTCHINSON)	

American Radio Fall 1991, Copyright 1992

WILKES BARRE-SCRANTON

Arbitron Rank/Pop (12+): 62/627,000
MSA Rank/Pop: 70/740,000
ADI # 49
Average Person Ratings: 17.2
Market TSL: 23.00 hours

Stations: 35/23
Diaries: 1177/533:1/55.7%
Sample Target: 1100
% Below Line: 9.6
% Not Listed: 15.7

1991 Revenue: $15,000,000
HH Inc.: $28,134
Retail $: 5.6 Bil
Pop per Station: 27,260
#1 Biller: WKRZ-F $4,200,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WKRZ-F	(CHR)	178/16.5	15.0	15.7	15.6	15.0	15.7	204/2638	2243/35.8	34.9	33.7	20.3	189	2295	WKRZ-F
2. WEZX-F	(AOR)	86/ 8.0	7.8	7.9	7.1	8.7	7.7	102/1205	1046/16.7	15.9	16.7	13.0	121	1379	WEZX-F
3. WARM	(FS)	70/ 6.5	5.7	6.1	7.4	6.0	6.4	74/1019	893/14.2	14.9	16.4	4.0	37	761	WARM
4. WDLS-F	(C)	63/ 5.8	5.9	3.4	4.8	4.3	5.0	67/722	640/10.2	7.6	7.8	3.9	36	503	WDLS-F
5. WMGS-F	(AC)	58/ 5.4	6.3	5.3	4.0	5.1	5.3	67/967	824/13.1	13.1	12.4	4.4	41	545	WMGS-F
6. WNAK	(BB)	56/ 5.2	6.1	4.3	5.6	4.3	5.3	59/493	489/ 7.8	6.3	8.9	3.8	35	250	WNAK
7. WEJL	(BB)	46/ 4.3	3.7	4.1	3.9	5.4	4.0	56/624	555/ 8.9	7.7	8.3	3.3	31	542	WEJL
8. WWSH-F	(EZ)	36/ 3.3	3.0	3.0	2.8	2.5	3.0	41/792	620/ 9.9	7.9	6.9	1.9	18	292	WWSH-F
9. WSGD-F	(O)	35/ 3.2	2.6	2.7	3.3	2.1	3.0	48/579	447/ 7.1	7.9	7.0	2.5	23	488	WSGD-F
10. WQBI-F	(AC)	26/ 2.4	3.3	2.6	3.2	3.3	2.9	32/591	501/ 8.0	8.7	8.0	3.0	28	492	WQBI-F
11. WTLQ-F	(CHR)	25/ 2.3	2.6	2.5	2.4	2.6	2.5	25/697	687/11.0	9.5	10.0	3.5	33	1038	WTLQ-F
12. WFMZ-F	(EZ)	24/ 2.2	1.6	1.1	1.3	1.9	1.5	41/461	302/ 4.8	2.4	3.2	1.6	15	221	WFMZ-F
13. WHLM-F	(CHR)	21/ 1.9	2.7	1.5	1.8	1.5	2.0	28/577	486/ 7.8	4.4	4.8	2.9	27	517	WHLM-F
14. WILK	(N/T)	19/ 1.8	1.6	1.9	2.2	1.7	1.9	22/373	322/ 5.1	6.4	6.8	1.5	14	294	WILK
15. WZZO-F	(AOR)	16/ 1.5	1.3	1.9	1.7	1.7	1.6	34/499	233/ 3.7	4.2	3.7	2.5	23	500	WZZO-F
WBAX	(BB)	16/ 1.5	2.1	2.2	3.1	1.6	2.2	16/210	210/ 3.3	5.5	5.1	1.7	16	220	WBAX
17.															
18.															
19.															
20.															

12+ FM SHARE (METRO): 72.53% (660 of 910) (FAL 90: 70.10%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKRZ-F>>	1 WKRZ-F	1 WKRZ-F>	1 WKRZ-F>	1 WKRZ-F>	1 WARM	1 WKRZ-F>	1 WKRZ-F>>	1 WKRZ-F>>	1 WKRZ-F>>	1 WARM
2 WTLQ-F>>	2 WEZX-F>>	2 WEZX-F>	2 WEZX-F	2 WEZX-F<	2 WKRZ-F	2 WARM	2 WEZX-F	2 WEZX-F	2 WEZX-F	2 WEZX-F
3	3 WMGS-F	3 WMGS-F	3 WMGS-F>	3 WMGS-F	3 WNAK	3 WEZX-F	3 WMGS-F<	3 WDLS-F	3 WARM	3 WKRZ-F>
4	4 WDLS-F	4 WDLS-F	4 WDLS-F>	4 WDLS-F>	4 WEJL <	4 WMGS-F>	4 WDLS-F	4 WMGS-F	4 WDLS-F	4 WDLS-F
5	5	5	5 WSGD-F	5 WSGD-F	5 WDLS-F	5 WDLS-F	5 WEJL <	5 WARM	5	5 WHLM-F
6	6	6	6	6	6	6	6 WNAK	6	6	6
							WARM			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WKRZ-F>>	1 WKRZ-F>>	1 WKRZ-F>>	1 WKRZ-F>>	1 WKRZ-F>>
2 WEZX-F>>	2 WEZX-F>	2 WMGS-F	2 WMGS-F	2 WMGS-F
3	3 WMGS-F>	3 WEZX-F>	WEZX-F>	3 WQBI-F
4	4 WTLQ-F	4 WQBI-F	4 WQBI-F	4 WEZX-F<
5	5 WQBI-F	5 WTLQ-F	5 WSGD-F	5 WDLS-F
6	6 WHLM-F	6	WDLS-F	6 WSGD-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKRZ-F	1 WEZX-F	1 WEZX-F>>	1 WKRZ-F<	1 WKRZ-F<
2 WEZX-F>>	2 WKRZ-F>>	2 WKRZ-F>	2 WEZX-F>>	2 WEZX-F>
3 WZZO-F	3 WDLS-F>	3 WDLS-F	3 WDLS-F	3 WDLS-F
4	4 WZZO-F	4 WMGS-F>>	4 WMGS-F	4 WMGS-F>
5	WMGS-F	5	5	5 WARM
6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP	4 (1)	254 (7)	258 (8)	28.4	25.3
AOR/CLASSIC		106 (3)	106 (3)	11.6	10.1
AC/OLDIES/SOFT ROCK	12 (2)	154 (7)	166 (9)	18.2	20.7
MOR/VARIETY	70 (1)		70 (1)	7.7	9.3
COUNTRY		67 (2)	67 (2)	7.4	6.6
BLACK/URBAN					
BEAUTIFUL/EASY	8 (1)	71 (3)	79 (4)	8.7	7.1
NEWS/TALK	32 (3)		32 (3)	3.5	3.8
NOSTALGIA	124 (4)		124 (4)	13.6	13.4
RELIGION/GOSPEL					0.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		8 (1)	8 (1)	0.9	3.6
	250 (12)	660 (23)	910 (35)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAZL	1490	Hazleton	0.4/1.1/ 4/ 125
WQBI	910	Scranton/WB	0.6/1.8/ 6/ 112
WICK	1400	Scranton	0.7/2.9/ 8/ 179
WJMW	550	Bloomsburg	0.6/1.9/ 11/ 178
WSBG-F	93.5	Stroudsburg	1.2/3.9/ 15/ 265
WVPO	840	Stroudsburg	0.6/1.4/ 6/ 90
WWDL-F	104.9	Scranton/WB	1.0/4.1/ 12/ 282
WYOS-F	92.1	Nanticoke	1.2/4.8/ 13/ 302
WZZC-F	95.9	Benton/Blmsbrg	0.4/1.2/ 6/ 122
KYW	1060	Philadelphia	0.4/1.0/ 5/ 122
WABC	770	New York	0.8/2.0/ 11/ 174
WAEB-F	104.1	Allentown	0.6/2.9/ 24/ 374
WAVT-F	101.9	Pottsville	0.5/2.0/ 36/ 617
WFMV-F	106.3	Blairstown	0.7/1.1/ 8/ 88
WILQ-F	105.1	Williamsport	0.4/2.2/ 25/ 350
WIOQ-F	102.1	Philadelphia	0.5/1.4/ 5/ 88
WKSB-F	102.7	Williamsport	0.6/1.7/ 39/ 566
WLEV-F	96.1	Easton	0.4/1.5/ 10/ 177
WODE-F	99.9	Easton/Allentwn	1.0/3.3/ 25/ 399

American Radio Fall 1991, Copyright 1992

WILKES BARRE-SCRANTON

RADIO STATIONS

WARD ,	1550,	10 KW/500 W (DA-2),	Talk	APR	ABC, $13.00	(Savalli)	
WARM ,	590,	5 KW (DA-2) ,	MOR/Full Service		NBC, $42.00	(Mc-Guild)	Susquehanna
WBAX ,	1240,	1 KW ,	Nostalgia	CNN	UNISUP, $15.00	(Torbet)	
WEJL ,	630,	500 W (DAYS) ,	Nostalgia/MOR	ABC	UNISUP, $19.00	(Christal)	Shamrock-Lynett
WQBI ,	910,	1 KW/500 W ,	Country		CBS, $13.00	(Torbet)	
WICK ,	1400,	1 KW ,	EZ		ABC, $13.00	(Roslin)	
WILK ,	980,	5 KW/1 KW (DA-2) ,	Talk		CNN ABC, $16.00	(Katz)	Keymarket
WNAK ,	730,	1 KW/38 W ,	Nostalgia		NBC, $25.00	(K & P)	
WDLS-F,	93.7,	.8 KW @ 679 ,	Country	UNIULT	UNISUP, $15.00	(---)	
WYOS-F,	92.1,	.7 KW @ 552 ,	Oldies	CNN	UNISUP, $17.00	(Torbet)	
WEZX-F,	107.1,	.2 KW @ 1267 ,	AOR		ABC, $37.00	(Christal)	Shamrock-Lynett
WQBI-F,	101.3,	7 KW @ 1110 ,	AC		CBS, $22.00	(Torbet)	
WHLM-F,	106.5,	36 KW @ 579 ,	AC		UNIULT, $18.00	(Banner)	(BLOOMSBURG)
WKRZ-F,	98.5,	9 KW @ 1172 ,	CHR		, $65.00	(---)	Keymarket
WMGS-F,	92.9,	5 KW @ 1383 ,	AC		, $42.00	(Mc-Guild)	Susquehanna
WSBG-F,	93.5,	.6 KW @ 764 ,	CHR		APR, $16.00	(Mkt 4)	(STROUDSBERG)
WSQD-F,	94.3,	.5 KW @ 770 ,	Oldies		, $17.00	(Eastman)	Sage (CARBONDALE)
WWDL-F,	104.9,	.3 KW @ 1093 ,	Soft AC		ABC, $18.00	(Roslin)	
WTLQ-F,	102.3,	3 KW @ 71 ,	CHR		ABC, $23.00	(Eastman)	
WWSH-F,	97.9,	20 KW @ 729 ,	EZ		, $23.00	(K & P)	(HAZLETON)

Miscellaneous: WZZC-F (Benton) Sold by Holt for $540,000...

FORMAT CODES

- AC - Adult Contemporary
- AOR - Album Oriented Rock
- B - Black (audience predominately black - over 75%)
- BB - Big Band, Nostalgia
- C - Country
- CHR - Contemporary Hit Radio, Top 40, Contemporary
- CL - Classical
- CL AOR - Classic AOR, Classic Rock
- E - Ethnic
- EZ - EZ Listening, Beautiful Music, Some Very soft AC
- G - Gospel
- J/NAC - Jazz and New Adult Contemporary
- M/FS - Middle of Road, (MOR) Full Service
- N - News
- O - Oldies (1955 to current)
- R - Religion, Christian
- SAC - Soft Adult Contemporary
- SP - Hispanic/Spanish
- T - Talk
- U - Urban (majority of audience is non-white)
- ? - Others or Unknown

American Radio Fall 1991, Copyright 1992

WILMINGTON, DE

Arbitron Rank/Pop (12+): 77/489,700

MSA Rank/Pop: 90/580,000
Philadelphiad ADI
Average Person Ratings: 17.6
Market TSL: 23.00 hours

Stations: 31/7
Diaries: 927/528:1/44.6%
Sample Target: 950
% Below Line: 53.7
% Not Listed: 13.4

1991 Revenue: $9,600,000
HH Inc.: $38,447
Retail $: 5.1 Bil
Pop per Station: 69,957
#1 Biller: WJBR-AF $3,200,000

12+ METRO		1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WJBR-F	(AC)	83/ 9.6	10.6	9.1	9.0	9.4	----	83/1110	1055/21.5	19.9	20.0				WJBR-F
2. WSTW-F	(AC)	75/ 8.7	10.7	9.7	10.0	11.0	----	91/1204	1043/21.3	21.5	22.9				WSTW-F
3. WMMR-F	(AOR)	58/ 6.7	5.9	7.0	6.9	5.8	----	59/898	888/18.1	17.8	16.2				WMMR-F
4. WUSL-F	(B)	55/ 6.4	5.6	6.6	7.5	5.0	----	60/728	624/12.7	12.1	14.2				WUSL-F
5. WDEL	(FS)	54/ 6.3	6.7	4.7	4.2	6.5	----	55/737	688/14.0	14.3	11.3				WDEL
6. WILM	(N/T)	44/ 5.1	4.0	3.7	3.6	3.7	----	44/583	583/11.9	10.0	10.8				WILM
7. WOGL-F	(O)	36/ 4.2	3.0	2.5	2.3	1.9	----	39/626	602/12.3	11.9	8.7				WOGL-F
8. WIOQ-F	(CHR)	33/ 3.8	3.4	3.6	4.8	3.6	----	38/740	684/14.0	11.4	14.0				WIOQ-F
9. WYSP-F	(CL AOR)	32/ 3.7	3.6	5.4	3.7	4.9	----	34/775	734/15.0	12.5	15.8				WYSP-F
10. WXTU-F	(C)	31/ 3.6	2.1	3.6	5.1	3.9	----	31/480	461/ 9.4	7.5	9.1				WXTU-F
11. WKSZ-F	(SAC)	23/ 2.7	2.7	2.9	3.4	4.0	----	23/382	356/ 7.3	9.5	9.2				WKSZ-F
12. WWDB-F	(T)	22/ 2.6	1.8	1.2	1.9	2.9	----	22/308	308/ 6.3	5.9	3.9				WWDB-F
13. WEAZ-F	(SAC)	21/ 2.4	2.5	1.9	2.4	2.6	----	25/528	462/ 9.4	8.9	7.7				WEAZ-F
14. WFLN-F	(CL)	19/ 2.2	2.1	3.0	2.1	1.2	----	20/304	297/ 6.1	5.7	7.5				WFLN-F
WEQX-F	(CHR)	19/ 2.2	3.5	3.7	4.0	3.0	----	19/609	583/11.9	14.0	14.8				WEQX-F
16. WIYY-F	(AOR)	17/ 2.0	2.5	2.4	0.9	1.7	----	17/273	264/ 5.4	4.9	5.3				WIYY-F
WDSD-F	(C)	17/ 2.0	2.3	2.0	2.7	1.9	----	56/622	322/ 6.6	6.2	5.3				WDSD-F
18.															
19.															
20.															

12+ FM SHARE (METRO): 80.97% (604 of 746) (FAL 90: 82.98%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIOQ-F>>	1 WSTW-F	1 WSTW-F<	1 WJBR-F<	1 WJBR-F<	1 WDEL	1 WJBR-F<	1 WJBR-F	1 WSTW-F	1 WUSL-F>	1 WILM
2 WEQX-F>>	2 WJBR-F	2 WJBR-F	2 WSTW-F	2 WSTW-F	2 WILM >	2 WDEL	2 WSTW-F>	2 WJBR-F	2 WMMR-F	2 WWDB-F>
3	3 WMMR-F	3 WMMR-F	3 WMMR-F	3 WMMR-F	3 WSTW-F<	3 WSTW-F	3 WMMR-F>	3 WMMR-F	3 WJBR-F	3 WDEL
4	4 WUSL-F>	4 WUSL-F>	4 WUSL-F>	4 WUSL-F	4 WOGL-F	4 WILM	4 WUSL-F<	4 WUSL-F	4 WOGL-F	4
5	5 WYSP-F	5 WYSP-F	5 WYSP-F	5 WOGL-F	5	5	5 WDEL	5	WIOQ-F<	5
									6 WSTW-F	
									WDEL	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WSTW-F>	1 WJBR-F<	1 WJBR-F	1 WJBR-F	1 WJBR-F>
2 WJBR-F	2 WSTW-F>	2 WSTW-F>	2 WSTW-F>	2 WSTW-F>
3 WMMR-F	3 WMMR-F>	3 WMMR-F	3 WUSL-F	3 WUSL-F
4 WIOQ-F>	4 WUSL-F	4 WUSL-F	WMMR-F	4 WKSZ-F
5 WUSL-F	5	5	5	5 WMMR-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WUSL-F>	1 WSTW-F	1 WSTW-F	1 WMMR-F	1 WMMR-F
2 WMMR-F	2 WUSL-F	2 WMMR-F	2 WSTW-F	2 WSTW-F>
3 WYSP-F	WMMR-F	3 WYSP-F	3 WUSL-F	3 WOGL-F
WSTW-F	4 WYSP-F	4 WUSL-F	4 WJBR-F	WJBR-F
5 WJBR-F	5 WJBR-F	WJBR-F	5 WYSP-F	5 WUSL-F
6 WIYY-F		WDSD-F		

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		56 (3)	56 (3)	7.5	19.4
AOR/CLASSIC		107 (3)	107 (3)	14.3	16.5
AC/OLDIES/SOFT ROCK	1 (1)	220 (7)	221 (8)	29.6	19.3
NOR/VARIETY	60 (2)		60 (2)	8.0	5.2
COUNTRY		48 (2)	48 (2)	6.4	10.0
BLACK/URBAN		71 (2)	71 (2)	9.5	10.8
BEAUTIFUL/EASY		44 (2)	44 (2)	5.9	2.8
NEWS/TALK	63 (3)	22 (1)	85 (4)	11.4	8.1
NOSTALGIA	12 (1)		12 (1)	1.6	4.3
RELIGION/GOSPEL	6 (1)	5 (1)	11 (2)	1.5	
SPANISH					
CLASSICAL		19 (1)	19 (1)	2.5	3.3
JAZZ/NEW AGE					
UNKNOWN/OTHERS		12 (1)	12 (1)	1.6	0.4
	142 (8)	604 (23)	746 (31)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WNNN-F	101.7	Canton/Wilmngtn	0.6/2.0/ 5/ 96
WNRK	1260	Newark/Elkton	0.7/2.6/ 6/ 128
KYW	1060	Philadelphia	0.8/7.1/ 7/ 364
WBSB-F	104.3	Baltimore	0.5/3.2/ 6/ 211
WDAS-F	105.3	Philadelphia	1.9/6.4/ 18/ 348
WIP	610	Philadelphia	1.4/6.4/ 13/ 324
WMGK-F	102.9	Philadelphia	1.4/6.1/ 13/ 333
WNAP	1110	Norristown	0.7/1.4/ 6/ 67
WOGL	1210	Philadelphia	0.1/1.4/ 2/ 105
WPEN	950	Philadelphia	1.4/3.0/ 12/ 147
WQSR-F	105.7	Catonsville	0.6/2.3/ 8/ 137
WWMX-F	106.5	Baltimore	0.5/2.5/ 4/ 120
WXCY-F	103.7	Havre de Grace	1.4/3.8/ 12/ 193
WYXR-F	104.5	Philadelphia	0.6/4.4/ 5/ 214

RADIO STATIONS

WAMS, 1380, 5 KW/1 KW , OLDIES ABC , $ 11.00 (K & P)
WDEL, 1150, 5 KW (DA-2) , NOR/FULL SER. APR , $ 36.00 (Eastman)
WILM, 1450, 1 KW , NEWS/TALK CBS, NBS , $ 30.00 (Savall1)

WJBR-F, 99.5, 50 KW @ 500, AC APR, UNIPWR , $ 75.00 (Katz) CRB
WSTW-F, 93.7, 50 KW @ 490, CHR/AC , $ 71.00 (Eastman)
WDWD-F, 94.7, 50 KW @ 492, COUNTRY , $ 24.00 (Roslin) (DOVER)

American Radio Fall 1991, Copyright 1992

WORCESTER

Arbitron Rank/Pop (12+): 93/374,200
MSA Rank/Pop: 108/418,000
Boston ADI
Average Person Ratings: 16.8
Market TSL: 22.25 hours

Stations: 32/5
Diaries: 799/468:1/52.3%
Sample Target: 820
% Below Line: 54.3
% Not Listed: 13.1

1991 Revenue: $10,100,000
HH Inc.: $38,503
Retail $: 4.1 Bil
Pop per Station: 74,840
#1 Biller: WAAF/WFTQ $3,200,000

12+ METRO		1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90		Birch Share	Birch AQH	Birch Cume	
1. WSRS-F	(SAC)	82/13.1	12.6	15.1	11.9	13.1	----	117/1540	1095/29.3	29.4	27.1		13.3	137	1589	WSRS-F
2. WAAF-F	(AOR)	55/ 8.8	9.1	8.0	10.8	10.8	----	116/1534	824/22.0	20.4	20.7		14.6	150	1562	WAAF-F
WXLO-F	(AC)	55/ 8.8	7.1	6.9	5.6	8.0	----	88/1241	749/20.0	18.0	15.8		7.9	81	1227	WXLO-F
4. WTAG	(FS)	50/ 8.0	9.1	8.0	8.4	7.9	----	51/853	771/20.6	22.7	18.6		4.9	50	956	WTAG
5. WZOU-F	(AOR)	41/ 6.5	6.8	7.1	7.2	7.4	----	61/1263	784/21.0	20.5	18.6		6.6	68	1105	WZOU-F
6. WBZ	(T)	29/ 4.6	4.3	3.8	4.4	3.3	----	50/859	481/12.9	12.6	8.8		3.7	38	594	WBZ
7. WBCN-F	(AOR)	23/ 3.7	2.8	3.0	1.9	2.8	----	47/645	355/ 9.5	9.0	8.0		5.3	54	530	WBCN-F
8. WZLX-F	(CL AOR)	22/ 3.5	3.7	3.9	4.4	2.0	----	37/767	423/11.3	9.5	9.7		3.8	39	630	WZLX-F
WODS-F	(O)	22/ 3.5	2.8	4.7	3.3	4.2	----	31/611	427/11.4	9.4	10.8		2.5	26	713	WODS-F
10. WBMX-F	(AC)	20/ 3.2	2.6	2.2	2.3	1.4	----	36/738	413/11.0	11.5	9.4		2.4	25	541	WBMX-F
11. WORC	(O)	15/ 2.4	2.6	0.9	0.9	1.7	----	15/243	233/ 6.2	6.4	5.1		1.8	19	381	WORC
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 77.66% (424 of 546) (FAL 90: 74.73%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	WZOU-F	1 WAAF-F	1 WXLO-F	1 WSRS-F	1 WSRS-F	1 WSRS-F	1 WSRS-F	1 WSRS-F	1 WSRS-F	1 WSRS-F	1 WBZ
	WAAF-F>>	2 WXLO-F>	WSRS-F	2 WXLO-F>	2 WXLO-F>	2 WTAG >	2 WTAG	2 WXLO-F>	2 WAAF-F<	2 WAAF-F	2 WTAG
3		3 WZOU-F	3 WAAF-F>	3 WAAF-F	3 WAAF-F	3 WBZ >	3 WXLO-F	3 WAAF-F>	3 WXLO-F	3 WTAG	3 WSRS-F>
4		4 WSRS-F	4 WZOU-F	4 WBCN-F	4 WODS-F	4 WXLO-F	4 WAAF-F	4 WTAG	4	4 WZOU-F	4 WXLO-F
5		5 WZLX-F	5	5	5	5	5	5	5	5	5

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	WZOU-F	1 WXLO-F>	1 WXLO-F>	1 WSRS-F<	1 WSRS-F	1 WAAF-F>>	1 WAAF-F>>	1 WAAF-F	1 WAAF-F>	1 WBCN-F
	WXLO-F	2 WZOU-F	2 WSRS-F>	2 WXLO-F>	2 WXLO-F>>	2 WZOU-F	2 WBCN-F	2 WBCN-F	2 WBCN-F	2 WXLO-F
3	WAAF-F>	WSRS-F	3 WBMX-F	3 WZOU-F	3 WBMX-F	WBCN-F	3 WXLO-F	WXLO-F	3 WXLO-F	WSRS-F
4	WSRS-F>	4 WAAF-F	4 WZOU-F	4 WAAF-F	4 WODS-F	4 WZLX-F	4 WZLX-F	4 WZLX-F	4 WSRS-F	4 WAAF-F
5	WZLX-F	5	WAAF-F	5	WTAG	WBRU-F	5	5	5	5
	WXKS-F	6	6 WZLX-F	6	6	WXLO-F	6	6	6	6
						WSRS-F				

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		11 (2)	11 (2)	2.0	11.3
AOR/CLASSIC		163 (7)	163 (7)	29.9	18.1
AC/OLDIES/SOFT ROCK	20 (2)	111 (6)	131 (8)	24.0	21.9
MOR/VARIETY	50 (1)		50 (1)	9.2	15.6
COUNTRY		16 (2)	16 (2)	2.9	4.3
BLACK/URBAN					0.5
BEAUTIFUL/EASY		96 (3)	96 (3)	17.6	17.2
NEWS/TALK	41 (3)		41 (3)	7.5	1.1
NOSTALGIA		9 (1)	9 (1)	1.6	6.3
RELIGION/GOSPEL					
SPANISH					
CLASSICAL		11 (1)	11 (1)	2.0	2.5
JAZZ/NEW AGE		7 (1)	7 (1)	1.3	1.3
UNKNOWN/OTHERS	11 (3)		11 (3)	2.0	
	122 (9)	424 (23)	546 (32)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WVNE	760	Leicester	0.5/1.9/ 5/ 97
WBOS-F	92.9	Brookline/Bston	1.9/5.3/ 23/ 338
WBRU-F	95.5	Providence	1.1/3.8/ 10/ 199
WCDJ-F	96.9	Boston	1.1/4.5/ 12/ 235
WCRB-F	102.5	Waltham/Boston	1.8/6.1/ 13/ 317
WCTK-F	98.1	New Bedford	0.8/2.8/ 6/ 180
WEEI	590	Boston	0.2/3.3/ 1/ 132
WESO	970	Southbridge	0.8/2.5/ 7/ 128
WHJX-F	106.7	Boston	0.5/4.9/ 7/ 304
WPLM-F	99.1	Plymouth/Bos.	1.4/2.9/ 16/ 243
WPRO-F	92.3	Providence	0.3/4.1/ 7/ 289
WQVR-F	100.1	Southbridge	1.9/5.6/ 18/ 319
WRKO	680	Boston	1.8/3.1/ 12/ 198
WSRO	1470	Marlboro	1.0/1.5/ 6/ 56
WSSH-F	99.5	Lowell/Boston	1.9/5.1/ 31/ 465
WVBF-F	105.7	Framingham/Bstn	1.1/4.1/ 18/ 347
WVEI	1440	Worcester	0.3/2.7/ 2/ 100
WWBB-F	101.5	Providence	0.6/2.8/ 5/ 211
WWLI-F	105.1	Providence	0.3/1.7/ 15/ 230
WWRX-F	103.7	Westerly/Prvdnc	0.5/2.0/ 14/ 210
WXKS-F	107.9	Medford/Boston	1.4/6.0/ 16/ 545

RADIO STATIONS

WFTQ, 1440, 5 KW (DA-2)	, AOR	ABC, UNIWPR , $	NA	(Katz)	Zapis
WNEB, 1230, 1 KW	, NOSTALGIA	CBS, MBS, $	19.00	(Savalli)	
WORC, 1310, 5 KW/1 KW (DA-2)	, OLDIES	CNN, UNISUP, $	14.00	(Kettell)	
WTAG, 580, 5 KW (DA-2)	, MOR/FULL S.	NBC, TALKNT , $	42.00	(Banner)	Knight
WAAF-F, 107.3, 19 KW @ 823, AOR		UNIPWR , $	95.00	(Katz)	Zapis
WSRS-F, 96.1, 17 KW @ 863, EZ/SOFT AC		, $	75.00	(Banner)	Knight
WXLO-F, 104.5, 37 KW @ 670, AC		APR , $	45.00	(McGuild)	

OTHER RANKED STATIONS -- See Boston

YORK

Arbitron Rank/Pop (12+): 102/354,600
MSA Rank/Pop: 114/415,000
ADI # 47 (w/Harrisburg & Lancaster)
Average Person Ratings: 17.4
Market TSL: 22.50 hours

Stations: 27/10
Diaries: 840/422:1/66.8%
Sample Target: 810
% Below Line: 37.7
% Not Listed: 14.3

1991 Revenue: $11,700,000
MM Inc.: $32,405
Retail $: 3.2 Bil
Pop per Station: 35,460
#1 Biller: WARM-F $3,300,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WGTY-F	(C)	76/12.3	8.1	11.3	10.5	9.3	10.6	81/933	811/22.9	17.1	12.9	10.8	67	646	WGTY-F
2. WARM-F	(SAC)	65/10.6	12.3	11.6	11.9	11.2	11.6	135/1807	797/22.5	23.6	22.9	8.1	50	633	WARM-F
3. WYCR-F	(CHR)	52/ 8.4	10.0	6.3	9.6	8.6	8.6	70/1449	793/22.4	21.1	22.2	10.0	62	961	WYCR-F
4. WRKZ-F	(C)	40/ 6.5	7.9	5.5	8.5	7.1	7.1	159/1823	501/14.1	13.7	14.0	7.6	47	505	WRKZ-F
5. WSBA	(FS)	37/ 6.0	6.6	5.5	6.0	7.4	6.0	46/791	678/19.1	14.2	18.7	6.1	38	570	WSBA
6. WNCE-F	(EZ)	34/ 5.5	5.8	4.3	4.1	4.6	4.9	110/1558	459/12.9	10.5	10.9	3.5	22	296	WNCE-F
7. WTPA-F	(AOR)	28/ 4.5	3.5	6.0	3.6	3.6	4.4	116/1331	314/ 8.9	11.6	9.0	5.3	33	389	WTPA-F
8. WQXA-F	(CHR)	27/ 4.4	4.4	6.7	5.7	5.6	5.3	79/1589	465/13.1	17.8	15.3	8.9	56	722	WQXA-F
9. WGRX-F	(CL AOR)	23/ 3.7	3.8	4.0	3.6	3.3	3.7	30/629	395/11.1	11.1	12.0	4.2	26	393	WGRX-F
10. WWKL-F	(O)	21/ 3.4	2.1	2.8	2.8	3.3	2.8	111/1366	220/ 6.2	8.6	6.8	2.1	13	200	WWKL-F
11. WHTF-F	(CL AOR)	19/ 3.1	2.8	2.5	2.3	2.1	2.7	78/1339	319/ 9.0	9.9	8.7	4.0	25	392	WHTF-F
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 87.50% (462 of 528) (FAL 90: 86.68%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYCR-F>>	1 WYCR-F<	1 WARM-F<	1 WARM-F<	1 WGTY-F<	1 WGTY-F	1 WGTY-F	1 WARM-F	1 WARM-F	1 WYCR-F	1 WGTY-F>>
2 WQXA-F	2 WGTY-F	2 WGTY-F>	2 WGTY-F>	2 WARM-F>	2 WARM-F	2 WARM-F	2 WGTY-F>	2 WGTY-F	2 WGTY-F>	2 WRKZ-F
3	3 WTPA-F	3 WYCR-F	3 WRKZ-F<	3 WRKZ-F	3 WSBA <	3 WSBA	3 WNCE-F	3 WYCR-F	3 WQXA-F	WSBA
4	WARM-F	4 WRKZ-F	4 WYCR-F	4 WYCR-F	4 WNCE-F	4 WYCR-F	4 WRKZ-F	4 WRKZ-F	WARM-F>	WARM-F
5	5	5 WTPA-F	5	5	5 WRKZ-F	5	5 WTPA-F<	5	5 WRKZ-F	5
							6 WYCR-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WYCR-F>	1 WARM-F<	1 WGTY-F	1 WARM-F>	1 WARM-F>
2 WARM-F	2 WGTY-F	WARM-F>	2 WGTY-F	2 WGTY-F>
3 WGRX-F	3 WYCR-F>	3 WYCR-F	3 WYCR-F>	3 WRKZ-F
WGTY-F>	4 WQXA-F>	4 WQXA-F	4 WRKZ-F	WYCR-F
5 WQXA-F	5 WGRX-F	5 WRKZ-F	5 WQXA-F	5

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WTPA-F>>	1 WTPA-F>	1 WYCR-F>	1 WGTY-F>	1 WGTY-F>
2 WQXA-F	2 WYCR-F	2 WTPA-F	2 WTPA-F	2 WRKZ-F
3 WYCR-F	3 WGTY-F	WRKZ-F	3 WARM-F	3 WARM-F
WGTY-F>	4 WHTF-F	WPOC-F	4 WYCR-F	4 WYCR-F
5 WHTF-F	5 WGRX-F	WGRX-F	5 WRKZ-F	5 WTPA-F
		WHTF-F		WGRX-F
		WGTY-F		WHTF-F
		WARM-F		

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		85 (3)	85 (3)	16.1	17.4
AOR/CLASSIC		80 (4)	80 (4)	15.2	15.3
AC/OLDIES/SOFT ROCK		29 (3)	29 (3)	5.5	18.1
MOR/VARIETY	54 (3)		54 (3)	10.2	10.4
COUNTRY		136 (4)	136 (4)	25.8	24.5
BLACK/URBAN					
BEAUTIFUL/EASY		118 (5)	118 (5)	22.3	9.3
NEWS/TALK	2 (1)		2 (1)	0.4	1.5
NOSTALGIA	8 (1)		8 (1)	1.5	0.8
RELIGION/GOSPEL		14 (2)	14 (2)	2.7	1.2
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	2 (1)		2 (1)	0.4	1.5
	66 (6)	462 (21)	528 (27)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WGCB-F	96.1	Red Lion	0.5/2.5/ 6/ 217
WGET	1320	Gettysburg	1.1/4.2/ 7/ 155
WHVR	1280	Hanover	1.3/4.7/ 8/ 167
WOYK	1350	York	0.3/2.2/ 2/ 86
WBAL	1090	Baltimore	0.3/2.0/ 6/ 137
WDAC-F	94.5	Lancaster	1.8/4.2/ 58/ 864
WFRE-F	99.9	Frederick	0.8/2.7/ 5/ 119
WHP	580	Harrisburg	1.6/4.7/ 92/ 987
WHP -F	97.3	Harrisburg	0.8/3.6/ 48/ 626
WIMX-F	99.3	Harrisburg	0.8/3.0/ 54/ 891
WIOV-F	105.1	Ephrata/Lancast	0.3/2.5/ 53/ 819
WIYY-F	97.9	Baltimore	1.6/4.4/ 13/ 234
WNNK-F	104.1	Harrisburg	1.0/5.6/138/1895
WPOC-F	93.1	Baltimore	2.9/6.5/ 18/ 327
WWMD-F	104.7	Hagerstown	1.5/4.9/ 11/ 216
WWMX-F	106.5	Baltimore	0.5/1.9/ 3/ 67

RADIO STATIONS

WGET, 1320, 1 KW/500 W (DA-2), MOR — MBS , $ 14.00 (In House) — (GETTYSBURG)
WHVR, 1280, 5 KW/500 W (DA-2), MOR — NBC , $ 10.00 (HNWH)
WSBA, 910, 5 KW/1 KW (DA-2) , MOR/FULL SER. — , $ 48.00 (Eastman) — Susquehanna

WARM-F, 103.3, 6 KW @ 1306, SOFT AC — , $ 55.00 (Eastman) — Susquehanna
WGTY-F, 107.7, 16 KW @ 829, COUNTRY — MBS , $ 30.00 (In House) — (GETTYSBURG)
WHTF-F, 92.7, .7 KW @ 700, CLASSIC AOR — SOURCE , $ 28.00 (McGuild)
WQXA-F, 105.7, 25 KW @ 704, CHR — , $ 32.00 (Durpetti)
WYCR-F, 98.5, 11 KW @ 928, CHR — , $ 43.00 (HNWH)

OTHER RANKED STATIONS -- See Harrisburg, Lancaster and Baltimore

American Radio Fall 1991, Copyright 1992

YOUNGSTOWN

Arbitron Rank/Pop (12+): 86/407,000
MSA Rank/Pop: 102/504,000
ADI # 91
Average Person Ratings: 18.1
Market TSL: 23.75 hours

Stations: 22/16
Diaries: 999/407:1/55.7%
Sample Target: 940
% Below Line: 4.6
% Not Listed: 15.9

1991 Revenue: $10,800,000
HH Inc.: $29,417
Retail $: 3.6 Bil
Pop per Station: 25,437
#1 Biller: WHOT-F $2,000,000

12+ METRO		1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WQXK-F	(C)	88/12.0	11.6	11.2	10.6	8.7	11.4	131/1396	917/22.5	21.0	17.7	11.3	72	771	WQXK-F
2. WKBN	(N/T)	85/11.5	10.4	10.9	9.4	10.9	10.5	103/1095	892/21.9	18.2	23.1	10.9	70	691	WKBN
3. WHOT-F	(CHR)	78/10.6	10.8	11.0	13.1	10.2	11.4	120/1894	1188/29.2	31.5	31.4	12.0	77	1391	WHOT-F
4. WKBN-F	(SAC)	62/ 8.4	10.0	7.8	7.7	9.0	8.5	95/1404	925/22.7	21.0	19.0	5.6	36	626	WKBN-F
5. WBBG-F	(O)	60/ 8.2	8.7	10.5	8.8	8.9	9.1	87/1172	802/19.7	22.6	18.8	8.9	57	576	WBBG-F
6. WNCD-F	(AOR)	56/ 7.6	7.7	7.7	7.5	7.9	7.6	59/828	745/18.3	18.9	16.1	11.4	73	725	WNCD-F
7. WHOT	(BB)	35/ 4.8	5.0	5.6	3.7	4.2	4.8	44/586	489/12.0	10.4	10.6	4.2	27	197	WHOT
8. WYFM-F	(AC)	33/ 4.5	3.6	5.5	5.6	6.8	4.8	74/1188	646/15.9	15.4	17.4	4.1	26	520	WYFM-F
9. WRKU-F	(AOR)	21/ 2.9	3.1	2.1	1.4	2.0	2.4	73/825	331/ 8.1	2.8	3.9	4.1	26	358	WRKU-F
10. WSOM	(BB)	19/ 2.6	2.2	2.4	2.2	2.0	2.3	31/543	346/ 8.5	5.6	6.0	1.1	7	270	WSOM
11. WBBW	(T)	18/ 2.4	1.9	3.2	2.7	2.9	2.5	19/388	377/ 9.3	10.8	12.2	3.0	19	345	WBBW
12. WPHR-F	(CHR)	15/ 2.0	2.7	3.5	4.2	3.6	3.1	17/439	383/ 9.4	13.5	13.1	4.1	26	590	WPHR-F
13.															
14.															
15.															

12+ FM SHARE (METRO): 68.66% (425 of 619) (FAL 90: 77.39%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	WHOT-F>>	WNCD-F	WBBG-F<	WBBG-F	WQXK-F<	WKBN >	WKBN >	WQXK-F	WQXK-F	WHOT-F	WKBN
2	WNCD-F>	WHOT-F	WHOT-F<	WQXK-F	WBBG-F>	WQXK-F	WHOT-F<	WKBN <	WHOT-F	WNCD-F	WBBG-F
3	WPHR-F	WQXK-F>	WQXK-F<	WNCD-F	WKBN-F	WKBN-F	WQXK-F>	WKBN-F	WNCD-F	WQXK-F	WKBN-F>
4		WYFM-F	WNCD-F>	WKBN-F	WNCD-F	WBBG-F	WKBN-F	WHOT-F	WKBN	WKBN	WQXK-F
5		WBBG-F	WKBN-F	WHOT-F	WHOT-F	WHOT	WBBG-F	WBBG-F	WKBN-F	WBBG-F	WNCD-F
6		WRKU-F	WYFM-F	WYFM-F	WYFM-F	WHOT-F		WNCD-F	WBBG-F		
		WKBN-F									

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1	WHOT-F>>	WHOT-F>	WQXK-F	WHOT-F	WQXK-F
2	WQXK-F	WQXK-F	WYFM-F	WQXK-F	WKBN-F<
	WNCD-F>	WYFM-F	WKBN-F	WKBN-F	WHOT-F
4	WPHR-F	WKBN-F>	WHOT-F	WYFM-F	WBBG-F
	WYFM-F	WBBG-F>	WBBG-F	WBBG-F	WYFM-F
	WKBN-F		WRKU-F>		

	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	WNCD-F>	WNCD-F>>	WNCD-F>>	WNCD-F	WBBG-F>
2	WHOT-F>	WQXK-F	WBBG-F	WBBG-F>	WQXK-F
3	WQXK-F	WHOT-F	WRKU-F	WQXK-F>	WNCD-F>>
4	WRKU-F	WRKU-F	WQXK-F>	WHOT-F	WKBN
5		WBBG-F	WYFM-F	WRKU-F	WYFM-F
6					WKBN-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %
TOP 40/CHR/CONTEMP		93 (2)	93 (2)	15.0	19.2
AOR/CLASSIC		77 (2)	77 (2)	12.4	13.5
AC/OLDIES/SOFT ROCK	5 (1)	98 (3)	103 (4)	16.6	18.2
MOR/VARIETY	3 (1)		3 (1)	0.5	1.6
COUNTRY		88 (1)	88 (1)	14.2	10.8
BLACK/URBAN	8 (1)		8 (1)	1.3	
BEAUTIFUL/EASY		65 (2)	65 (2)	10.5	12.2
NEWS/TALK	110 (4)		110 (4)	17.8	14.0
NOSTALGIA	54 (2)		54 (2)	8.7	6.0
RELIGION/GOSPEL	6 (1)	4 (1)	10 (2)	1.6	1.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	8 (1)		8 (1)	1.3	3.3
	194 (11)	425 (11)	619 (22)		

OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME TSA
WANR	1570	Warren	1.1/3.0/ 8/ 122
WGFT	1500	Youngstown	0.8/2.6/ 6/ 105
WNRB	1540	Niles	1.1/2.7/ 8/ 111
WRRO	1440	Warren	0.7/4.5/ 6/ 193
WYWR	1330	Campbell/Yngstn	0.4/2.1/ 3/ 86
KDKA	1020	Pittsburgh	0.4/1.8/ 13/ 308
WMJI-F	105.7	Cleveland	0.7/2.9/ 5/ 124
WREO-F	97.1	Ashtabula	0.4/1.1/ 5/ 104
WTOF-F	98.1	Canton/Akron	0.5/2.8/ 6/ 157
WWWE	1100	Cleveland	0.5/2.6/ 4/ 126

RADIO STATIONS

WBBW ,	1240,	1 KW (DA-1) ,	Talk	ABC, $23.00	(Christal)	H & D	
WHOT ,	1390,	5 KW/1 KW (DA-2) ,	Nostalgia	UNISUP UNIULT, $*9.00	(Mc-Guild)	Myron Jones	
WKBN ,	570,	5 KW (DA-N) ,	News/Talk	CBS, $35.00	(Katz)		
WBBG-F,	93.3,	50 KW @ 280 ,	Oldies	ABC, $45.00	(Christal)	H & D	
WHOT-F,	101.1,	24 KW @ 711 ,	CHR	, $51.00	(Mc-Guild)	Myron Jones	
WKBN-F,	98.9,	6 KW @ 1370 ,	EZ/Soft AC	UNISUP, $39.00	(Katz)		
WNCD-F,	106.1,	3 KW @ 328 ,	Classic AOR	, $34.00	(Torbet)	(NILES)	
WQXK-F,	105.1,	88 KW @ 430 ,	Country	UNIULT, $42.00	(Banner)	Legend (SALEM)	
WYFM-F,	102.9,	26 KW @ 455 ,	AC	ABC, $36.00	(Durpetti)	Regional (SHARON)	

Miscellaneous: WSOM,WQXK-F from Legend to Lincoln for $6,000,000 (Blackburn)...

American Radio Fall 1991, Copyright 1992

CONDENSED MARKETS

American Radio Fall 1991, Copyright 1992

ABILENE, TX

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	METRO CUME	METRO CUME RATING F91	S91	S90
1. KEAN-F	49/25.5	25.0	20.8	21.6	----	449	37.8	42.4	35.4
2. KFQX-F	25/13.0	13.7	12.9	11.8	----	319	26.8	25.7	25.9
3. KEYJ-F	18/ 9.4	10.8	9.0	6.4	----	198	16.7	17.3	13.7
4. KKHR-F	12/ 6.3	6.4	1.1	1.5	----	202	17.0	11.3	4.0
5. KORQ-F	9/ 4.7	6.4	7.3	8.8	----	174	14.6	18.7	21.2
6. KNTS	8/ 4.2	2.5	1.1	2.9	----	109	9.2	6.1	5.0
7. KWZD-F	6/ 3.1	6.9	9.0	4.4	----	196	16.5	18.9	14.5
8. KBCY-F	4/ 2.1	2.0	3.9	5.9	----	135	11.4	9.2	12.4
KVRP-F	4/ 2.1	0.5	----	2.0	----	47	4.0	5.4	3.3

	12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35
1	KEAN-F>>	KEAN-F>>	KEAN-F>>	KFQX-F>	KEYJ-F	KEAN-F>>	KEAN-F>>
2	KFQX-F	KEYJ-F	KFQX-F>	KEAN-F>>	KEAN-F	KEYJ-F	
3	KEYJ-F	KNTS	KKHR-F		KFQX-F	KKHR-F	
4		KFQX-F					
5							

OTHER RATED STATIONS			SHARE/CUME RTG/AQH/CUME
KEAN	1280	Tye/Abilene	1.6/4.5/3/ 53
KHXS-F	106.3	Abilene	1.6/5.4/3/ 64
KVRP	1400	Stamford	0.5/1.3/1/ 16
WBAP	820	Ft. Worth	1.0/2.8/2/ 33

BEAUMONT - PORT ARTHUR, TX

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	METRO CUME	METRO CUME RATING F91	S91	S90
1. KAYD-F	78/17.3	15.2	13.3	12.9	10.8	712	24.6	28.6	23.9
2. KYKR-F	50/11.1	9.7	7.0	11.9	7.7	663	22.9	18.2	21.9
3. KHYS-F	42/ 9.3	12.1	11.6	10.4	18.8	460	15.9	17.3	15.7
4. KIOC-F	32/ 7.1	3.7	4.0	5.6	5.2	553	19.1	13.7	15.3
5. KKMY-F	25/ 5.6	7.8	8.9	8.3	9.2	438	15.1	14.7	19.7
6. KLVI	22/ 4.9	4.1	5.7	4.6	3.8	412	14.2	11.8	10.6
7. KZZB-F	20/ 4.4	5.3	5.5	5.0	6.5	446	15.4	20.4	18.2
8. KTRH	19/ 4.2	2.3	4.0	1.9	5.4	214	7.4	6.9	6.2
9. KALO	17/ 3.8	2.7	4.4	9.8	6.9	144	5.0	7.6	12.2
10. KQXY-F	16/ 3.6	1.6	2.3	5.4	4.6	236	8.2	5.9	12.4
KYKZ-F	16/ 3.6	3.1	4.4	1.2	----	330	11.4	8.0	5.1
12. KKPH	15/ 3.3	4.3	3.6	----	0.4	173	6.0	5.1	----

	12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1	KAYD-F>	KAYD-F>	KAYD-F>>	KHYS-F	KAYD-F>	KAYD-F>	KAYD-F>
2	KYKR-F>	KYKR-F	KYKR-F	KAYD-F	KHYS-F<	KHYS-F	KYKR-F
3	KIOC-F	KHYS-F	KHYS-F	KYKR-F	KIOC-F	KYKR-F	KHYS-F
4	KHYS-F	KLVI >	KKMY-F<	KZZB-F	KYKR-F	KKMY-F	
5	KLVI	KIOC-F	KIOC-F	KIOC-F	KKMY-F		

OTHER RATED STATIONS			SHARE/CUME RTG/AQH/CUME
KOLE	1340	Port Arthur	1.8/4.5/ 8/131
KTFA-F	92.5	Groves	1.8/4.7/11/135
KWIC-F	107.9	Beaumont	2.4/4.9/11/141
KBXX-F	97.9	Houston	1.1/4.3/ 5/123

American Radio Fall 1991, Copyright 1992

BILLINGS, MT

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	METRO CUME	METRO CUME RATING F91	S91	S90
1. KCTR-F	35/23.8	21.9	----	12.4	----	325	35.5	38.0	21.9
2. KZLS-F	20/13.6	9.4	----	13.6	----	252	27.5	22.4	29.4
3. KYYA-F	12/ 8.2	9.4	----	11.2	----	186	20.3	25.9	29.4
4. KOHZ-F	11/ 7.5	8.8	----	10.1	----	130	14.2	19.6	16.5
5. KGHL	10/ 6.8	7.5	----	11.2	----	183	20.0	15.2	22.0
KRKX-F	10/ 6.8	10.0	----	8.3	----	104	11.4	14.8	15.1
7. KIDX-F	9/ 6.1	6.9	----	10.7	----	133	14.5	15.3	21.2
8. KCTR	8/ 5.4	1.9	----	3.0	----	108	11.8	11.8	10.5
9. KBLG	6/ 4.1	4.4	----	2.4	----	108	11.8	10.5	8.3
10. KURL	5/ 3.4	3.8	----	1.8	----	82	9.0	9.4	7.2

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 KCTR-F>>	1 KCTR-F>>	1 KCTR-F>>	1 KZLS-F<	1 KCTR-F>>	1 KCTR-F>>	1 KCTR-F>
2 KZLS-F>	2 KZLS-F	2 KZLS-F>	2 KCTR-F>	2 KZLS-F>	2 KOHZ-F	2 KOHZ-F
3 KIDX-F	3 KOHZ-F	3 KRKX-F	3 KRKX-F	3 KRKX-F	3 KIDX-F	3 KBLG
KOHZ-F	KYYA-F	4 KOHZ-F	4 KBLG	4 KYYA-F	KYYA-F	KCTR
5 KYYA-F	5 KGHL	5 KYYA-F	KOHZ-F	5 KIDX-F	KZLS-F	5
			KYYA-F			

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

BURLINGTON, VT

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	METRO CUME	METRO CUME RATING F91	S91	S90
1. WIZN-F	22/11.5	11.2	10.6	13.9	14.0	328	30.7	25.9	34.9
2. WOKO-F	24/12.6	12.4	13.4	4.6	10.2	233	19.9	23.6	13.9
3. WXXX-F	23/12.0	16.5	14.8	14.9	18.3	342	29.2	33.5	37.9
4. WEZF-F	22/11.5	11.2	10.6	13.9	14.0	360	30.7	25.9	34.9
5. WJOY	15/ 7.9	2.4	3.7	1.5	7.5	161	13.7	11.1	10.0
6. WNCS-F	8/ 4.2	2.9	4.2	----	----	170	14.5	14.7	----
WVMT	8/ 4.2	6.5	4.2	4.1	4.3	160	13.7	12.0	13.8
8. WKDR	6/ 3.1	2.9	2.3	2.6	4.3	48	4.1	5.1	3.2
9. WDOT	4/ 2.1	1.8	0.5	4.6	6.5	64	5.5	10.5	7.0

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WEZF-F	1 WIZN-F	1 WIZN-F	1 WEZF-F	1 WIZN-F	1 WEZF-F	1 WOKO-F>
2 WOKO-F	2 WOKO-F	2 WXXX-F	2 WXXX-F	2 WXXX-F>	2 WIZN-F	2 WEZF-F>
3 WXXX-F	3 WEZF-F	3 WOKO-F	3 WIZN-F	3 WEZF-F	WOKO-F	3 WJOY
4 WIZN-F	4 WJOY	4 WEZF-F	4	4	4	4
5	WXXX-F	5 WJOY	5	5	5	5

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

WDOT-F	96.1	Warren	1.0/ 2.5/2/ 46
WGLY-F	103.1	Waterbury	1.0/ 2.5/2/ 29
WLFE-F	102.3	St. Albans	0.5/ 3.8/1/ 44
WGFB-F	99.9	Plattsburgh	1.6/10.9/3/128
WVMX-F	101.7	Stowe	0.5/ 2.8/1/ 33
CHOM-F	97.7	Montreal	1.0/ 3.3/2/ 39

American Radio Fall 1991, Copyright 1992

CAPE COD, MA

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	METRO CUME	METRO CUME RATING F91	591	890
1. WQRC-F	46/15.7	14.9	17.0	22.0	21.7	573	34.9	30.7	33.4
2. WPXC-F	28/ 9.6	11.6	9.2	9.6	12.7	381	23.2	23.7	15.8
3. WKPE-F	23/ 7.8	6.3	7.2	8.6	7.3	375	22.8	20.9	20.8
4. WPLM-F	18/ 6.1	8.9	5.6	3.8	6.0	275	16.7	18.3	15.3
5. WFCC-F	14/ 4.8	3.3	5.6	4.2	5.7	200	12.2	7.1	10.7
6. WCOD-F	12/ 4.1	3.3	5.9	4.8	4.7	269	16.4	15.6	14.9
7. WMVY-F	11/ 3.8	2.6	3.0	2.6	2.7	147	8.9	7.2	4.5
WRKO	11/ 3.8	4.3	4.3	5.8	3.3	209	12.7	11.7	11.9
WCTK-F	11/ 3.8	3.3	1.3	3.5	2.3	167	10.2	8.8	7.6
10. WCIB-F	9/ 3.1	7.0	5.6	2.9	5.0	230	14.0	16.4	10.8

	12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1	WQRC-F>>	WQRC-F>	WQRC-F	WPXC-F	WPXC-F>>	WPXC-F	WQRC-F>>
2	WPXC-F	WPXC-F	WPXC-F	WKPE-F	WKPE-F>>	WQRC-F	WPLM-F
3	WKPE-F	WKPE-F<	WKPE-F	WQRC-F	WCTK-F	WMVY-F	WCIB-F
4	WPLM-F	WCOD-F	WCOD-F	WHDH	WCOD-F	WCOD-F	WCOD-F
5	WCOD-F	WPLM-F	WPLM-F	WFCC-F	WMVY-F	WKPE-F	WMVY-F
					WHJY-F		

OTHER RATED STATIONS			SHARE/CUME RTG/AQH/CUME
WFAL-F	101.1	Falmouth	0.3/ 4.7/ 1/ 77
WFXR-F	93.5	Harwich Port	2.7/ 6.9/ 8/114
WNTX-F	96.3	Nantucket	2.7/ 6.8/ 8/112
WBCN-F	104.1	Boston	2.0/ 8.3/ 6/133
WBRU-F	95.5	Providence	0.3/ 3.1/ 1/ 51
WBZ	1030	Boston	2.7/11.3/ 8/186
WCDJ-F	96.9	Boston	0.3/ 2.8/ 1/ 46
WEEI	590	Boston	1.7/ 7.1/ 5/116
WFAN	660	New York	1.0/ 2.7/ 3/ 45
WFHN-F	107.1	Fairhaven	0.7/ 4.4/ 2/ 72
WHDH	850	Boston	1.7/ 8.1/ 5/133
WHJY-F	94.1	Providence	1.7/ 5.7/ 5/ 93
WODS-F	103.3	Boston	1.0/ 2.9/ 3/ 47
WSSH-F	99.5	Lowell/Bstn	0.7/ 2.1/ 2/ 35
WWBB-F	101.5	Providence	0.3/ 2.1/ 1/ 35

CHICO, CA

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	METRO CUME	METRO CUME RATING F91	591	890
1. KFMF-F	29/13.4	14.2	10.5	8.9	16.5	336	21.4	25.1	17.0
2. KALF-F	22/10.2	8.1	5.0	3.7	5.9	279	17.8	17.0	9.8
3. KPAY-F	17/ 7.9	8.1	12.1	7.5	9.3	258	16.4	15.9	16.7
4. KCHH-F	15/ 6.9	5.7	3.8	1.9	5.5	268	17.1	16.7	8.4
5. KCEZ-F	12/ 5.6	6.5	6.7	6.5	4.6	190	12.1	14.0	19.8
KFBK	12/ 5.6	7.3	5.9	5.1	5.9	148	9.4	12.0	12.0
7. KRFD-F	11/ 5.1	3.7	3.8	6.1	3.4	245	15.6	16.8	19.5
8. KGO	9/ 4.2	2.0	5.0	1.9	3.4	152	9.7	9.3	7.7
9. KEWE-F	8/ 3.7	4.5	3.8	5.6	6.3	101	6.4	6.7	9.4
KPAY	8/ 3.7	4.5	4.2	4.2	2.5	160	10.2	11.6	12.8
KPPL-F	8/ 3.7	2.4	2.5	7.5	5.1	180	11.5	12.4	8.8
12. KNVR-F	6/ 2.8	2.0	2.5	1.4	5.1	136	8.7	7.8	6.7

	12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1	KFMF-F	KFMF-F>	KFMF-F>	KCHH-F>	KFMF-F>>	KFMF-F	KALF-F
2	KALF-F<	KALF-F	KALF-F<	KRFD-F	KPAY-F	KALF-F	KCEZ-F
3	KFBK	KPAY-F	KPAY-F	KFMF-F	KRFD-F	KCEZ-F	KPAY-F
4	KPAY-F	KCEZ-F<	KCHH-F		KCHH-F	KPAY-F	KFMF-F
5	KCHH-F<	KPAY					KFBK
6	KCEZ-F						

OTHER RATED STATIONS			SHARE/CUME RTG/AQH/CUME
KKXX	930	Paradise	0.9/3.6/ 2/56
KNCQ-F	97.3	Redding	1.9/4.5/ 4/71
KRCX	1110	Roseville	1.4/2.5/ 3/40
KRDX	650	Rancho Cordova	0.5/1.5/ 1/24
KZAP-F	98.5	Sacramento	0.5/4.3/ 1/68

American Radio Fall 1991, Copyright 1992

DANBURY, CT

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	METRO CUME	METRO CUME RATING F91	S91	S90
1. WDAQ-F	34/13.3	12.9	11.5	10.7	6.6	414	26.2	23.1	21.7
WRKI-F	34/13.3	11.2	13.1	9.6	12.9	458	29.0	29.2	28.8
3. WLAD	22/ 8.6	8.3	6.2	6.4	4.7	367	23.2	18.6	16.3
4. WKCI-F	12/ 4.7	6.1	6.6	12.1	7.0	288	18.2	18.9	25.6
5. WABC	10/ 3.9	1.4	2.0	1.8	1.2	113	7.2	5.5	7.1
WCBS	10/ 3.9	2.5	5.9	4.3	3.5	269	17.0	18.5	16.4
7. WEBE-F	9/ 3.5	2.5	1.6	4.6	5.9	207	13.1	9.6	11.3
WEZN-F	9/ 3.5	7.2	7.9	8.9	7.4	228	14.4	22.8	19.9
9. WFAN	6/ 2.4	2.9	3.9	3.2	3.1	196	12.4	10.0	12.3
WOR	6/ 2.4	0.7	3.0	3.6	2.7	140	8.9	5.3	7.0
11. WWTZ-F	5/ 2.0	2.5	2.0	0.7	3.1	131	8.3	5.8	3.6

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WLAD	1 WRKI-F	1 WDAQ-F	1 WDAQ-F	1 WRKI-F	1 WDAQ-F	1 WDAQ-F
2 WRKI-F	2 WDAQ-F>>	2 WRKI-F>	2 WRKI-F	2 WDAQ-F>>	2 WRKI-F>>	2 WLAD >
3 WDAQ-F	3 WABC	3 WABC	3 WLAD	3	3	3 WRKI-F
4 WFAN	4	4 WEBE-F	4 WKCI-F	4	4	4
5	5	5	5	5	5	5

OTHER RATED STATIONS — SHARE/CUME RTG/AQH/CUME

WINE	940	Brookfield	2.0/5.0/ 5/ 79
WALK-F	97.5	Patchogue	0.8/1.9/ 2/ 30
WCBS-F	101.1	New York	0.8/2.2/ 2/ 34
WDRC-F	102.9	Hartford	0.8/5.1/ 2/ 80
WEFX-F	95.9	Norwalk	2.0/5.9/ 5/ 93
WHCN-F	105.9	Hartford	0.8/2.3/ 2/ 37
WHJV-F	105.5	Patterson	0.4/2.4/ 1/ 38
WNCN-F	104.3	New York	1.6/3.2/ 4/ 50
WNEW	1130	New York	0.4/3.5/ 1/ 56
WPLR-F	99.1	New Haven	1.2/5.6/ 3/ 89
WQHT-F	97.1	New York	1.2/4.0/ 3/ 63
WSPK-F	104.7	Poughkeepsie	0.8/4.9/ 2/ 78
WXRK-F	92.3	New York	0.4/3.0/ 1/ 48
WYNY-F	103.5	Lake Success	1.2/4.0/ 3/ 63
WPLJ-F	95.5	New York	0.4/4.0/ 1/ 63

DOTHAN, AL

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	METRO CUME	METRO CUME RATING F91	S91	S90
1. WTVY-F	85/29.5	21.8	28.1	17.6	----	791	45.4	36.1	33.8
2. WZHT-F	41/14.2	13.6	13.7	6.7	----	297	17.1	15.1	15.6
3. WKMX-F	31/10.8	15.0	14.0	21.8	----	508	29.2	32.1	37.6
4. WOOF-F	27/ 9.4	11.8	6.7	14.1	----	313	18.0	28.6	25.4
5. WDJR-F	20/ 6.9	8.2	4.9	7.0	----	189	10.9	14.1	12.7
6. WESP-F	9/ 3.1	1.8	3.9	2.8	----	145	8.3	7.1	4.9
7. WJJN-F	6/ 2.1	----	----	----	----	63	3.6	----	----
WZTZ-F	6/ 2.1	3.2	3.5	2.8	----	148	8.5	8.5	6.9

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WTVY-F>>	1 WTVY-F>>	1 WTVY-F>>	1 WTVY-F	1 WTVY-F<	1 WTVY-F>>	1 WTVY-F>>
2 WZHT-F	2 WOOF-F	2 WKMX-F<	2 WZHT-F>>	2 WZHT-F>	2 WOOF-F	2 WOOF-F
3 WOOF-F	3 WZHT-F	3 WZHT-F	3 WKMX-F	3 WOOF-F	3 WZHT-F	3 WKMX-F
4 WKMX-F	4 WKMX-F<	4 WOOF-F	4 WDJR-F	4 WKMX-F	4 WDJR-F	WZHT-F
5 WDJR-F	5 WDJR-F	5 WDJR-F	WOOF-F	5 WDJR-F	5 WKMX-F	5

OTHER RATED STATIONS — SHARE/CUME RTG/AQH/CUME

WOAB-F	104.9	Ozark	0.3/1.8/1/ 32
WOOF	560	Dothan	0.7/2.8/2/ 49
WOZK	900	Ozark	0.7/1.8/2/ 31
WRJM-F	93.5	Geneva	0.7/2.3/2/ 40
WWNT	1450	Dothan	1.0/2.6/3/ 46
WXUS-F	100.5	Ft. Rucker	1.0/4.8/3/ 84
WJAD-F	97.3	Bainbridge	0.3/2.2/1/ 38
WPAP-F	92.5	Panama City	1.0/3.7/3/ 65

FAYETTEVILLE - SPRINGDALE, AR

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	METRO CUME	METRO CUME RATING P91	M91	M90
1. KKIX-F	89/32.1	26.4	22.8	23.4	17.2	782	43.3	43.0	31.0
2. KMCK-F	28/10.1	12.5	10.9	15.8	10.9	443	24.6	25.9	25.4
3. KKEG-F	19/ 6.9	12.5	5.6	7.3	8.8	280	15.5	18.9	11.3
4. KAMO-F	18/ 6.5	9.8	12.6	11.7	15.1	309	17.1	18.7	20.0
5. KEZA-F	17/ 6.1	6.1	9.1	7.3	10.9	314	17.4	18.6	17.8
6. KOLZ-F	15/ 5.4	5.8	3.9	3.3	2.1	241	13.4	14.3	9.0
7. KUOA	11/ 4.0	0.7	1.8	1.5	----	47	2.6	3.2	3.0
8. KCIZ-F	9/ 3.2	1.0	2.8	5.5	6.3	158	8.8	5.3	14.0

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 KKIX-F>>	1 KKIX-F>>	1 KKIX-F>>	1 KKIX-F	1 KKIX-F>>	1 KKIX-F>>	1 KKEG-F>>
2 KEZA-F	2 KAMO-F	2 KMCK-F	2 KMCK-F>>	2 KMCK-F	2 KEZA-F	2 KOLZ-F
3 KMCK-F	3 KEZA-F	3 KEZA-F	3 KKEG-F>	3 KKEG-F	3 KOLZ-F	KAMO-F
4 KKEG-F	4 KKEG-F	4 KAMO-F	4 KOLZ-F	4	4 KAMO-F	KEZA-F
5 KURM	5 KMCK-F	KOLZ-F	5	5	KKEG-F	5

OTHER RATED STATIONS			SHARE/CUME RTG/AQH/CUME
KBVA-F	106.5	Bella Vista	0.7/2.4/ 2/ 44
KESE-F	93.3	Seligman	2.9/5.5/ 8/ 99
KFAY	1030	Farmington	1.1/5.4/ 3/ 98
KOFC	1250	Fayetteville	1.8/3.7/ 5/ 66
KURM	790	Rogers	2.2/7.5/ 6/135

FT. MYERS, FL

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	METRO CUME	METRO CUME RATING P91	M91	M90
1. WINK-F	62/11.9	7.9	6.4	8.6	8.6	752	24.5	21.9	23.8
2. WCKT-F	56/10.7	11.0	10.3	11.5	8.6	599	19.5	19.4	17.1
3. WINK	45/ 8.6	6.9	5.1	3.9	4.1	578	18.8	13.7	9.8
4. WCVU-F	42/ 8.0	15.8	13.2	14.9	10.1	515	16.8	22.0	25.8
5. WRXK-F	37/ 7.1	5.8	11.0	11.4	12.9	432	14.1	14.9	18.6
6. WIXI-F	34/ 6.5	5.6	6.2	3.9	5.6	434	14.2	9.8	11.4
7. WZCR-F	29/ 5.5	4.2	3.8	3.0	6.5	309	10.1	12.1	9.2
8. WOLZ-F	27/ 5.2	7.7	6.2	6.5	8.0	394	12.8	15.6	15.3
9. WAVV-F	24/ 4.6	6.4	5.5	4.8	2.6	392	12.8	15.4	11.9
10. WHEW-F	20/ 3.8	2.1	6.0	3.5	2.4	224	7.3	6.3	9.7
11. WDCQ	19/ 3.6	1.7	0.5	1.3	4.7	326	10.6	5.0	3.6
12. WXKB-F	16/ 3.1	5.8	2.7	3.0	1.9	432	9.6	9.8	7.2

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WINK-F	1 WINK-F	1 WINK-F	1 WINK	1 WRXK-F<	1 WINK-F	1 WINK-F
2 WCKT-F	2 WINK <	2 WCKT-F	2 WCKT-F	2 WINK-F	2 WCKT-F	2 WCKT-F
3 WCVU-F	3 WCKT-F	3 WRXK-F>	3 WXKB-F	3 WZCR-F	3 WRXK-F	3 WINK
4 WINK	4 WRXK-F<	4 WZCR-F	4 WCVU-F	4 WCKT-F>	WZCR-F	4 WOLZ-F
5 WRXK-F	5 WCVU-F	5 WCVU-F	5 WINK-F	5 WXKB-F	5 WOLZ-F	5 WIXI-F
		6 WINK			6 WINK	6 WAVV-F

OTHER RATED STATIONS			SHARE/CUME RTG/AQH/CUME
WHPT-F	102.5	Sarasota	0.6/3.4/ 3/103
WKII	1070	Port Charlotte	2.3/5.2/12/159

American Radio Fall 1991, Copyright 1992

GAINESVILLE, FL

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	METRO CUME	METRO CUME RATING F91	S91	S90
1. WKTK-F	23/11.2	11.3	15.0	8.8	11.2	424	26.9	29.7	23.1
2. WRUF-F	22/10.7	9.2	16.0	18.1	18.5	480	30.5	26.0	36.9
3. WYGC-F	18/ 8.7	11.3	6.6	8.8	6.5	220	14.0	17.1	16.5
4. WYKS-F	16/ 7.8	6.3	10.3	14.6	11.2	402	25.5	23.5	33.1
5. WMMZ-F	14/ 6.8	8.8	4.7	3.5	2.6	326	20.7	20.0	17.5
6. WLCL-F	10/ 4.9	9.2	3.8	4.0	2.6	248	15.7	18.2	9.4
7. WLUS	9/ 4.4	4.2	2.8	5.3	2.6	111	7.0	7.3	5.6
8. WJHM-F	8/ 3.9	5.4	3.3	4.9	10.8	119	7.6	9.2	7.2
9. WYOC-F	5/ 2.4	0.8	3.3	3.1	2.6	123	7.8	5.1	6.9

	12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1	WKTK-F>	WKTK-F>	WKTK-F	WYKS-F>	WRUF-F	WKTK-F>	WYGC-F
2	WRUF-F	WRUF-F>	WRUF-F	WMMZ-F	WKTK-F>	WYGC-F	WKTK-F>>
	WYGC-F	WYGC-F	WYKS-F	WRUF-F	WMMZ-F	WRUF-F	WRUF-F
4	WYKS-F	WLCL-F	WMMZ-F	WYGC-F	WYKS-F		WYOC-F
5				WKTK-F			

OTHER RATED STATIONS			SHARE/CUME RTG/AQH/CUME
WGGG	1230	Gainesville	0.5/8.1/1/128
WRUF	850	Gainesville	0.5/6.9/1/108
WAPE-F	95.1	Jacksonville	1.9/3.9/4/ 62
WHJX-F	101.5	Brunswick	0.5/2.3/1/ 37
WMFQ-F	92.9	Ocala	1.0/2.5/2/ 39
WNFI-F	99.9	Palatka	0.5/3.9/1/ 61

HAGERSTOWN

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	METRO CUME	METRO CUME RATING F91	S91	S90
1. WAYZ-F	60/18.0	14.5	14.1	9.7	----	526	25.5	23.0	21.6
2. WIKZ-F	26/ 7.8	7.7	8.3	10.9	----	424	20.6	20.4	24.0
3. WQCM-F	25/ 7.5	4.7	6.4	7.4	----	311	15.1	14.8	16.0
4. WGLL-F	20/ 6.0	4.1	3.4	3.5	----	271	13.2	11.2	9.9
WWMD-F	20/ 6.0	4.1	7.7	4.7	----	238	11.6	10.5	8.4
6. WFRE-F	17/ 5.1	1.2	3.4	4.1	----	153	7.4	6.3	8.6
7. WYII-F	16/ 4.8	4.4	5.5	5.9	----	192	9.3	9.4	9.8
8. WCHA	14/ 4.2	2.4	2.5	2.6	----	186	9.0	5.6	7.5
9. WHAG	12/ 3.6	1.8	2.5	2.1	----	121	5.9	3.8	4.1
10. WJEJ	9/ 2.7	3.8	3.4	2.4	----	130	6.3	8.8	9.0

	12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1	WAYZ-F>>	WAYZ-F>	WAYZ-F>>	WAYZ-F	WAYZ-F	WAYZ-F>>	WAYZ-F>>
2	WIKZ-F	WWMD-F	WIKZ-F	WIKZ-F	WQCM-F	WGLL-F	WGLL-F
3	WGLL-F	WQCM-F	WQCM-F	WQCM-F	WIKZ-F	WQCM-F	WYII-F
	WQCM-F						
5							

OTHER RATED STATIONS			SHARE/CUME RTG/AQH/CUME
WARK	1490	Hagerstown	1.5/4.1/5/ 84
WARX-F	106.9	Hagerstown	2.1/5.7/7/117
WAYZ	1380	Waynesboro	0.6/2.8/2/ 57
WCBG	1590	Chambersburg	0.9/5.5/3/114
WKSL-F	94.3	Greencastle	1.2/5.2/4/107
WCXR-F	105.9	Woodbridge	1.5/3.3/5/ 67
WGRX-F	100.7	Westminster	0.9/3.3/3/ 67
WKMZ-F	97.5	Martinsburg	1.5/8.6/5/178
WMZQ-F	98.7	Washington	0.6/2.9/2/ 60
WWDC-F	101.1	Washington	2.1/8.3/7/171

American Radio Fall 1991, Copyright 1992

LAFAYETTE, IN

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	METRO CUME	METRO CUME RATING F91	S91	S90
1. WAZY-F	25/17.4	19.9	9.7	17.3	16.4	493	43.9	41.4	37.7
2. WASK-F	23/16.0	15.1	20.7	16.7	19.2	269	24.0	25.6	26.2
3. WASK	19/13.2	17.5	12.4	13.6	13.0	227	20.2	25.2	22.3
WKHY-F	19/13.2	17.5	19.3	12.3	11.0	322	28.7	34.0	27.6
5. WFBQ-F	14/ 9.7	7.8	4.1	5.6	7.5	262	23.4	16.0	20.3
6. WSHW-F	6/ 4.2	3.0	2.8	3.7	4.1	109	9.7	8.6	12.2
7. WEZV-F	3/ 2.1	3.0	4.1	7.4	6.2	91	9.1	12.5	21.6

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WASK	1 WKHY-F>	1 WAZY-F	1 WAZY-F>	1 WAZY-F	1 WASK-F	1 WASK-F
2 WAZY-F	2 WASK-F	2 WASK-F	2 WASK-F	2 WKHY-F	2 WKHY-F	2 WASK >
3 WASK-F	3 WASK	WKHY-F	3 WFBQ-F	3 WASK-F	3 WASK	3 WKHY-F
4 WKHY-F	4 WAZY-F	4 WASK	4 WKHY-F	WFBQ-F	4 WAZY-F	4
WFBQ-F	5 WFBQ-F	5 WFBQ-F	5	5	5 WFBQ-F	5
	WSHW-F					

OTHER RATED STATIONS			SHARE/CUME RTG/AQH/CUME
WCFY	1410	Lafayette	0.7/ 4.6/ 1/52
WKLR-F	93.1	Indianapolis	1.4/ 4.8/ 2/54
WLS	890	Chicago	0.7/ 4.2/ 1/47
WWKI-F	100.5	Kokomo	0.7/ 3.7/ 1/41

LAFAYETTE, LA

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	METRO CUME	METRO CUME RATING F91	S91	S90
1. KMDL-F	34/12.8	10.5	7.3	5.1	----	360	22.0	22.9	11.7
2. KSMB-F	31/11.7	14.1	12.5	20.5	----	500	30.5	31.3	33.7
3. KFXZ-F	29/10.9	12.2	10.8	11.0	----	340	20.7	20.6	20.4
4. WYNK-F	28/10.5	10.2	11.5	9.2	----	285	17.4	23.9	18.4
5. KJCB	22/ 8.3	7.6	10.1	6.2	----	280	17.1	16.6	13.4
6. KDEA-F	18/ 6.8	6.6	7.0	8.9	----	310	18.9	15.8	17.8
7. KPEL	14/ 5.3	3.3	3.5	2.4	----	210	12.8	10.3	7.2
8. KTDY-F	12/ 4.5	5.9	5.6	7.9	----	298	18.2	16.9	19.2
9. KVOL-F	9/ 3.4	1.6	2.4	4.5	----	159	9.7	8.1	9.7
10. WTGE-F	8/ 3.0	1.6	0.3	----	----	171	10.4	7.7	----

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 KMDL-F	1 KMDL-F	1 KMDL-F>	1 KFXZ-F	1 KSMB-F	1 KMDL-F	1 KMDL-F
KSMB-F	2 WYNK-F<	2 KSMB-F	2 KSMB-F>	2 KFXZ-F	2 KFXZ-F	WYNK-F
3 KJCB	3 KPEL	3 KFXZ-F	3 WYNK-F	3 KMDL-F	KSMB-F	3 KDEA-F
4 KFXZ-F	KSMB-F	4 WYNK-F	4 KJCB	4	4 KDEA-F	4 KJCB
5 WYNK-F	5 KFXZ-F	5	5	5	5	5 KSMB-F
6 KDEA-F						

OTHER RATED STATIONS			SHARE/CUME RTG/AQH/CUME
KACY	1520	Lafayette	2.6/4.6/7/ 76
KAJN-F	102.9	Crowley	2.6/7.4/7/121
KROF-F	105.1	Abbeville	0.6/5.6/1/ 91
KNEK-F	104.7	Washington	0.4/3.5/1/ 57
WCKW-F	92.3	LaPlace	1.5/6.8/4/112
WGGZ-F	98.1	Baton Rouge	2.3/7.7/6/127

American Radio Fall 1991, Copyright 1992

MUSKEGON, MI

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	METRO CUME	METRO CUME RATING P91	A91	A90
1. WMUS-F	36/16.2	15.9	15.9	10.3	14.3	328	25.4	26.1	20.7
2. WSNX-F	27/12.2	16.8	16.9	20.6	18.1	374	29.0	37.2	34.1
3. WMHG-F	21/ 9.5	9.8	10.9	17.2	----	158	12.3	14.1	14.4
4. WKLQ-F	20/ 9.0	5.1	2.5	2.0	3.8	211	16.4	17.5	8.3
5. WQWQ-F	15/ 6.8	5.6	2.5	1.5	9.0	193	15.0	11.2	9.0
6. WKBZ-F	12/ 5.4	3.7	2.5	2.9	4.3	173	13.4	12.5	9.8
WJFM-F	12/ 5.4	0.9	0.5	2.0	----	119	9.2	5.4	4.6
8. WKBZ	7/ 3.2	6.5	6.0	2.9	7.1	167	13.0	14.8	12.8

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WMUS-F>	1 WMUS-F>	1 WMUS-F>	1 WMHG-F	1 WSNX-F	1 WMUS-F	1 WMUS-F>>
2 WSNX-F	2 WKLQ-F	2 WSNX-F>	2 WMUS-F	2 WMHG-F	2 WKLQ-F	2 WQWQ-F
3 WKLQ-F	3 WSNX-F	3 WKLQ-F	3 WSNX-F>	WKLQ-F	3 WSNX-F	WKLQ-F
4 WMHG-F	4 WQWQ-F	4 WMHG-F	4 WKLQ-F	4 WMUS-F	4 WMHG-F	4 WJFM-F
5 WQWQ-F	5 WJFM-F	5 WQWQ-F	5	5	WJFM-F	WSNX-F
		WJFM-F				

OTHER RATED STATIONS			SHARE/CUME RTG/AQH/CUME
WCXT-F	105.3	Hart	0.9/ 6.4/ 2/ 82
WLCB-F	98.3	N Muskegon	3.2/ 9.3/ 7/120
WMUS	1090	Muskegon	0.9/ 2.1/ 2/ 27
WPBK-F	97.5	Whitehall	0.5/ 3.0/ 1/ 39
WFUR-F	102.9	Grand Rapids	0.9/ 2.1/ 2/ 27
WGHN-F	92.1	Grand Haven	0.5/ 2.3/ 1/ 30
WGN	720	Chicago	1.8/ 3.8/ 4/ 49
WGRD-F	97.9	Grand Rapids	0.9/ 6.2/ 2/ 80
WJQK-F	99.3	Zeeland	0.9/ 2.7/ 2/ 35
WLAV-F	96.9	Grand Rapids	0.9/ 4.9/ 2/ 63
WODJ-F	107.3	Greenville	1.4/ 5.0/ 3/ 64
WOOD-F	105.7	Grand Rapids	0.9/ 2.5/ 2/ 32

NAPLES - MARCO ISLAND, FL

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	METRO CUME	METRO CUME RATING P91	A91	A90
1. WIXI-F	29/12.1	12.0	8.2	7.1	----	272	19.5	19.6	16.6
2. WCKT-F	28/11.7	11.6	13.7	8.1	----	313	22.4	21.9	13.8
WRXK-F	28/11.7	9.9	9.1	11.9	----	305	21.8	18.4	17.0
4. WAVV-F	25/10.4	12.9	10.0	12.4	----	342	24.5	22.0	21.4
WCVU-F	25/10.4	6.0	8.2	11.4	----	239	17.1	16.0	24.4
6. WNOG	19/ 7.9	10.7	9.6	5.7	----	226	16.2	20.3	12.9
7. WINK-F	16/ 6.7	3.0	5.5	4.3	----	191	13.7	14.2	14.5
8. WRGI-F	9/ 3.8	2.6	1.8	3.8	----	92	6.6	9.3	13.7

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WRXK-F	1 WRXK-F	1 WRXK-F	1 WCKT-F>	1 WRXK-F>>	1 WCKT-F	1 WCVU-F>
2 WCKT-F	2 WIXI-F<	2 WAVV-F<	2 WIXI-F	2 WINK-F	2 WAVV-F	2 WCKT-F
3 WIXI-F	3 WAVV-F	3 WCKT-F	3 WAVV-F	3 WAVV-F	3 WCVU-F	3 WIXI-F
4 WCVU-F	4 WCVU-F	4 WIXI-F	4 WCVU-F	WCKT-F	WRXK-F	4 WAVV-F
5 WNOG	5 WNOG<	5 WCVU-F	WRXK-F	5	5 WINK-F	5 WRGI-F
WAVV-F	6 WCKT-F					WNOG
7 WINK-F						

OTHER RATED STATIONS			SHARE/CUME RTG/AQH/CUME
WGUF-F			1.3/4.9/ 9/ 68
WSGL-F			2.1/4.7/ 5/107
WOLZ-F			0.4/4.9/ 1/ 68

American Radio Fall 1991, Copyright 1992

NEW BEDFORD - FALL RIVER, MA

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	METRO CUME	METRO CUME RATING F91	F91	S91	S90
1. WFHN-F	55/6.9	7.5	8.7	7.2	6.0	577		13.5	13.5	11.2
2. WPRO-F	52/6.5	5.9	8.4	8.7	7.9	820		19.2	26.1	25.4
3. WSNE-F	47/5.9	5.9	4.2	6.2	4.3	740		17.3	15.5	14.8
4. WHJY-F	46/5.8	7.6	7.1	6.1	7.4	779		18.3	16.2	17.3
5. WBSM	42/5.3	3.7	3.9	6.1	4.8	355		8.3	7.0	8.6
6. WWLI-F	38/4.8	5.0	5.6	4.3	5.5	555		13.0	14.2	11.3
7. WPLM-F	34/4.3	4.1	4.6	3.9	4.3	438		10.3	9.8	9.5
8. WWRX-F	33/4.1	2.2	2.4	1.4	1.4	535		12.5	8.1	6.6
9. WCTK-F	32/4.0	4.7	5.1	4.8	2.9	450		10.5	6.7	11.5
10. WBZ	29/3.6	3.2	1.4	2.4	4.3	524		12.3	8.2	6.5

	12+ AMD		12+ MID		12+ PMD		12+ EVE		ADULTS 18-34		ADULTS 25-54		ADULTS 35-64
1	WBSM	1	WFHN-F	1	WFHN-F	1	WFHN-F	1	WFHN-F	1	WSNE-F	1	WSNE-F
2	WPRO-F		WPRO-F	2	WHJY-F	2	WHJY-F	2	WHJY-F	2	WFHN-F	2	WCTK-F
3	WFHN-F	3	WSNE-F	3	WPRO-F	3	WPRO-F	3	WWRX-F>>	3	WPRO-F	3	WWBB-F
	WSNE-F	4	WHJY-F		WWRX-F		WBSM	4		4	WWRX-F		WODS-F
5	WHJY-F	5	WWLI-F	5	WWLI-F	5	WPLM-F	5		5	WODS-F	5	WVBF-F

OTHER RATED STATIONS			SHARE/CUME RTG/AQH/CUME
WHTB	1400	Fall River	0.8/3.0/ 6/127
WNBH	1340	New Bedford	1.6/6.1/13/259
WAAF-F	107.3	Worcester	0.5/2.7/ 4/114
WBCN-F	104.1	Boston	1.6/7.2/13/306
WBMX-F	98.5	Boston	1.8/6.4/14/272
WBOS-F	92.9	Brookline	1.5/4.1/12/177
WBRU-F	95.5	Providence	1.6/6.7/13/284
WCAV-F	97.7	Brockton	0.6/2.2/ 5/ 96
WCDJ-F	96.9	Boston	2.0/3.9/16/165
WCIB-F	101.9	Falmouth	0.9/3.1/ 7/132
WEEI	590	Boston	0.8/4.2/ 6/179
WHDH	850	Boston	1.6/6.4/13/271
WHIM	1110	Providence	2.1/2.8/17/118
WHJJ	920	Providence	0.8/4.1/ 6/177
WLKW	790	Providence	2.0/3.5/16/148
WMJX-F	106.7	Boston	0.6/4.5/ 5/194
WPLM	1390	Plymouth	0.1/0.5/ 1/ 23
WPRO	630	Providence	1.6/7.5/13/319
WRKO	680	Boston	1.6/4.3/13/183
WVBF-F	105.7	Framingham	2.3/5.9/18/250
WWBB-F	101.5	Providence	2.8/10.1/22/430
WWKX-F	106.3	Woonsocket	1.8/7.2/14/308
WXKS-F	107.9	Medford	0.9/5.0/ 7/215
WZLX-F	100.7	Boston	1.9/6.9/15/293
WZOU-F	94.5	Boston	0.9/6.7/ 7/287

ODESSA - MIDLAND, TX

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	METRO CUME	METRO CUME RATING F91	F91	S91	S90
1. KNFM-F	59/19.8	15.9	14.3	12.5	14.2	582		33.3	28.8	24.8
2. KGEE-F	43/14.4	12.9	13.5	9.7	5.0	433		24.8	23.8	16.8
3. KBAT-F	34/11.4	14.1	11.3	11.1	8.7	360		20.6	25.3	18.8
KCHX-F	34/11.4	10.2	11.6	10.8	11.8	402		23.0	24.7	22.4
5. KODM-F	17/ 5.7	6.6	6.6	7.4	16.1	223		12.8	16.1	16.0
KOZA	17/ 5.7	3.3	3.9	5.7	3.4	148		8.5	2.8	6.8
7. KJBC	11/ 3.7	0.6	1.7	2.3	1.9	59		3.4	2.1	2.8
8. KMGP-F	10/ 3.4	3.9	6.6	5.1	6.2	146		8.4	9.4	11.6
9. KCRS-F	9/ 3.0	3.9	3.3	6.0	3.4	253		14.5	10.6	10.2
10. KMND	8/ 2.7	0.3	0.6	2.3	4.0	78		4.5	4.6	3.3

	12+ AMD		12+ MID		12+ PMD		12+ EVE		ADULTS 18-34		ADULTS 25-54		ADULTS 35-64
1	KNFM-F>	1	KNFM-F>>	1	KNFM-F>	1	KCHX-F>>	1	KBAT-F	1	KNFM-F>	1	KNFM-F>
2	KGEE-F	2	KGEE-F>	2	KGEE-F>	2	KBAT-F		KNFM-F	2	KGEE-F	2	KGEE-F
3	KBAT-F<	3	KBAT-F	3	KBAT-F<	3	KNFM-F		KGEE-F>	3	KBAT-F	3	KBAT-F
4	KCHX-F	4	KODM-F	4	KCHX-F	4	KGEE-F	4	KCHX-F	4		4	
5		5	KCHX-F	5		5		5		5		5	

OTHER RATED STATIONS			SHARE/CUME RTG/AQH/CUME
KERB	600	Kermit	0.7/ 2.0/ 2/ 35
KIOL-F	100.3	Lamesa	2.3/ 5.7/ 7/100
KKKK-F	99.1	Odessa	1.3/ 7.8/ 4/136
KQIP-F	96.9	Odessa	2.3/11.3/ 7/197
KRIL	1410	Odessa	1.7/ 3.0/ 5/ 53
KWEL	1070	Midland	1.7/ 3.1/ 5/ 54

American Radio Fall 1991, Copyright 1992

PALM SPRINGS, CA

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	METRO CUME	METRO CUME RATING F91	S91	S90
1. KPSI-F	57/17.7	13.7	10.3	14.2	11.3	643	31.7	29.1	26.7
2. KCLB-F	35/10.9	5.8	9.3	6.8	5.0	315	15.5	11.0	13.2
3. KDES-F	31/ 9.6	11.0	8.6	6.1	5.9	490	24.2	19.9	15.6
4. KCLB	21/ 6.5	8.6	6.9	7.4	5.5	213	10.5	13.7	10.0
5. KWXY-F	19/ 5.9	11.0	8.9	8.1	10.5	210	10.4	16.3	12.5
6. KCMJ-F	14/ 4.3	4.8	6.9	6.4	10.5	391	19.3	17.2	19.9
KPLM-F	14/ 4.3	5.5	8.2	7.4	5.9	202	10.0	13.0	15.5
KUNA	14/ 4.3	2.4	5.5	4.1	7.1	221	10.9	7.5	8.9
9. KBZT-F	13/ 4.0	4.5	6.5	11.5	7.6	178	8.8	13.7	11.7
10. KEZN-F	11/ 3.4	3.8	4.1	1.7	2.1	164	8.1	12.6	4.6

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 KPSI-F	1 KPSI-F	1 KPSI-F	1 KSPSI-F>>	1 KCLB-F>	1 KDES-F	1 KDES-F
2 KDES-F	2 KCLB-F	2 KCLB-F>	2 KCLB	2 KPSI-F	2 KCLB-F	KPSI-F>
3 KCLB-F	3 KDES-F>	3 KDES-F	3 KCLB-F	3 KDES-F	3 KPSI-F>	3 KEZN-F
4 KCLB	4 KWXY-F	4 KWXY-F	4	4 KCLB >	4 KCLB	KPLM-F
5 KWXY-F	5	5 KCLB	5	5 KUNA	5 KPLM-F	5

OTHER RATED STATIONS			SHARE/CUME RTG/AQH/CUME
KCMJ	1140	Palm Springs	1.2/3.0/ 4/ 60
KNWZ	1270	Palm Desert	2.2/6.0/ 7/121
KPSI	1450	Palm Springs	2.8/4.4/ 9/ 89
KWXY	1340	Cathedral City	1.6/4.4/ 5/ 90
KFI	640	Los Angeles	0.9/3.3/ 3/ 66
KLOS-F	95.5	Los Angeles	1.6/3.7/ 5/ 75
KOST-F	103.5	Los Angeles	1.2/2.2/ 4/ 45

READING, PA

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	METRO CUME	METRO CUME RATING F91	S91	S90
1. WRFY-F	67/13.0	15.7	17.8	17.9	16.1	903	31.5	32.9	34.6
2. WIOV-F	47/ 9.1	9.1	10.0	4.6	6.3	454	15.9	16.9	11.3
3. WEEU	43/ 8.3	9.9	11.2	9.4	6.1	594	20.7	24.0	20.1
4. WRAW	35/ 6.8	2.5	3.0	5.8	6.1	382	13.3	6.5	14.4
5. WYSP-F	30/ 5.8	4.5	5.7	3.3	6.7	499	17.4	16.0	12.6
6. WYCL-F	27/ 5.2	5.2	7.6	6.4	4.3	351	12.3	15.7	15.3
WMMR-F	27/ 5.2	3.1	5.7	3.9	5.3	396	13.8	10.9	11.2
8. WOGL-F	17/ 3.3	2.1	2.7	3.7	2.4	308	10.8	8.3	8.7
9. WXTU-F	13/ 2.5	1.9	3.2	3.7	4.9	241	8.4	6.3	7.2
10. WEAZ-F	12/ 2.3	3.3	2.1	3.1	3.1	212	7.4	10.4	7.7
11. WODE-F	11/ 2.1	0.6	0.4	0.8	----	105	3.7	3.4	2.6

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WRFY-F	1 WRFY-F>	1 WRFY-F>	1 WRFY-F>	1 WRFY-F>	1 WRFY-F>	1 WIOV-F
2 WEEU	2 WIOV-F	2 WIOV-F	2 WIOV-F	2 WMMR-F	2 WIOV-F	2 WRFY-F>
3 WIOV-F	3 WEEU	3 WRAW	3 WRAW	3 WYSP-F>	3 WMMR-F	3 WEEU
4 WRAW	4 WYSP-F	4 WMMR-F	4	4 WYCL-F	4 WYCL-F	4 WYCL-F
5	5	WYSP-F	5	5	WOGL-F	5

OTHER RATED STATIONS			SHARE/CUME RTG/AQH/CUME
WAGO	1240	Reading	0.8/ 4.2/ 4/119
KYW	1060	Philadelphia	1.7/12.2/ 9/350
WADV	940	Lebanon	0.6/ 2.5/ 3/ 72
WAEB-F	104.1	Allentown	0.8/ 4.5/ 4/128
WEGX-F	106.1	Philadelphia	1.9/10.9/10/311
WFLN-F	95.7	Philadelphia	1.6/ 4.7/ 8/134
WFMZ-F	100.7	Allentown	1.6/ 3.9/ 8/112
WIOQ-F	102.1	Philadelphia	0.8/ 3.0/ 4/ 87
WIP	610	Philadelphia	0.8/ 3.3/ 4/ 95
WNCE-F	101.3	Lancaster	0.8/ 2.3/ 4/ 67
WRKZ-F	106.7	Hershey	1.2/ 2.5/ 6/ 73
WUSL-F	98.9	Philadelphia	0.8/ 3.4/ 4/ 98
WWDB-F	96.5	Philadelphia	0.8/ 4.5/ 4/129
WYXR-F	104.5	Philadelpia	0.6/ 5.5/ 3/158
WZZO-F	95.1	Bethlehem	1.0/ 4.2/ 5/119

American Radio Fall 1991, Copyright 1992

REDDING, CA

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	METRO CUME	METRO CUME RATING F91	F91	S91	S90
1. KNNN-F	35/16.4	10.1	11.5	14.8	----	322		25.5	23.5	24.0
2. KSHA-F	33/15.4	12.6	11.1	9.5	----	277		21.9	17.4	16.9
3. KNCQ-F	31/14.5	10.6	20.7	17.5	----	296		23.4	20.2	26.1
4. KQMS	22/10.3	12.1	10.1	10.6	----	290		22.9	21.1	17.9
5. KEWB-F	14/ 6.5	7.6	12.0	11.1	----	255		20.2	22.3	26.9
6. KARZ-F	10/ 4.7	7.6	5.3	5.8	----	235		18.6	19.2	19.3
7. KCEZ-F	7/ 3.3	3.0	0.5	1.6	----	153		12.1	8.9	8.6
KFMF-F	7/ 3.3	5.1	2.9	2.1	----	148		11.7	6.8	8.6
9. KHTE	5/ 2.3	2.5	3.8	2.6	----	94		7.4	9.1	5.3
10. KFXS-F	4/ 1.9	3.0	1.0	2.1	----	101		8.0	8.7	8.5

	12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1	KQMS	KSHA-F	KNNN-F	KNNN-F	KNNN-F>>	KNNN-F	KSHA-F<
2	KNCQ-F<	KNNN-F	KSHA-F<	KNCQ-F	KEWB-F	KNCQ-F	KNCQ-F
3	KNNN-F	KNCQ-F	KNCQ-F>>	KEWB-F	KARZ-F	KSHA-F	KQMS
4	KSHA-F	KQMS	KEWB-F	KARZ-F	KNCQ-F		KNNN-F
5				KFMF-F			

OTHER RATED STATIONS — SHARE/CUME RTG/AQH/CUME

KALF-F 95.7 Red Bluff 0.5/4.0/1/51

SANTA BARBARA, CA

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	METRO CUME	METRO CUME RATING F91	F91	S91	S90
1. KRUZ-F	24/8.8	7.1	6.9	8.7	11.3	290		17.3	18.0	17.3
2. KTYD-F	22/8.1	11.1	5.7	8.3	8.9	392		23.4	28.1	23.4
3. KTMS	19/7.0	6.1	5.7	8.3	6.2	312		18.6	20.5	18.5
4. KDB -F	18/6.6	4.4	7.3	10.3	5.4	266		15.9	15.2	17.8
5. KSBL-F	17/6.3	5.4	7.3	5.6	7.4	231		13.8	15.5	11.6
6. KMGQ-F	16/5.9	4.4	5.0	7.5	7.8	277		16.6	16.0	18.1
7. KHTY-F	14/5.1	7.4	6.1	6.0	3.1	281		16.8	19.4	17.0
KTRO	14/5.1	2.7	6.9	5.2	2.3	136		8.1	5.4	6.8
9. KCQR-F	9/3.3	6.1	6.5	7.1	7.0	187		11.2	16.8	15.2
10. KSPE	8/2.9	3.4	3.4	0.8	0.4	80		4.8	5.3	4.3
KCAQ-F	8/2.9	1.7	3.4	2.0	5.8	224		13.4	7.0	6.7
KNX	8/2.9	2.7	1.9	2.8	2.7	184		11.0	13.9	10.4
13. KIST	7/2.6	4.1	4.6	4.0	4.7	101		6.0	12.9	9.9

	12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1	KTMS >	KRUZ-F	KTYD-F	KDB	KTYD-F	KSBL-F	KRUZ-F
2	KRUZ-F	KTYD-F	KRUZ-F	KHTY-F	KTRO	KTYD-F	KSBL-F
3	KTYD-F	KSBL-F	KHTY-F	KSPE-F	KMGQ-F	KMGQ-F	KTMS
4	KMGQ-F<	KTMS	KSBL-F	KTYD-F	KHTY-F	KCQR-F	KDB
5	KSBL-F	KDB	KTRO	KRUZ-F	KSPE	KRUZ-F	
			KMGQ-F		KCAQ-F	KNX	

OTHER RATED STATIONS — SHARE/CUME RTG/AQH/CUME

KKSB	1290	Santa Barbara	1.1/2.1/ 3/ 35
KTUN	990	Santa Barbara	2.6/6.8/ 7/114
KDAR-F	98.3	Oxnard/Ventura	0.4/2.8/ 1/ 47
KFI	640	Los Angeles	1.5/4.9/ 4/ 82
KHAY-F	100.7	Ventura	1.1/7.4/ 3/123
KLOS-F	95.5	Los Angeles	1.5/6.5/ 4/109
KLVE-F	107.5	Los Angeles	0.7/3.8/ 2/ 63
KVEN	1450	Ventura	1.1/2.5/ 3/ 42

American Radio Fall 1991, Copyright 1992

STAMFORD - NORWALK, CT

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	METRO CUME	METRO CUME RATING F91	F91	S91	S90
1. WFAN	25/5.7	5.3	5.4	3.9	2.4	378		13.4	13.0	10.0
2. WEFX-F	24/5.5	4.9	6.0	7.5	3.2	487		17.3	16.8	16.6
WNCN-F	24/5.5	2.7	4.5	3.4	1.7	304		10.8	9.7	9.8
4. WCBS	23/5.3	6.0	5.4	4.9	5.4	598		21.2	23.5	18.1
5. WHTZ-F	22/5.0	4.9	4.1	6.1	6.7	418		14.8	13.2	18.9
6. WSTC	19/4.3	6.7	7.6	5.1	6.0	286		10.1	11.1	12.9
WYNY-F	19/4.3	4.2	3.5	3.4	4.1	246		8.7	8.2	8.2
8. WEBE-F	18/4.1	5.6	6.5	3.7	4.9	429		15.2	16.7	10.7
WNLK	18/4.1	4.4	1.7	4.3	3.0	221		7.8	6.0	9.2
10. WEZN-F	17/3.9	5.8	6.3	6.3	5.4	446		15.8	16.9	15.6

	12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1	WFAN	WEFX-F	WABC	WHTZ-F	WEFX-F	WFAN	WCBS
2	WSTC	WHTZ-F	WEFX-F	WEFX-F	WHTZ-F	WEBE-F	WFAN
3	WCBS	WNCN-F	WNLK	WFAN	WFAN	WEFX-F	WSTC
4		WEBE-F	WNCN-F	WNCN-F	WDRE-F	WCBS	WEBE-F
5		WYNY-F			WXRK-F	WNCN-F	WNCN-F

OTHER RATED STATIONS			SHARE/CUME RTG/AQH/CUME
WGCH	1490	Greenwich	1.6/3.5/ 7/ 98
WQQQ-F	96.7	Stamford	1.8/9.1/ 8/257
WABC	770	New York	3.2/6.5/14/182
WCBS-F	101.1	New York	1.6/9.1/ 7/258
WDRE-F	92.7	Graden City	2.5/5.8/11/163
WICC	600	Bridgeport	0.9/3.0/ 4/ 84
WINS	1010	New York	1.1/6.3/ 5/178
WLTW-F	106.7	New York	0.7/5.5/ 3/156
WNEW-F	102.7	New York	2.1/8.7/ 9/245
WNSR-F	105.1	New York	1.4/5.1/ 6/144
WOR	710	New York	3.4/6.8/15/191
WPAT-F	93.1	Paterson	2.1/3.6/ 9/101
WQCD-F	101.9	New York	3.2/5.3/14/150
WQXR	1560	New York	0.2/1.3/ 1/ 37
WQXR-F	96.3	New York	2.5/7.9/11/222
WRKI-F	95.1	Brookfield	0.5/2.4/ 2/ 67
WRKS-F	98.7	New York	0.7/5.0/ 3/142
WSKQ-F	97.9	New York	2.3/4.0/10/114
WXRK-F	92.3	New York	3.0/11.3/13/319
WPLJ-F	95.5	New York	0.7/9.6/ 3/271

American Radio Fall 1991, Copyright 1992

American Radio Fall 1991, Copyright 1992

1992 PUBLICATIONS FROM JIM DUNCAN

AMERICAN RADIO

Now, a quarterly (plus the "Small Market" edition) AMERICAN RADIO remains the radio industry's most complete and timely source book of radio ratings and programming information. There are over 30 tables for each market, plus--in the Spring and Fall editions--over 60 pages of national ratings. AMERICAN RADIO is considered to be the "bible" of the radio industry and is required reading for everyone involved with radio.

ISSUE	RELEASE DATE	NUMBER OF MARKETS	PRICE
Winter Supplement	May	97	$49.00
Spring Edition	August	170	$84.00
Small Market Edition	September	90	$49.00
Summer Supplement	November	97	$49.00
Fall Edition	February	168	$84.00

DUNCAN'S RADIO MARKET GUIDE

Designed to be a companion volume to AMERICAN RADIO, this book examines the economic conditions of 190 markets. Included are: radio revenue histories and projections on a yearly basis between (1986 and 1996); revenue estimates for over 1,500 important stations; revenue estimates for competitive media (TV, newspaper, outdoor); Duncan's opinions about each market; population and retail sales histories and projections; group revenue estimates; radio's most admired groups and stations; local radio account information; revenue per share point estimates; station sales since 1985 and much, much more (over 30 other tables).

PUBLISHED EVERY JANUARY Price: $265.00

RADIO IN THE UNITED STATES: 1976 to 1991

This new issue offers a statistical history covering the last 16 years. For each market (180 or so) there is a complete year-by-year analysis of station shares and cume ratings, format shares, financial information, highest billing stations, station sales (back to 1970 for most markets), major call letter and format changes and much, much more. This book is literally a history radio for the last 16 years.

PUBLISHED IN MARCH 1992 Price: $110.00

THE RELATIONSHIP BETWEEN RADIO AUDIENCE SHARE AND REVENUE SHARE

This new report examines the relationship between a station's audience share and its revenue share. Over 800 stations are included. The revenue and audience shares for each individual station is covered. Additional information is provided for each format and every market size. This report covers an area we have all speculated about, but never had access to any reliable data. This report fills the gap. You will use it for programming decisions, budgeting and goal-setting. You will also find it makes for fascinating reading. Effective in 1992, this book is doubled in size because we will be adding audience breakdowns for over 1000 stations. For each station the following is provided: Time-Spent-Listening, Turnover ratios, % Exclusive Cume, % 12-24, 25-54 and 55+, % Male, % Female, % At-Home-Listening, and the station with the highest level of shared audience.

PUBLISHED EVERY APRIL Price: $85.00

DUNCAN'S RADIO GROUP DIRECTORY

This is a brand new publication which first published in May, 1989 and will now be issued annually. This book is a complete and comprehensive directory of group radio owners in the U.S. All groups with three or more stations in rated markets and revenues in excess of $3,000,000 will be included. Over 160 radio groups will be covered. The directory will include (for each group), ratings performance; station purchase prices (and date of purchase); station revenue estimates; senior management; addresses and phone numbers; group financial data; major shareholders; board of directors; key suppliers; a history of the company and much more.

PUBLISHED IN MAY Price: $120.00

ORDER FORM

Complete form and mail to:

JAMES H. DUNCAN, JR.
DUNCAN'S AMERICAN RADIO, INC.
P.O. BOX 90284
INDIANAPOLIS, IN 46290

NAME_____

TITLE_____

COMPANY_____

ADDRESS_____

CITY_____

STATE_____ZIP_____

PHONE # _____ _____

_____ Payment Enclosed

_____ Charge my credit card

_____ Visa _____ Mastercard

Card # _____Exp. _____

AMERICAN RADIO	PRICE	# OF COPIES	AMOUNT
Winter Supplement	$ 49.00	_____	_____
Spring Edition	$ 84.00	_____	_____
Small Market Edition	$ 49.00	_____	_____
Summer Supplement	$ 49.00	_____	_____
Fall Edition	$ 84.00	_____	_____
Duncan's Radio Market Guide	$265.00	_____	_____
Radio in the United States 1976-1991	$110.00	_____	_____
The Relationship Between Radio Audience Shares and Revenue Shares	$ 85.00	_____	_____
Duncan's Radio Group Directory	$120.00	_____	_____
	TOTAL:		$ _____

C3165-1

AMERICAN RADIO

Winter 1992 Supplement

James H. Duncan, Jr.

AMERICAN RADIO

WINTER 1992 SUPPLEMENT

Compiled and Edited By:

James H. Duncan, Jr. &
Beth A. Barnhorst
DUNCAN'S AMERICAN RADIO, INC.
P.O. Box 90284
Indianapolis, Indiana 46290

May 1992

Volume XVII, Number 5

American Radio Winter 1992 Supplement, Copyright 1992

INTRODUCTION

I am pleased to present the sixth edition of American Radio - Winter 1992 Supplement. This book is designed to supplement the primary editions of American Radio by providing updated summaries of the 97 markets which Arbitron surveys on a quarterly basis.

The 'Winter Supplement' is issued every May.

Your support of my work is sincerely appreciated. Please feel free to make comments or suggestions at any time. I urge you to do so. I can be reached at this address:

James H. Duncan, Jr.
Duncan's American Radio, Inc.
PO Box 90284
Indianapolis, Indiana 46290
(317) 844-0988

ALL ARBITRON AUDIENCE ESTIMATES ARE COPYRIGHTED (1992) BY THE ARBITRON RATINGS COMPANY AND MAY NOT BE QUOTED OR REPRODUCED WITHOUT THE PRIOR PERMISSION OF ARBITRON.

Copyright 1992 by James H. Duncan, Jr.

This book may not be reproduced in whole or part by mimeograph or any other means, without permission.

PRINTED IN THE UNITED STATES OF AMERICA.

Subscribers may quote American Radio for sales and advertising purposes. However, you must be an Arbitron subscriber if any of their data is involved. Secondly, I must be notified. I always give permission, but I like to make certain that my work is being properly quoted. The source 'American Radio by James H. Duncan, Jr.' must always be cited.

Every effort has been made to make this book as accurate as is humanly possible. However, we are responsible for errors only to the extent that subscribers will be notified if such action is justified.

INDEX

INDIVIDUAL MARKET REPORTS

(In Alphabetical Order)

Akron
Albany-Schen-Troy
Albuquerque
Allentown-Beth
Atlanta
Austin

Bakersfield
Baltimore
Baton Rouge
Birmingham
Boston
Buffalo

Charleston SC
Charlotte
Chattanooga
Chicago
Cincinnati
Cleveland

Colorado Spgs.
Columbia SC
Columbus OH
Dallas-Ft.Worth
Dayton
Denver

Des Moines
Detroit
El Paso
Fresno
Grand Rapids
Greensboro-WS

Greenville NC
Grnvl-Sprtnbrg
Harrisburg
Hartford
Honolulu
Houston

Huntsville
Indianapolis
Jackson
Jacksonville
John City-Kngsprt
Kansas City

Knoxville
Lansing
Las Vegas
Little Rock
Los Angeles
Louisville

Madison
McAllen-Brown
Memphis
Miami
Milwaukee
Minneapolis

Mobile
Monterey-Salinas
Nashville
Nassau-Suffolk
New Orleans
New York

Norfolk
Oklahoma City
Omaha
Orlando
Philadelphia
Phoenix

Pittsburgh
Portland OR
Providence
Raleigh
Richmond
Riverside-SB

Roanoke
Rochester
Sacramento
Saginaw-BC
St. Louis
Salt Lake City

San Antonio
San Diego
San Francisco
San Jose
Seattle
Shreveport

Spokane
Springfield MA
Syracuse
Tampa-St.Pete
Toledo
Tucson

Tulsa
Washington
West Palm Beach
Wichita
Wilkes Barre-Scr
York
Youngstown

American Radio Winter 1992 Supplement, Copyright 1992

AKRON

Arbitron Rank/Pop (12+): 67/548,600
MSA Rank/Pop: 76/654,000
Cleveland ADI
Average Person Ratings: 17.2
Market TSL: 22.75 hours

Stations: 26/7
Diaries: 1028/534:1/56.8%
Sample Target: 1030
% Below Line: 54.4
% Not Listed: 14.7

1991 Revenue: $12,600,000
HH Inc.: $30,618
Retail $: 4.4 Bil
Pop per Station: 78,371
#1 Biller: WKDD-F $3,300,000

12+ METRO		1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. WONE-F	(AOR)	79/ 8.4	5.9	5.1	5.2	6.3	6.1	124/1598	893/16.3	14.6	14.9				WONE-F
2. WKDD-F	(CHR)	59/ 6.3	4.5	6.1	8.0	4.0	6.2	94/1775	893/16.3	15.9	16.8				WKDD-F
3. WMMS-F	(AOR)	55/ 5.8	4.4	4.1	4.2	5.7	4.6	86/1391	828/15.1	17.4	14.9				WMMS-F
WGAR-F	(C)	55/ 5.8	6.3	7.6	6.0	4.5	6.4	98/1166	707/12.8	13.1	11.5				WGAR-F
5. WAKR	(N/T)	54/ 5.7	4.6	3.8	4.8	7.4	4.7	62/1088	864/15.7	14.6	19.6				WAKR
6. WDOK-F	(EZ)	52/ 5.5	6.9	4.6	6.9	6.9	6.0	77/1083	708/12.9	13.3	14.1				WDOK-F
7. WMJI-F	(AC)	48/ 5.1	4.5	5.1	5.5	4.6	5.1	79/1357	783/14.3	13.5	14.6				WMJI-F
8. WPHR-F	(CHR)	38/ 4.0	5.6	6.1	6.4	4.1	5.5	54/1255	876/16.0	15.4	14.1				WPHR-F
WLTF-F	(AC)	38/ 4.0	3.2	3.8	4.4	4.1	3.8	54/1087	673/12.3	9.6	12.1				WLTF-F
WNIR-F	(T)	38/ 4.0	7.3	6.9	7.5	7.4	6.4	61/885	574/10.5	14.3	13.5				WNIR-F
11. WQMX-F	(AC)	36/ 3.8	2.7	3.0	3.2	4.4	3.2	54/858	450/ 8.2	10.1	8.3				WQMX-F
12. WRMR	(BB)	34/ 3.6	4.2	3.0	3.0	3.6	3.4	44/506	352/ 6.4	6.6	5.3				WRMR
WQAL-F	(AC)	34/ 3.6	2.8	2.3	2.5	1.7	2.8	50/969	562/10.2	9.0	6.6				WQAL-F
14. WNCX-F	(AOR)	30/ 3.2	3.0	4.2	3.0	3.8	3.3	53/864	536/ 9.8	8.7	9.7				WNCX-F
15. WQXK-F	(C)	28/ 3.0	2.1	3.1	2.8	1.3	2.8	93/940	318/ 5.8	5.2	3.6				WQXK-F
16. WZAK-F	(B)	23/ 2.4	3.0	4.5	3.2	4.8	3.3	25/492	363/ 6.6	6.9	8.3				WZAK-F
17. WWWE	(N/T)	19/ 2.0	1.8	2.3	2.1	3.7	2.0	41/702	330/ 6.0	7.3	8.5				WWWE
18.															
19.															
20.															

12+ FM SHARE (METRO): 82.69% (664 of 803) (WIN 91: 82.23%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPHR-F››	1 WONE-F›	1 WONE-F›	1 WONE-F	1 WONE-F	1 WAKR	1 WAKR	1 WONE-F	1 WONE-F›	1 WONE-F›	1 WAKR
2 WZAK-F	2 WMMS-F	2 WMMS-F	2 WMMS-F	2 WMMS-F	2 WGAR-F	2 WKDD-F‹	2 WDOK-F	2 WDOK-F‹	2 WPHR-F	2 WGAR-F›
3 WKDD-F	3 WKDD-F	3 WKDD-F	3 WMJI-F	3 WMJI-F	3 WDOK-F	3 WONE-F‹	3 WKDD-F‹	3 WKDD-F	3 WKDD-F	3 WONE-F
4	4 WNCX-F	4 WMJI-F	4 WKDD-F	4 WGAR-F	4 WMJI-F	4 WMMS-F	4 WGAR-F	4 WMMS-F‹	4 WLTF-F	4
5	WQMX-F	5 WQMX-F	5 WGAR-F	5 WDOK-F	5 WRMR	5 WGAR-F‹	WNIR-F‹	5 WGAR-F	5 WMMS-F	5
6	6	6	6	WKDD-F	6	6 WMJI-F	6 WMMS-F	6	6	6
							7 WMJI-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WONE-F	1 WONE-F‹	1 WQMX-F	1 WKDD-F	1 WKDD-F
WKDD-F›	2 WKDD-F	WONE-F	2 WONE-F	2 WDOK-F
3 WQMX-F›	3 WQMX-F›	3 WKDD-F	3 WQMX-F	3 WMJI-F
4 WPHR-F	4 WLTF-F	4 WLTF-F	4 WLTF-F	WGAR-F
5 WLTF-F	5 WQAL-F	5 WQAL-F	5 WMJI-F	5 WQMX-F
6	6 WPHR-F	WDOK-F	6	6 WLTF-F
				WONE-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WONE-F›	1 WONE-F	1 WMMS-F	1 WONE-F	1 WMMS-F
2 WMMS-F››	2 WMMS-F›	2 WONE-F›	2 WMMS-F›	2 WONE-F
3 WRQK-F	3 WNCX-F	3 WNCX-F››	3 WNCX-F	3 WMJI-F
WQAL-F	4	4 WQXK-F	4 WMJI-F	4 WNCX-F
5 WNCX-F	5	5	5 WGAR-F	5 WGAR-F
6	6	6	6	6 WDOK-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WHLO	640	Akron/Cleveland	0.7/2.5/ 17/ 352
WSLR	1350	Akron	1.9/6.4/ 21/ 464
WCLV-F	95.5	Cleveland	0.6/3.1/ 7/ 203
WHBC-F	94.1	Canton/Akron	0.7/4.0/ 43/ 988
WJMO-F	92.3	Cleveland Hghts	0.5/3.2/ 10/ 288
WKNR	1220	Cleveland	0.7/3.1/ 18/ 312
WNWV-F	107.3	Elyria/Clevlnd	1.4/4.4/ 15/ 325
WRQK-F	106.9	Canton/Akron	1.6/3.8/ 66/ 760
WTOF-F	98.1	Canton/Akron	0.5/2.8/ 16/ 355

RADIO STATIONS

WAKR ,	1590,	5 KW (DA-N) ,	News/Talk	MBS, $41.00 (Mc-Guild)	Ragan Henry
WHLO ,	640,	5 KW/500 W (DA-2),	Religion	ABC, $14.00 (---)	Mortenson
WSLR ,	1350,	5 KW (DA-1) ,	Country	ABC, $20.00 (Katz)	Barnstable
WKDD-F,	96.5,	50 KW @ 440 ,	CHR	, $74.00 (Katz)	Barnstable
WONE-F,	97.5,	12 KW @ 889 ,	AOR	ABC, $51.00 (Mc-Guild)	Ragan Henry
WQMX-F,	94.0,	16 KW @ 879 ,	AC	, $36.00 (Banner)	(MEDINA)
WNIR-F,	100.1,	3 KW @ 315 ,	Talk	CBS, $47.00 (K & P)	(KENT)

Other Ranked Stations -- See Canton or Cleveland

American Radio Winter 1992 Supplement, Copyright 1992

ALBANY-SCHENECTEDY-TROY

Arbitron Rank/Pop (12+): 54/743,500

MSA Rank/Pop: 62/861,000
ADI # 53

Average Person Ratings: 17.4
Market TSL: 22.50 hours

Stations: 31/25
Diaries: 1189/625:1/55.4%
Sample Target: 1170
% Below Line: 3.6
% Not Listed: 12.8

1991 Revenue: $19,000,000
HH Inc.: $34,434
Retail $: 7.2 Bil
Pop per Station: 29,740
#1 Biller: WGY $3,000,000

12+ METRO		1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. WFLY-F	(CHR)	149/11.5	9.5	9.6	10.1	8.6	10.2	181/2413	1868/25.1	22.0	23.6				WFLY-F
2. WGNA-AF	(C)	142/11.0	11.5	11.3	9.5	8.7	10.8	250/2746	1588/21.4	20.9	16.8				WGNA-AF
3. WGY	(FS)	135/10.4	8.3	8.7	8.3	8.9	8.9	202/2482	1650/22.2	21.7	22.7				WGY
4. WROW-F	(SAC)	106/ 8.2	7.6	7.8	7.0	9.1	7.7	141/1886	1322/17.8	16.0	16.7				WROW-F
5. WKLI-F	(AC)	89/ 6.9	7.5	7.1	8.0	7.6	7.4	91/1413	1317/17.7	16.7	17.1				WKLI-F
6. WPYX-F	(AOR)	66/ 5.1	8.0	6.4	4.9	6.7	6.1	120/2095	1323/17.8	20.3	20.2				WPYX-F
7. WGY -F	(O)	58/ 4.5	5.7	5.6	6.2	5.5	5.5	104/2060	1125/15.1	17.1	17.6				WGY -F
8. WQBK	(T)	57/ 4.4	3.4	3.3	3.0	3.9	3.5	65/739	635/ 8.5	6.8	8.3				WQBK
9. WQBK-F	(CL AOR)	45/ 3.5	6.5	6.1	6.9	5.9	5.8	50/1081	931/12.5	17.4	16.2				WQBK-F
10. WABY	(BB)	37/ 2.9	2.8	1.9	2.5	2.9	2.5	37/440	440/ 5.9	5.6	6.6				WABY
11. WZRQ-F	(AOR)	33/ 2.5	0.9	0.6	----	0.4	1.0	34/390	366/ 4.9	2.4	2.2				WZRQ-F
12. WPTR	(T/N)	29/ 2.2	1.5	2.2	1.9	2.9	2.0	31/650	605/ 8.1	6.5	9.2				WPTR
13. WTRY	(O)	26/ 2.0	1.5	1.8	2.1	2.5	1.8	0/0	0/ 0.0	6.6	8.4				WTRY
14. WVKZ-F	(CHR/AOR)	23/ 1.8	2.1	3.6	2.6	2.5	2.5	26/632	574/ 7.7	10.2	9.0				WVKZ-F
15. WROW	(EZ)	20/ 1.5	1.7	1.8	2.8	1.3	2.0	22/498	476/ 6.4	5.8	5.2				WROW

12+ FM SHARE (METRO): 69.94% (791 of 1131) (WIN 91: 77.42%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLY-F››	1 WFLY-F›	1 WFLY-F	1 WGNA-AF	1 WGNA-AF	1 WGY	1 WGY	1 WGY ‹	1 WFLY-F	1 WFLY-F›	1 WGY ››
2	2 WPYX-F‹	2 WGNA-AF	2 WFLY-F	2 WFLY-F	2 WROW-F‹	2 WFLY-F‹	2 WGNA-AF‹	2 WGNA-AF›	2 WGY	2 WGNA-F
3	3 WKLI-F	3 WKLI-F	3 WKLI-F›	3 WKLI-F	3 WGNA-AF›	3 WGNA-AF	3 WFLY-F	3 WROW-F	3 WGNA-AF	3 WROW-F
4	4 WGNA-AF	4 WPYX-F›	4 WGY -F	4 WGY ‹	4 WQBK	4 WROW-F	4 WROW-F	4 WGY ‹	4 WPYX-F	4 WPTR
5	5 WQBK-F	5 WGY -F	WGY ‹	5 WROW-F	5	5 WKLI-F›	5 WKLI-F	5 WKLI-F	5 WKLI-F‹	5 WFLY-F
6	6 WZRQ-F	6 WQBK-F	6 WPYX-F	WGY -F	6	6 WPYX-F	6	6 WPYX-F	6 WQBK	6 WKLI-F
7	7	WGY	7 WQBK-F‹	7 WPYX-F	7	7	7	7	7 WROW-F	7 WQBK
			8 WROW-F	8 WQBK-F	8				WGY -F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WFLY-F›	1 WFLY-F›	1 WFLY-F	1 WFLY-F	1 WFLY-F‹
2 WKLI-F	2 WKLI-F›	2 WKLI-F›	2 WKLI-F	2 WKLI-F
3 WGNA-AF	3 WGNA-AF›	3 WGNA-AF›	3 WGNA-AF››	3 WGNA-AF›
4 WPYX-F	4 WPYX-F	4 WPYX-F	4 WGY -F	4 WROW-F
5	5	5 WGY -F	5 WROW-F	5 WGY -F
6	6	6	6 WPYX-F	6 WGY
7	7	7	7	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFLY-F	1 WFLY-F	1 WPYX-F	1 WFLY-F‹	1 WGNA-AF›
2 WZRQ-F››	2 WPYX-F	2 WQBK-F	2 WGNA-AF	2 WPYX-F
3 WPYX-F››	3 WZRQ-F	3 WFLY-F›	3 WPYX-F	WGY
4 WGNA-AF	4 WQBK-F›	4 WGNA-AF	4 WQBK-F	4 WQBK-F
WQBK-F	5 WGNA-AF›	5 WZRQ-F	5 WGY	5 WFLY-F
6	6 WKLI-F	WKLI-F	6 WZRQ-F	6 WGY -F
7	7	7 WGY	7 WGY -F	7 WROW-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCSS	1490	Amsterdam	0.5/1.1/ 11/ 123
WCTW-F	98.5	Catskill	0.5/1.1/ 12/ 315
WEQX-F	102.7	Manchester	0.4/2.6/ 7/ 291
WHRL-F	103.1	Albany	0.7/2.6/ 10/ 254
WKOL-F	97.7	Amsterdam	0.6/2.2/ 15/ 278
WRAV-F	94.5	Ravena	1.2/4.1/ 17/ 367
WTRY-F	98.3	Rotterdam/Albny	0.9/10.2/ 43/ 873
WAYI-F	107.1	Glens Fall	0.5/1.2/ 16/ 237
WFAN	660	New York	0.7/1.4/ 13/ 204
WJIV-F	101.9	Cherry Valley	0.4/1.6/ 9/ 210
WKBE-F	100.5	Warrensburg	0.5/0.9/ 25/ 295
WMVI	1160	Mechanicville	1.0/1.4/ 13/ 118
WPDH-F	101.5	Poughkeepsie	0.5/0.9/ 36/ 448

RADIO STATIONS

WABY ,	1400,	1 KW ,	Nostalgia	UNISUP UNIULT,	$18.00	(Durpetti)	Bendat	
WGY ,	810	50 KW ,	Full Service	CBS,	$58.00	(Eastman)		
WPTR ,	1540,	50 KW (DA-1) ,	Talk/News	ABC MBS,	$21.00	(Torbet)		
WQBK ,	1300,	5 KW (DA-2) ,	Talk	NBC ABC,	$27.00	(Banner)		
WROW ,	590,	5 KW/1 KW (DA2),	See WROW-FM					
WTRY ,	980,	5 KW (DA-N) ,	Oldies	MBS UNIULT,	$23.00	(Mc-Guild)	Merv Griffin	
WEQX-F,	102.7,	1.3 KW @ 759 ,	AOR	APR,	$21.00	(---)	(MANCHESTER)	
WFLY-F,	92.3,	17 KW @ 850 ,	CHR	ABC,	$56.00	(Torbet)		
WGNA-F,	107.7,	12 KW @ 981 ,	Country	UNIULT,	$60.00	(Katz)	Barnstable	
WGY -F,	99.5,	15 KW @ 925 ,	Oldies	CBS,	$31.00	(Eastman)		
WHRL-F,	103.1,	2 KW @ 390 ,	Jazz/NAC	MBS,	$17.00	(---)		
WKLI-F,	100.9,	6 KW @ 285 ,	AC	,	$52.00	(Durpetti)	Bendat	
WPYX-F,	106.5,	16 KW @ 909 ,	AOR	ABC,	$59.00	(Mc-Guild)	Merv Griffin	
WQBK-F,	103.9,	3 KW @ 298 ,	Classic AOR	CBS UNIPWR,	$30.00	(Banner)		
WROW-F,	95.5,	12 KW @ 1023 ,	Soft AC	ABC,	$40.00	(Christal)	Radio Terrace	
WVKZ-F,	96.7,	3 KW @ 239 ,	CHR/AOR	SMN SOURCE,	$19.00	(Banner)		

American Radio Winter 1992 Supplement, Copyright 1992

ALBUQUERQUE

Arbitron Rank/Pop (12+): 79/463,100
MSA Rank/Pop: 99/507,000
ADI # 51
Average Person Ratings: 16.3
Market TSL: 21.25 hours

Stations: 26/24
Diaries: 967/479:1/56.6%
Sample Target: 930
% Below Line: 2.0
% Not Listed: 11.2

1991 Revenue: $16,300,000
HH Inc.: $27,783
Retail $: 4.1 Bil
Pop per Station: 19,295
#1 Biller: KRST-AF $3,200,000

12+ METRO		1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1.	KRST-AF	(C)	116/15.4	13.7	15.1	13.0	18.3	14.3	170/2004	1340/28.9	27.1	34.0				KRST-AF
2.	KKOB	(FS)	87/11.5	10.4	8.1	9.4	9.3	9.9	126/1832	1244/26.9	24.8	23.7				KKOB
3.	KKOB-F	(AC)	50/ 6.6	7.2	7.0	7.0	10.1	6.9	66/1227	904/19.5	20.1	22.4				KKOB-F
4.	KZRR-AF	(AOR)	47/ 6.2	7.1	6.1	5.1	6.5	6.1	79/1055	668/14.4	14.4	16.8				KZRR-AF
	KKSS-F	(CHR)	47/ 6.2	5.5	8.4	7.4	7.0	6.9	63/1142	865/18.7	15.1	19.3				KKSS-F
6.	KKJY-F	(EZ/SAC)	42/ 5.6	5.4	4.1	4.0	4.4	4.8	51/726	537/11.6	11.0	9.2				KKJY-F
7.	KOLT-F	(C)	39/ 5.2	4.9	5.2	2.5	3.1	4.4	65/1037	602/13.0	15.3	11.0				KOLT-F
8.	KLSK-F	(CL AOR)	34/ 4.5	6.5	6.0	6.7	5.7	5.9	68/1024	656/14.2	17.6	14.7				KLSK-F
9.	KZKL-F	(O)	30/ 4.0	5.0	5.7	5.5	4.4	5.1	33/587	532/11.5	14.1	14.3				KZKL-F
10.	KAMX-F	(AC)	26/ 3.4	3.2	1.7	2.3	2.5	2.7	31/579	486/10.3	9.7	10.2				KAMX-F
11.	KHFM-F	(CL)	24/ 3.2	5.0	3.1	3.9	4.0	3.8	45/636	427/ 9.2	10.1	8.5				KHFM-F
12.	KIVA-AF	(CHR)	21/ 2.8	0.6	1.1	----	1.0	1.1	29/469	381/ 8.2	4.7	4.1				KIVA-AF
13.	KMGA-F	(SAC)	18/ 2.4	4.5	3.3	3.1	3.9	3.3	30/628	438/ 9.5	9.4	8.5				KMGA-F
14.	KIDI-F	(SP)	16/ 2.1	1.8	1.8	2.7	1.0	2.1	19/186	158/ 3.4	5.1	1.8				KIDI-F
15.	KRBL-F	(?)	13/ 1.7	2.7	2.7	4.3	2.5	2.9	32/532	348/ 7.5	6.7	10.4				KRBL-F
16.	KBAC-F	(AOR)	12/ 1.6	0.4	2.0	1.7	1.3	1.4	15/209	140/ 3.0	2.8	1.6				KBAC-F
	KABQ	(SP)	12/ 1.6	0.6	1.2	1.0	1.1	1.1	12/138	130/ 2.8	2.7	3.8				KABQ
18.																

12+FM SHARE (METRO): 79.88% (536 of 671) (WIN 91: 81.71%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	KKSS-F››	1 KRST-AF	1 KRST-AF›	1 KRST-AF›	1 KRST-AF›	1 KKOB	1 KKOB	1 KRST-AF	1 KRST-AF››	1 KRST-AF›	1 KRST-F
2	KRST-AF	2 KZRR-AF	2 KZRR-AF	2 KZRR-AF‹	2 KZRR-AF	2 KRST-AF›	2 KRST-AF›	2 KKOB ›	2 KKSS-F‹	2 KKSS-F	2 KKOB ››
	KIVA-AF	3 KKOB-F	3 KKOB-F	3 KKOB-F›	KKOB-F	3 KKJY-F›	3 KZRR-AF	3 KZRR-AF‹	3 KZRR-AF‹	3 KKOB	3 KQEO
	KZKL-F	4 KLSK-F	4 KLSK-F	4 KKOB	4 KKOB ›	4 KKOB-F	4 KKOB-F	4 KKOB-F‹	4 KKOB ‹	4 KOLT-F	4 KZRR-F
	KRBL-F	5 KKSS-F	5 KKOB	5 KLSK-F	5 KZKL-F	5	5 KKSS-F	5 KKJY-F›	5 KKOB-F	5 KAMX-F	KOLT-F
6		6 KOLT-F	6	6	6	6	6 KKJY-F	6 KOLT-F	6 KLSK-F	6	6
								KLSK-F	7 KOLT-F		

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1	KRST-AF	1 KRST-AF›	1 KRST-AF›	1 KRST-AF›	1 KRST-AF››
	KKSS-F	2 KKOB-F	2 KKOB-F›	2 KKOB-F›	2 KKOB-F›
	KAMX-F	3 KLSK-F	3 KZRR-AF	3 KOLT-F	3 KOLT-F
4	KLSK-F	KKSS-F	KOLT-F	4 KLSK-F	KKOB
	KIDI-F›	5 KOLT-F	5 KLSK-F	KKSS-F	5 KZRR-AF
6	KKOB-F	6 KZRR-AF	6 KKSS-F	6	KZKL-F
		KAMX-F			

	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	KRST-AF››	1 KZRR-AF	1 KZRR-AF›	1 KRST-AF	1 KRST-AF
2	KLSK-F	2 KRST-AF›	2 KRST-AF	2 KZRR-AF›	2 KZRR-AF
3	KZRR-AF	3 KLSK-F	KKOB-F	3 KLSK-F	3 KKOB
4	KOLT-F	4 KKOB-F	4 KIVA-AF	KKOB	4 KKOB-F
	KIDI-F›	5 KIVA-AF	5 KKSS-F	5 KKOB-F	5 KLSK-F
6	KKSS-F	KKSS-F	6 KLSK-F	6	6 KZKL-F
	KKJY-F	7 KOLT-F			

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KDEF	1150	Albuquerque	0.4/1.9/ 4/ 99
KMBA	1050	L Ranchs Dalbq	0.5/1.8/ 4/ 83
KQEO	920	Albuquerque	1.3/5.5/ 10/ 303
KUCU-F	107.1	Armijo/Albuq	0.9/3.3/ 11/ 178
KXKS	1190	Albuquerque/SF	1.3/2.3/ 10/ 105
KBOM-F	106.7	Santa Fe/Albq	0.4/2.2/ 11/ 227

AM STATIONS

KABQ, 1350, 5 KW/500 W (DA-2) , HISPANIC , $ 13.00 (Cabellero)
KDEF, 1150, 5 KW/500 W (DA-2) , TALK , $ 14.00 (---)
KKOB, 770, 50 KW (DA-2) , FULL SERVICE ABC, $ 63.00 (McGuild) Fairmont
KQEO, 920, 1 KW/500 W (DA-N) , OLDIES NBC, CNN, $ 16.00 (Eastman) Spacecom
KXKS, 1190, 10 KW (DAYS) , HISPANIC UPI, APR, $ 17.00 (Caballero)

FM STATIONS

KAMX, 107.9, 23 KW @ 4129, AC ABC, $ 28.00 (Banner)
KBAC, 98.1, 100 KW @ 1036, PROG AOR , $ 19.00 (---) (LAS VEGAS)
KHFM, 96.3, 20 KW @ 4133, CLASSICAL , $ 29.00 (CMBS)
KIDI, 103.3, 23 KW @ 4185, HISPANIC , $ 18.00 (Katz Hisp)
KIOT, 102.3, 9 KW @ 538, JAZZ/WORLD MUSIC , $ 19.00 (---) (ESPANOLA)
KIVA, 105.1, 100 KW @ 1935, CHR , $ 16.00 (Torbet) (SANTA FE)
KKJY, 100.3, 23 KW @ 4110, EZ/SOFT AC , $ 26.00 (Torbet) Dean
KKOB, 93.3, 22 KW @ 4149, AC , $ 55.00 (McGuild) Fairmont
KKSS, 97.3, 100 KW @ 1876, CHR , $ 31.00 (Durpetti) Sun Group (SANTA FE)

KLSK, 104.1, 100 KW @ 1876, CL AOR , $ 36.00 (Christal) (SANTA FE)
KMGA, 99.5, 23 KW @ 4130, SOFT AC UNISUP, UNIPWR , $ 24.00 (Eastman) Spacecom
KOLT, 105.9, 100 KW @ 1935, COUNTRY MBS, $ 21.00 (Christal) (SANTA FE)
KRST, 92.3, 22 KW @ 4159, COUNTRY MBS, $ 70.00 (Katz) Commonwealth
KRBL, 98.5, 94 KW @ 1781, AOR , $ 18.00 (Torbet) (LOS ALAMOS)
KZKL, 101.7, 3 KW @ 98, OLDIES , $ 27.00 (Christal) (RIO RANCHO)
KZRR, 94.1, 23 KW @ 4130, AOR SOURCE, $ 50.00 (Eastman) Anchor

American Radio Winter 1992 Supplement, Copyright 1992

ALLENTOWN-BETHLEHEM

Arbitron Rank/Pop (12+): 64/586,500

MSA Rank/Pop: 74/687,000
Philadelphia ADI
Average Person Ratings: 18.2
Market TSL: 23.75 hours

Stations: 31/13
Diaries: 1092/537:1/59.3%
Sample Target: 1050
% Below Line: 16.8
% Not Listed: 11.8

1991 Revenue: $16,500,000
HH Inc.: $33,734
Retail $: 5.4 Bil
Pop per Station: 45,115
#1 Biller: WLEV-F $4,000,000

12+ METRO		1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. WFMZ-F	(EZ)	154/14.5	13.5	12.1	14.0	15.3	13.5	192/1524	1166/19.9	22.1	25.1				WFMZ-F
2. WZZO-F	(AOR)	131/12.3	11.1	12.8	9.9	9.1	11.5	147/1902	1590/27.1	24.9	23.0				WZZO-F
3. WLEV-F	(AC)	110/10.3	9.0	10.2	10.8	13.6	10.1	122/1541	1346/22.9	22.4	28.0				WLEV-F
4. WAEB-F	(CHR)	98/ 9.2	10.1	7.5	6.9	6.9	8.4	107/1736	1528/26.1	26.3	19.1				WAEB-F
5. WODE-AF	(O)	92/ 8.7	9.9	7.5	7.9	6.9	8.5	118/1778	1368/23.3	25.4	20.8				WODE-AF
6. WAEB	(N/T)	50/ 4.7	4.6	4.9	5.3	7.2	4.9	51/766	758/12.9	14.9	14.8				WAEB
7. WEST	(BB)	40/ 3.8	2.3	2.9	3.0	4.1	3.0	42/409	385/ 6.6	4.5	6.8				WEST
8. WXKW	(C)	38/ 3.6	4.9	4.4	3.3	3.2	4.1	38/407	402/ 6.9	9.0	6.3				WXKW
9. WYSP-F	(AOR)	26/ 2.4	2.6	3.1	3.0	2.7	2.8	33/928	687/11.7	8.7	9.6				WYSP-F
10. WKAP	(O)	25/ 2.3	1.3	2.0	2.4	2.3	2.0	25/370	370/ 6.3	4.3	6.1				WKAP
11. WMMR-F	(AOR)	19/ 1.8	0.7	0.9	0.9	0.8	1.1	24/489	306/ 5.2	4.6	4.8				WMMR-F
12. WABC	(N/T)	17/ 1.6	1.6	1.1	0.6	1.1	1.2	22/333	181/ 3.1	2.6	2.7				WABC
13. WKRZ-F	(EZ)	16/ 1.5	0.3	0.5	0.4	0.5	0.7	29/215	112/ 1.9	1.6	1.9				WKRZ-F
14. WXTU-F	(C)	15/ 1.4	2.6	2.6	3.3	1.5	2.5	39/573	317/ 5.4	6.3	5.0				WXTU-F
15.															

12+ FM SHARE (METRO): 76.04% (714 of 939) (WIN 91: 78.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAEB-F››	1 WZZO-F››	1 WZZO-F›	1 WZZO-F	1 WLEV-F‹	1 WFMZ-F››	1 WFMZ-F	1 WFMZ-F	1 WFMZ-F	1 WZZO-F	1 WLEV-F
2	2 WLEV-F	2 WLEV-F	2 WODE-AF‹	2 WODE-AF›	2 WLEV-F‹	2 WZZO-F‹	2 WLEV-F‹	2 WZZO-F›	2 WAEB-F	2 WFMZ-F
3	3 WAEB-F›	3 WODE-AF	3 WLEV-F›	3 WZZO-F	3 WODE-AF›	3 WLEV-F›	3 WZZO-F›	3 WLEV-F‹	3 WFMZ-F›	3 WZZO-F
4	4 WODE-AF›	4 WAEB-F›	4 WAEB-F	4 WFMZ-F	4 WAEB	4 WAEB-F	4 WODE-AF	4 WAEB-F	4 WLEV-F	WAEB
5	5 WFMZ-F	5 WFMZ-F	5 WFMZ-F	5 WAEB-F	5 WEST	WAEB	5 WAEB-F	5 WODE-AF››	5 WODE-AF››	5 WODE-F
6	6	6	6	6	6	6 WODE-AF	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WLEV-F	1 WLEV-F	1 WAEB-F	1 WLEV-F	1 WLEV-F
2 WZZO-F	WAEB-F	2 WLEV-F	2 WAEB-F	2 WFMZ-F
WAEB-F››	3 WZZO-F›	3 WZZO-F	3 WODE-AF	3 WODE-AF
4 WODE-AF›	4 WODE-AF›	4 WODE-AF	4 WZZO-F›	4 WAEB-F
5 WKRZ-F	5 WFMZ-F	5 WFMZ-F›	5 WFMZ-F›	5 WZZO-F
6	6	6 WMMR-F	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZZO-F››	1 WZZO-F››	1 WZZO-F››	1 WZZO-F››	1 WZZO-F
2 WYSP-F	2 WLEV-F	2 WLEV-F	2 WODE-AF	2 WODE-AF
3 WMMR-F	3 WODE-AF	3 WODE-AF›	3 WLEV-F›	3 WLEV-F›
WLEV-F	4 WYSP-F	4 WFMZ-F	4 WAEB-F	4 WFMZ-F
WAEB-F	5 WMMR-F	5	5 WYSP-F	5 WAEB-F
6	WAEB-F	6	WFMZ-F	6

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WFMV-F	106.3	Blairstown	0.4/1.3/ 6/ 152
WRNJ	1000	Hackettstown	0.8/1.9/ 8/ 113
WYNS	1160	Lehighton/Alntn	0.9/1.7/ 10/ 107
KYW	1060	Philadelphia	1.1/6.8/ 14/ 429
WBYN-F	107.5	Boyertown	0.4/1.9/ 12/ 187
WEAZ-F	101.1	Philadelphia	0.8/2.6/ 10/ 237
WEGX-F	106.1	Philadelphia	0.3/2.9/ 5/ 236
WFAN	660	New York	0.8/2.7/ 16/ 330
WFLN-F	95.7	Philadelphia	1.1/3.1/ 17/ 218
WIOV-F	105.1	Ephrata/Lncstr	0.4/1.5/ 7/ 155
WMGK-F	102.9	Philadelphia	0.4/2.7/ 6/ 264
WOGL-F	98.1	Philadelphia	0.3/2.8/ 6/ 230
WOR	710	New York	1.0/3.9/ 15/ 364
WWDB-F	96.5	Philadelphia	0.8/2.5/ 9/ 176
WXRK-F	92.3	New York	0.4/1.7/ 9/ 256
WYXR-F	104.5	Philadelphia	0.5/4.1/ 9/ 315

RADIO STATIONS

WAEB, 790, 1 KW (DA-2)	NEWS/TALK	MBS, CBS	$ 27.00	(Katz)	CRB
WEST, 1400, 1 KW	NOSTALGIA	CBS	$ 19.00	(McGuild)	TMZ
WKAP, 1320, 5 KW/1 KW (DA-2)	OLDIES	UNISUP, APR	$ 16.00	(Durpetti)	Holt
WODE, 1230, 1 KW (DA-2)	SEE WODE-FM				
WXKW, 1470, 5 KW (DA-N)	COUNTRY	ABC	$ 24.00	(Eastman)	
WAEB-F, 104.1, 50 KW @ 500,	CHR	UNIPWR	$ 48.00	(Katz)	CRB
WFMZ-F, 100.7, 17 KW @ 869,	EZ		$ 58.00	(Torbet)	Dean
WLEV-F, 96.1, 50 KW @ 500,	AC		$ 85.00	(McGuild)	TMZ
WODE-F, 99.9, 50 KW @ 449,	OLDIES		$ 40.00	(Christal)	Roth
WZZO-F, 95.1, 30 KW @ 630,	AOR		$ 64.00	(Durpetti)	Holt

Other Ranked Stations -- See Philadelphia

American Radio Winter 1992 Supplement, Copyright 1992

ATLANTA

Arbitron Rank/Pop (12+): 12/2,456,100
MSA Rank/Pop: 9/2,870,000
ADI # 12
Average Person Ratings: 17.0
Market TSL: 22.25 hours

Stations: 22/21
Diaries: 2217/1108:1/53.0%
Sample Target: 2030
% Below Line: 0.6
% Not Listed: 11.3

1991 Revenue: $103,000,000
HH Inc.: $36,639
Retail $: 24.7 Bil
Pop per Station: 116,957
#1 Biller: WSB $12,000,000

12+ METRO		1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1.	WVEE-F	(B)	518/12.4	12.8	12.7	11.4	11.3	12.3	589/5834	4896/19.9	20.6	17.5				WVEE-F
2.	WSB -F	(AC)	359/ 8.6	8.1	6.9	9.3	9.5	8.2	394/6526	5508/22.4	20.6	23.6				WSB -F
3.	WPCH-F	(SAC/EZ)	291/ 7.0	6.9	7.3	7.9	7.5	7.3	371/5311	4434/18.1	17.2	16.9				WPCH-F
4.	WYAY-FF	(C)	278/ 6.7	7.3	5.8	7.6	5.4	6.8	455/5999	3757/15.3	17.6	13.1				WYAY-FF
5.	WSB	(FS)	264/ 6.3	8.5	7.2	7.0	6.4	7.3	303/5225	4498/18.3	26.2	18.3				WSB
6.	WAPW-F	(CHR)	263/ 6.3	4.7	6.5	7.5	7.5	6.3	344/5753	4402/17.9	16.1	19.0				WAPW-F
7.	WKHX-F	(C)	258/ 6.2	7.6	4.7	5.1	4.5	5.9	323/4892	3889/15.7	16.1	11.3				WKHX-F
8.	WKLS-F	(AOR)	256/ 6.1	5.6	6.3	6.4	6.2	6.1	326/5000	3679/15.0	14.8	15.8				WKLS-F
9.	WFOX-F	(O)	193/ 4.6	4.2	6.3	6.7	5.6	5.4	253/4477	3397/13.8	16.1	16.0				WFOX-F
10.	WGST	(N/T)	188/ 4.5	3.1	3.4	3.3	3.3	3.6	200/2861	2754/11.2	9.3	8.6				WGST
11.	WZGC-F	(CL AOR)	176/ 4.2	4.5	5.3	4.6	4.0	4.7	202/4138	3388/13.8	13.8	13.9				WZGC-F
	WSTR-F	(AC)	176/ 4.2	3.6	4.4	3.4	4.2	3.9	204/4382	3680/15.0	11.9	12.5				WSTR-F
13.	WALR-F	(B/AC)	149/ 3.6	3.9	3.2	2.6	3.2	3.3	195/3285	2656/10.8	10.1	7.7				WALR-F
14.	WAOK	(G)	109/ 2.6	2.9	2.5	2.7	3.6	2.7	109/1494	1459/ 5.9	7.1	5.8				WAOK
15.	WQXI	(BB)	69/ 1.7	1.0	1.6	0.9	0.5	1.3	70/954	917/ 3.7	3.3	1.8				WQXI
16.	WCNN	(N)	62/ 1.5	1.3	1.0	1.1	2.5	1.2	65/1942	1877/ 7.6	6.3	10.5				WCNN
17.																
18.																
19.																
20.																

12+ FM SHARE (METRO): 79.38% (2942 of 3706) (WIN 91: 78.81%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	WVEE-F›	WVEE-F›	WVEE-F	WVEE-F	WVEE-F‹	WPCH-F‹	WVEE-F	WSB -F	WVEE-F›	WVEE-F›	WVEE-F
2	WAPW-F	WKLS-F	WSB -F	WSB -F›	WSB -F›	WSB	WSB	WVEE-F	WSB -F	WAPW-F	WSB ›
3		WSB -F	WKLS-F	WYAY-FF	WYAY-FF‹	WSB -F›	WPCH-F	WPCH-F	WAPW-F‹	WKLS-F‹	WALR-F
4		WAPW-F	WYAY-FF	WFOX-F‹	WPCH-F	WVEE-F‹	WSB -F	WYAY-FF‹	WKLS-F‹	WSB -F	WSB -F
5		WYAY-FF	WAPW-F	WKLS-F‹	WFOX-F‹	WGST ‹	WKHX-F	WGST	WPCH-F	WALR-F	WAPW-F
6		WZGC-F	WZGC-F‹	WPCH-F‹	WKHX-F	WYAY-FF	WPCH-F‹	WKLS-F‹	WYAY-FF	WSB	
7			WKHX-F	WZGC-F	WKLS-F	WKHX-F‹	WGST ‹	WSB	WZGC-F	WPCH-F	
8						WFOX-F	WAPW-F		WSB		
									WKHX-F		

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1	WVEE-F›	WVEE-F›	WVEE-F›	WVEE-F	WSB -F
2	WAPW-F	WSB -F	WSB -F›	WSB -F›	WVEE-F›
3	WKLS-F	WYAY-FF	WYAY-FF	WYAY-FF	WYAY-FF
4	WYAY-FF	WSTR-F‹	WSTR-F	WSTR-F	WPCH-F
	WSB -F	WKLS-F	WKHX-F	WKHX-F	WKHX-F
6	WSTR-F	WKHX-F‹	WKLS-F	WAPW-F‹	WSTR-F
7	WKHX-F	WAPW-F	WPCH-F	WPCH-F‹	WFOX-F
8	WALR-F			WFOX-F	

	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	WKLS-F	WKLS-F	WKLS-F	WVEE-F	WVEE-F
2	WVEE-F›	WVEE-F	WVEE-F	WKLS-F	WKLS-F
3	WAPW-F	WAPW-F	WAPW-F	WZGC-F	WSB -F‹
4	WZGC-F	WZGC-F›	WZGC-F›	WSB -F	WZGC-F
5	WSB -F	WSB -F‹	WALR-F‹	WAPW-F	WGST ‹
6	WALR-F	WALR-F	WGST	WGST ‹	WSB
7	WKHX-F		WYAY-FF	WSB	WFOX-F‹
8			WSB -F		WPCH-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAFS	920	Atlanta	0.3/1.4/ 13/ 341
WGKA	1190	Atlanta	0.5/0.8/ 21/ 195
WGUN	1010	Atlanta	0.3/1.9/ 15/ 497
WIGO	1340	Atlanta	0.6/1.5/ 26/ 425
WVFJ-F	93.3	Manchester	0.6/1.3/ 45/ 644

American Radio Winter 1992 Supplement, Copyright 1992

ATLANTA

RADIO STATIONS

AM STATIONS

WAOK,	1380,	5 KW ,	Gospel	NBN NBC,	$ 50.00	(Mc-Guild)	Summit
WCNN,	680,	50 KW/10 KW (DA-N),	News	CNN, UNISUP,	$ 40.00	(Katz)	
WGKA,	1190,	10 KW (DAYS) ,	Classical	,	$ 36.00	(CMBS)	
WGST,	640,	50 KW/1 KW (DA-2) ,	News/Talk	ABC MBS,	$ 95.00	(Eastman)	Jacor
WIGO,	1340,	1 KW ,	Black	SBN,	$ 35.00	(Roslin)	
WQXI,	790,	5 KW/1 KW (DA-N) ,	Nostalgia	UNISUP, UNIULT,	$ 50.00	(Banner)	Jefferson-Pilot
WSB ,	750,	50 KW ,	Full Service	APR,	$190.00	(Christal)	Cox

FM STATIONS

WALR,	104.7,	100 KW @ 981 ,	Black AC	UNISUP,	$ 66.00	(Katz)	(ATHENS)
WAPW,	99.7,	100 KW @ 1033 ,	CHR	,	$160.00	(Durpetti)	Susquehanna
WFOX,	97.1,	97 KW @ 1571 ,	Oldies	,	$167.00	(MMR)	Shamrock (GAINESVILLE)
WKHX,	101.5,	99 KW @ 968 ,	Country	,	$135.00	(Katz)	Cap Cities/ABC
WKLS,	96.1,	99 KW @ 984 ,	AOR	,	$186.00	(Katz)	Great American
WPCH,	94.9,	99 KW @ 984 ,	Soft AC/EZ	CBS,	$165.00	(Eastman)	Jacor
WSB ,	96.5,	100 KW @ 918 ,	AC	,	$230.00	(Christal)	Cox
WSTR,	94.1,	100 KW @ 909 ,	AC	,	$138.00	(Banner)	Jeff-Pilot
WVEE,	103.3,	100 KW @ 1020 ,	Black	SOURCE,	$180.00	(Mc-Guild)	Summit
WYAI,	104.1,	60 KW @ 1217 -- Simulcast with WYAY-F (licensed to LaGrange)					
WYAY,	106.7,	99 KW @ 1401 ,	Country	CBS,	$170.00	(Mc-Guild)	NewCity (GAINESVILLE)
WZGC,	92.9,	99 KW @ 909 ,	Classic AOR	,	$150.00	(HNWH)	Cook Inlet

American Radio Winter 1992 Supplement, Copyright 1992

AUSTIN

Arbitron Rank/Pop (12+): 59/668,800

MSA Rank/Pop: 66/762,000
ADI # 71

Average Person Ratings: 16.7
Market TSL: 21.75 hours

Stations: 22/18
Diaries: 1087/615:1/52.9%
Sample Target: 1050
% Below Line: 3.0
% Not Listed: 18.9

1991 Revenue: $22,500,000
HH Inc.: $31,525
Retail $: 6.3 Bil
Pop per Station: 37,155
#1 Biller: KASE-F $4,000,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. KASE-F (C)	192/17.2	15.7	15.8	13.4	12.2	15.5	255/2680	1986/29.7	26.6	21.9				KASE-F
2. KKMJ-F (SAC)	82/ 7.4	7.7	7.9	7.3	8.5	7.6	91/1359	1203/18.0	19.9	19.9				KKMJ-F
3. KLBJ (N/T)	78/ 7.0	6.4	5.3	6.0	6.5	6.2	88/1235	1035/15.5	17.0	14.8				KLBJ
4. KVET-F (C)	65/ 5.8	5.1	4.7	4.4	3.7	5.0	71/1168	1057/15.8	10.5	11.8				KVET-F
5. KLBJ-F (AOR)	60/ 5.4	6.9	8.3	8.1	7.0	7.2	77/1600	1255/18.8	18.6	19.1				KLBJ-F
6. KHFI-F (CHR)	59/ 5.3	7.5	6.3	7.3	7.6	6.6	62/1159	1066/15.9	20.3	17.8				KHFI-F
7. KBTS-F (CHR)	53/ 4.8	4.0	4.5	5.4	7.1	4.7	74/1445	1034/15.5	15.8	23.1				KBTS-F
8. KPEZ-F (CL AOR)	52/ 4.7	5.4	6.0	7.0	5.1	5.8	55/1119	973/14.5	14.8	14.4				KPEZ-F
9. KGSR-F (AOR)	46/ 4.1	4.7	3.7	4.7	4.8	4.3	47/789	741/11.1	9.5	10.0				KGSR-F
10. KLTD-F (O)	40/ 3.6	2.4	2.6	4.1	2.0	3.2	57/831	563/ 8.4	7.6	6.2				KLTD-F
11. KEYI-F (AC)	39/ 3.5	3.9	4.5	3.3	4.5	3.8	44/973	836/12.5	12.6	12.4				KEYI-F
12. KNNC-F (AOR)	28/ 2.5	0.4	----	----	----	0.7	31/402	367/ 5.5	1.5	0.0				KNNC-F
13. KMOW (BB)	26/ 2.3	2.0	2.4	1.7	2.5	2.1	28/378	344/ 5.1	4.2	3.9				KMOW
14. KTXZ (SP)	16/ 1.4	1.8	1.0	1.4	1.6	1.4	16/186	179/ 2.7	3.3	1.8				KTXZ
15. KVET (C)	14/ 1.3	1.6	2.0	1.1	1.1	1.5	15/304	280/ 4.2	4.7	3.9				KVET

12+ FM SHARE (METRO): 82.30% (744 of 904) (WIN 91: 84.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHFI-F	1 KASE-F›	1 KASE-F››	1 KASE-F››	1 KASE-F››	1 KASE-F›	1 KASE-F›	1 KASE-F›	1 KASE-F››	1 KASE-F››	1 KLBJ ‹
2 KBTS-F	2 KLBJ-F	2 KKMJ-F	2 KKMJ-F	2 KKMJ-F	2 KLBJ ›	2 KVET-F	2 KKMJ-F	2 KKMJ-F	2 KHFI-F	2 KASE-F›
KASE-F›	3 KPEZ-F	3 KLBJ-F	3 KGSR-F	3 KGSR-F‹	3 KKMJ-F	3 KLBJ	3 KLBJ	3 KHFI-F	3 KLBJ ‹	3 KBTS-F
4 KVET-F	KKMJ-F	4 KPEZ-F	4 KLBJ-F	4 KLBJ	4 KVET-F	4 KKMJ-F	4 KLBJ-F	4 KLBJ	4 KBTS-F	4 KEYI-F
5	5 KHFI-F	5 KVET-F‹	5 KLBJ-F	5		5 KLBJ-F›	5 KGSR-F‹	5 KLBJ-F‹	5 KVET-F	5 KVET-F
6	6 KBTS-F	KGSR-F	6 KPEZ-F	6	6	6 KHFI-F‹	6 KPEZ-F	6 KPEZ-F	KKMJ-F	6
7	7 KGSR-F	7	KLTD-F							
			KLBJ							

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KASE-F››	1 KASE-F››	1 KASE-F	1 KASE-F›	1 KASE-F›
2 KBTS-F	2 KKMJ-F	2 KKMJ-F›	2 KKMJ-F›	2 KKMJ-F›
3 KEYI-F	3 KEYI-F	3 KGSR-F	3 KLTD-F	3 KLTD-F
4 KPEZ-F	4 KLBJ-F	4 KEYI-F	4 KEYI-F	4 KEYI-F
KNNC-F	5 KBTS-F	5 KLBJ-F	5 KLBJ-F	5 KGSR-F
KLBJ-F	6	6 KLTD-F	6	6
KHFI-F	7	7	7	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KHFI-F	1 KASE-F›	1 KASE-F	1 KASE-F›	1 KASE-F›
2 KASE-F›	2 KLBJ-F	2 KPEZ-F	2 KLBJ-F‹	2 KLBJ
3 KLBJ-F	3 KPEZ-F‹	3 KLBJ-F	3 KPEZ-F	3 KPEZ-F
4 KBTS-F	4 KHFI-F›	4 KGSR-F	4 KHFI-F‹	4 KLBJ-F
5 KPEZ-F	5 KBTS-F	5 KLBJ	5 KGSR-F‹	KGSR-F
KKMJ-F	6	6	6 KLBJ	6 KVET-F
7 KNNC-F	7	7	7	7

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KFGI-F	94.7	Luling	1.0/5.9/ 16/ 522
KFIT	1060	Lockhart	0.5/1.1/ 6/ 72
KIXL	970	Del Valle/Austn	0.4/2.3/ 5/ 162
KISS-F	99.5	San Antonio	0.4/0.9/ 17/ 152
KSAH	720	Universal City	0.7/1.5/ 19/ 164
KXTN-F	107.5	San Antonio	1.1/1.6/ 14/ 143
WOAI	1200	San Antonio	0.7/3.5/ 11/ 397

RADIO STATIONS

KLBJ , 590,	5 KW/1 KW (DA-N),	News/Talk	CBS MBS, $40.00	(Eastman)	
KMOW , 1490,	1 KW ,	Nostalgia	SMN CNN, $20.00	(Banner)	
KTXZ , 1560,	2.5 KW (DA-2) ,	Hispanic	UNIULT, $19.00	(---)	
KVET , 1300,	5 KW/1 KW (DA-2),	Country	ABC, $ NA	(Katz)	
KASE-F, 100.7,	100 KW @ 1191 ,	Country	,$ 91.00	(Katz)	
KATG-F, 94.7,	97 KW @ 1256 ,	Country	SMN, $22.00	(Durpatti)	(LULING)
KBTS-F, 93.3,	93 KW @ 1948 ,	CHR	, $44.00	(Christal)	Booth (KILLEEN)
KEYI-F, 103.5,	90 KW @ 1246 ,	AC	, $35.00	(Banner)	
KGSR-F, 107.1,	46 KW @ 518 ,	AOR	, $33.00	(Mc-Guild)	Beasley (BASTROP)
KHFI-F, 96.7,	100 KW @ 686 ,	CHR	, $36.00	(Banner)	Rusk (GEORGETOWN)
KKMJ-F, 95.5,	100 KW @ 1000 ,	Soft AC	, $61.00	(MMR)	Amaturo
KLBJ-F, 93.7,	97 KW @ 1050 ,	AOR	, $64.00	(Eastman)	
KLTD-F, 98.9,	19 KW @ 298 ,	Oldies	UNIULT, $30.00	(Torbet)	Shamrock-Lynett (LAMPASAS)
KPEZ-F, 102.3,	20 KW @ 686 ,	Classic AOR	, $40.00	(Christal)	Clear Channel
KVET-F, 98.1,	100 KW @ 209 ,	Country	, $40.00	(Katz)	Spur

American Radio Winter 1992 Supplement, Copyright 1992

BAKERSFIELD

Arbitron Rank/Pop (12+): 92/382,800

MSA Rank/Pop: 91/544,000
ADI # 142

Average Person Ratings: 16.1
Market TSL: 22.00 hours

Stations: 30/24
Diaries: 900/425:1/50.6%
Sample Target: 830
% Below Line: 4.5
% Not Listed: 12.8

1991 Revenue: $13,900,000
MH Inc.: $34,834
Retail $: 3.6 Bil
Pop per Station: 15,950
#1 Biller: KUZZ-AF $2,800,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. KUZZ-F (C)	101/16.3	13.9	16.3	12.4	16.3	14.7	106/1237	1025/26.8	25.3	27.3				KUZZ-F
2. KKXX-F (CHR)	67/10.8	12.1	8.7	11.5	13.9	10.8	67/962	928/24.2	25.5	27.8				KKXX-F
3. KERN (N/T)	40/ 6.5	6.7	8.5	6.8	7.3	7.1	41/575	519/13.6	11.9	13.3				KERN
4. KRAB-F (AOR)	39/ 6.3	4.5	3.4	2.0	1.6	4.1	39/461	461/12.0	10.4	7.8				KRAB-F
5. KGFM-F (EZ)	38/ 6.1	5.4	5.7	6.1	6.0	5.8	39/538	503/13.1	11.4	9.8				KGFM-F
6. KLLY-F (AC)	29/ 4.7	4.0	3.5	3.6	5.2	3.9	29/422	422/11.0	10.1	11.5				KLLY-F
7. KAFY (SP)	25/ 4.0	3.4	3.2	4.6	4.7	3.8	25/291	291/ 7.6	6.6	8.1				KAFY
8. KWAC (SP)	23/ 3.7	5.0	6.7	5.1	6.3	5.1	23/235	235/ 6.1	9.1	9.2				KWAC
9. KSUV-F (SP)	19/ 3.1	0.8	1.6	0.7	----	1.5	24/321	216/ 5.3	2.9	0.0				KSUV-F
KERN-F (O)	19/ 3.1	3.5	3.9	4.9	3.3	3.8	20/423	402/10.5	11.3	8.9				KERN-F
11. KKBB-F (CL AOR)	16/ 2.6	3.4	4.8	5.6	4.3	4.1	18/383	320/ 8.4	11.1	10.6				KKBB-F
12. KNZR (T/N)	14/ 2.3	1.5	2.5	2.7	2.2	2.3	15/264	235/ 6.1	7.4	5.8				KNZR
13. KBID (?)	11/ 1.8	----	----	----	----	0.4	11/115	115/ 3.0	0.0	0.0				KBID
KIWI-F (CL)	11/ 1.8	2.5	2.5	2.2	1.3	2.3	11/220	201/ 5.3	6.7	4.3				KIWI-F

15.

12+ FM SHARE (METRO): 72.54% (391 of 539) (WIN 91: 69.24%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKXX-F››	1 KUZZ-F	1 KUZZ-F›	1 KUZZ-F››	1 KUZZ-F››	1 KUZZ-F›	1 KUZZ-F››	1 KUZZ-F›	1 KUZZ-F	1 KKXX-F›	1 KUZZ-F›
2 KUZZ-F	2 KKXX-F	2 KKXX-F›	2 KLLY-F	2 KLLY-F	2 KGFM-F	2 KKXX-F	2 KKXX-F	2 KKXX-F›	2 KUZZ-F	2 KRAB-F
3 KRAB-F›	3 KRAB-F›	3 KRAB-F	3 KKXX-F‹	KERN	3 KERN	3 KERN ›	3 KERN	3 KRAB-F	3 KRAB-F›	KKXX-F
4 KBOS-F	4 KLLY-F	4 KLLY-F‹	4 KERN	4 KKXX-F	4	4 KGFM-F‹	4 KGFM-F	4 KERN	4 KGFM-F	4 KGFM-F
5	5 KSUV-F	5 KERN	5 KRAB-F	5 KGFM-F	5	5 KLLY-F	5 KRAB-F	5 KGFM-F	5 KWAC	5 KWAC
6	KERN	6	KGFM-F	6 KRAB-F	6	6	KLLY-F	6	6	KHIS-F
	KAFY									

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKXX-F››	1 KUZZ-F‹	1 KLLY-F	1 KUZZ-F›	1 KUZZ-F››	1 KKXX-F	1 KRAB-F	1 KRAB-F›	1 KUZZ-F	1 KUZZ-F›
2 KAFY	2 KKXX-F››	KKXX-F	2 KKXX-F›	2 KKXX-F	2 KRAB-F››	2 KUZZ-F	2 KERN	2 KRAB-F	2 KERN ›
3 KSUV-F	3 KWAC	3 KWAC	3 KAFY	3 KLLY-F	3 KCHT-F›	3 KKXX-F›	3 KLLY-F	3 KERN	3 KRAB-F
KRAB-F›	KSUV-F	KGFM-F	4 KWAC	KGFM-F	4 KBOS-F	4 KERN	KKBB-F	4 KKXX-F›	4 KLLY-F
5 KWAC	5 KAFY	5 KSUV-F	5 KLLY-F	5 KWAC	KSUV-F	5 KKBB-F	5 KKXX-F	5 KLLY-F	5 KKBB-F
6	6 KRAB-F	KERN-F	KGFM-F	KERN-F	KERN	6 KLLY-F	6	6 KKBB-F	6 KKXX-F
	KLLY-F		7 KSUV-F		KAFY				

OTHER RATED STATIONS			METRO CUME SHARE/RTG/AQH/CUME TSA TSA
KCHJ	1010	Delano	0.5/3.1/ 5/ 167
KCHT-F	99.3	Bakersfield	1.0/5.5/ 6/ 209
KCNQ-F	102.5	Kernville/Lkisb	1.3/2.9/ 9/ 123
KCWR	550	Bakersfield	1.3/4.4/ 22/ 219
KERI	1180	Wasco	1.0/3.5/ 8/ 156
KGEO	1230	Bakersfield	1.0/5.3/ 6/ 219
KHIS-F	96.5	Bakersfield	1.0/4.0/ 7/ 170
KTIE-F	107.1	Bakersfield	1.1/4.3/ 7/ 170
KBOS-F	94.9	Tulare	1.5/3.4/ 40/ 636
KFI	640	Los Angeles	0.5/2.1/ 7/ 129
KLOS-F	95.5	Los Angeles	0.8/2.5/ 10/ 213
KMJ	580	Fresno	0.5/1.7/ 37/ 519
KMPC	710	Los Angeles	0.8/2.2/ 6/ 134
KTPI-F	103.1	Tehachapi/Lncst	0.5/1.3/ 10/ 104

RADIO STATIONS

KAFY, 970, 1 KW/5 KW (DA-1), HISPANIC — UPI, $ 20.00 (Caballero)
KCWR, 550, 5 KW (DA-2) -- SEE KUZZ-F
KERN, 1410, 1 KW, NEWS/T.A.K — ABC NBC-T, $ 27.00 (Christal) — American General
KGEO, 1230, 1 KW, OLDIES — CBS UNISUP, $ 19.00 (McGuild)
KNZR, 1560, 10 KW (DA-1), TALK/NEWS — CNN CBS, $ 18.00 (HNWH)
KWAC, 1490, 1 KW, HISPANIC — , $ 27.00 (Lotus) — Buckley

KERN-F, 94.1, 4.5 KW @ 1310, OLDIES — , $ 26.00 (Christal) — American General
KGFM-F, 101.5, 4.8 KW @ 1279, EZ — UNISUP, $ 28.00 (McGuild)
KIWI-F, 92.1, 6 KW @ 164, CLASSICAL — , $ 22.00 (CMBS)
KKBB-F, 97.7, 3 KW @ 298, CLASSIC AOR — , $ 27.00 (Eastman) — (SHAFTER)
KKXX-F, 105.3, 35 KW @ 581, CHR — , $ 36.00 (Banner) — Salem (DELANO)

KLLY-F, 95.3, 4 KW @ 394, AC — APR, $ 25.00 (HNWH) — Buckley
KMYX-F, 103.9, 6 KW @ 328, CL AOR/AC — , $ 16.00 (MMR) — (TAFT)
KRAB-F, 106.3, 3.9 KW @ 374, AOR — UNISUP, $ 25.00 (Durpetti) — (GREENACRES)
KUZZ-F, 107.9, 5.8 KW @ 1358, COUNTRY — , $ 61.00 (Katz) — Buck Owens

American Radio Winter 1992 Supplement, Copyright 1992

BALTIMORE

Arbitron Rank/Pop (12+): 19/2,014,800

MSA Rank/Pop: 17/2,400,000
ADI # 22

Average Person Ratings: 17.9
Market TSL: 23.25 hours

Stations: 36/19
Diaries: 2001/1007:1/51.4%
Sample Target: 1920
% Below Line: 15.8
% Not Listed: 12.0

1991 Revenue: $59,800,000
HH Inc.: $36,013
Retail $: 17.7 Bil
Pop per Station: 106,042
#1 Biller: WBAL $9,300,000

12+ METRO		1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. WPOC-F	(C)	321/ 8.9	6.9	7.1	7.0	5.8	7.5	376/3737	3216/16.0	14.7	14.4				WPOC-F
2. WBAL	(N/T)	260/ 7.2	7.5	8.3	9.0	8.6	8.0	272/4018	3802/18.9	18.2	19.7				WBAL
3. WLIF-F	(EZ/SAC)	257/ 7.1	6.1	6.6	6.6	7.6	6.6	274/3704	3496/17.4	14.8	14.6				WLIF-F
4. WXYV-F	(B)	219/ 6.1	8.1	8.2	8.6	9.6	7.8	222/3017	2801/13.9	16.0	17.1				WXYV-F
5. WQSR-F	(O)	206/ 5.7	5.6	5.9	5.7	4.5	5.7	221/3130	2875/14.3	13.8	13.5				WQSR-F
6. WIYY-F	(AOR)	198/ 5.5	5.5	6.8	7.8	7.3	6.4	238/3761	3233/16.1	16.5	16.3				WIYY-F
7. WWMX-F	(AC)	196/ 5.4	6.3	5.1	6.0	5.1	5.7	214/3521	3149/15.6	17.0	15.0				WWMX-F
8. WERQ-F	(CHR)	168/ 4.6	3.3	0.9	1.2	1.2	2.5	177/2756	2587/12.8	10.0	5.7				WERQ-F
9. WCBM	(T)	157/ 4.3	3.6	3.2	2.9	3.6	3.5	164/1836	1732/ 8.6	6.8	7.1				WCBM
10. WBSB-F	(AC/CHR)	101/ 2.8	4.2	5.6	4.0	5.0	4.2	110/2470	2208/11.0	13.5	15.3				WBSB-F
11. WWIN-F	(B)	99/ 2.7	4.3	3.0	4.1	3.3	3.5	99/1552	1552/ 7.7	9.3	8.1				WWIN-F
12. WITH	(BB)	95/ 2.6	2.4	2.4	2.1	2.7	2.4	95/974	974/ 4.8	6.0	4.4				WITH
13. WHFS-F	(AOR)	87/ 2.4	2.8	2.7	3.2	2.3	2.8	105/1592	1377/ 6.8	7.0	7.7				WHFS-F
14. WWDC-F	(AOR)	86/ 2.4	2.6	1.8	1.4	2.1	2.0	93/1912	1654/ 8.2	8.6	7.3				WWDC-F
15. WBGR	(G)	70/ 1.9	1.1	1.3	1.6	1.3	1.5	70/664	664/ 3.3	2.1	3.3				WBGR
16. WWIN	(G)	68/ 1.9	1.6	2.3	1.6	1.8	1.9	68/907	907/ 4.5	4.8	4.4				WWIN
17. WGRX-F	(CL AOR)	67/ 1.9	1.9	1.6	2.5	2.0	2.0	106/2326	1660/ 8.2	8.3	7.8				WGRX-F
18.															
19.															
20.															

12+ FM SHARE (METRO): 74.96% (2386 of 3183) (WIN 91: 78.07%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WERQ-F››	1 WIYY-F	1 WPOC-F	1 WPOC-F	1 WPOC-F	1 WPOC-F	1 WPOC-F	1 WPOC-F‹	1 WPOC-F	1 WERQ-F‹	1 WBAL ›
2 WIYY-F‹	2 WXYV-F	2 WWMX-F‹	2 WQSR-F	2 WQSR-F	2 WBAL	2 WBAL ›	2 WLIF-F	2 WLIF-F	2 WXYV-F›	2 WCBM
3 WXYV-F››	3 WWMX-F	3 WXYV-F	3 WWMX-F	3 WWMX-F	3 WLIF-F›	3 WXYV-F‹	3 WBAL	3 WBAL ‹	3 WIYY-F	3 WPOC-F
4 WWMX-F	WERQ-F	WQSR-F	4 WXYV-F	WLIF-F	4 WQSR-F	4 WLIF-F‹	4 WWMX-F	4 WIYY-F	4 WBAL ‹	4 WXYV-F
5 WPGC-F	5 WPOC-F	WIYY-F	5 WLIF-F›	5 WXYV-F	5 WCBM ›	5 WQSR-F‹	5 WQSR-F	5 WQSR-F‹	5 WCBM ‹	5 WERQ-F
6	6 WHFS-F	6 WLIF-F	6 WIYY-F‹	6 WBAL	6 WITH	6 WWMX-F	6 WXYV-F‹	6 WERQ-F‹	6 WPOC-F	6 WQSR-F
7	7 WWDC-F	7 WERQ-F	7 WBAL	7 WIYY-F	7 WWMX-F	7 WIYY-F	7 WCBM ‹	7 WWMX-F‹	7 WWIN-F‹	7
8	WBSB-F	8	8	8	8	WCBM	8 WIYY-F	8 WXYV-F	8 WQSR-F	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WIYY-F›	1 WWMX-F	1 WWMX-F	1 WWMX-F	1 WLIF-F
2 WXYV-F	2 WXYV-F	2 WPOC-F	2 WPOC-F	2 WPOC-F
3 WERQ-F	WIYY-F	3 WXYV-F	3 WXYV-F	3 WWMX-F
4 WWMX-F›	4 WERQ-F	4 WERQ-F	WLIF-F	4 WQSR-F
5 WLIF-F	5 WPOC-F	5 WBSB-F‹	5 WQSR-F	5 WXYV-F›
WBSB-F	6 WBSB-F	6 WIYY-F	6 WIYY-F‹	6 WBSB-F
7 WHFS-F	7 WLIF-F	7 WLIF-F	7 WERQ-F	7 WWIN-F
8	8	8	8 WBSB-F	8

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIYY-F››	1 WIYY-F›	1 WIYY-F›	1 WIYY-F	1 WPOC-F
2 WXYV-F	2 WXYV-F	2 WXYV-F	2 WPOC-F	2 WQSR-F›
WERQ-F	3 WHFS-F	3 WHFS-F	3 WQSR-F	3 WBAL
4 WWDC-F	4 WWDC-F	4 WWDC-F	4 WXYV-F	4 WXYV-F‹
5 WHFS-F	5 WERQ-F	5 WPOC-F	5 WBAL	5 WWMX-F
6 WHVY-F	6 WPOC-F	6 WWMX-F‹	6 WWDC-F	6 WIYY-F
7 WGRX-F	7 WWMX-F	7 WQSR-F	WWMX-F	7 WCBM
8	8 WQSR-F	8 WERQ-F	8 WHFS-F	8 WWDC-F
				WLIF-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCAO	600	Baltimore	1.2/3.6/ 44/ 824
WEBB	1360	Baltimore	0.6/1.6/ 22/ 321
WHVY-F	103.1	Grasonvl/Bltmor	0.8/2.8/ 42/ 636
WRBS-F	95.1	Baltimore	1.0/3.6/ 37/ 776
WASH-F	97.1	Washington	0.6/2.7/ 21/ 598
WAVA-F	105.1	Arlington/Wash	0.4/2.0/ 16/ 478
WGAY-F	99.5	Washington	0.8/3.3/ 33/ 771
WGMS-F	103.5	Washington	0.4/0.8/ 13/ 179
WHUR-F	96.3	Washington	1.0/4.1/ 38/ 900
WJFK	1300	Baltimore	0.6/2.2/ 22/ 450
WKYS-F	93.9	Washington	0.8/2.8/ 29/ 633
WLTT-F	94.7	Bethesda/Washg	0.6/1.7/ 23/ 422
WMAL	630	Washington	0.4/1.6/ 25/ 433
WMZQ-F	98.7	Washington	0.8/2.6/ 30/ 600
WPGC-F	95.5	Morningside	1.8/6.5/ 71/1465
WRQX-F	107.3	Washington	0.9/4.0/ 41/ 876
WTOP	1500	Washington	1.3/4.6/ 47/ 984
WWMD-F	104.7	Hagerstown	0.4/0.9/ 17/ 310
WXTR-F	104.1	Waldorf/Wshngtn	0.4/1.5/ 17/ 340

American Radio Winter 1992 Supplement, Copyright 1992

RADIO STATIONS

AM STATIONS

WBAL, 1090, 50 KW (DA-N) , NEWS/TALK	CBS, $ 146.00 (HNWH)	Hearst
WBGR, 860,2.5 KW/100 W (DA-1), GOSPEL	NBN, $ 45.00 (Roslin)	Mortenson
WCAO, 600, 5 KW (DA-1) , GOSPEL	NBC, $ 37.00 (Mc-Guild)	Summit
WCBM, 680, 10 KW/5 KW (DA-2) , TALK	ABC, $ 43.00 (Katz)	
WEBB, 1360, 5 KW/1.7 KW (DA-1), BLACK	SBN, $ 31.00 (Roslin)	
WITH, 1230, 1 KW , NOSTALGIA	MBS, $ 37.00 (---)	
WWIN, 1400, 1 KW , GOSPEL	, $ 29.00 (Durpetti)	

FM STATIONS

WBSB, 104.3, 50 KW @ 420, AC/CHR	ABC, $ 101.00 (Banner)	
WERQ, 92.3, 37 KW @ 571, CHR	APR, $ 60.00 (MMR)	United
WGRX, 100.7, 16 KW @ 859, CLASSIC AOR	ABC, $ 47.00 (Durpetti)	Shamrock-Lynett (WESTMINSTER)
WIYY, 97.9, 14 KW @ 951, AOR	ABC, $ 142.00 (HNWH)	Hearst
WLIF, 101.9, 14 KW @ 961, EZ/SOFT AC	, $ 138.00 (Christal)	Infinity
WPOC, 93.1, 16 KW @ 859, COUNTRY	ABC, $ 119.00 (Banner)	Nationwide
WQSR, 105.7, 50 KW @ 492, OLDIES	, $ 140.00 (MMR)	Sconnix
WRBS, 95.1, 50 KW @ 498, RELIGION	, $ 23.00 (---)	
WWIN, 95.9, 3 KW @ 298, BLACK	, $ 59.00 (Durpetti)	
WWMX, 106.5, 7.4 KW @ 1217, AC	, $ 172.00 (Katz)	Capitol-Goodman
WXYV, 102.7, 50 KW @ 400, BLACK	, $ 127.00 (McGuild)	Summit

OTHER RANKED STATIONS -- SEE WASHINGTON

American Radio Winter 1992 Supplement, Copyright 1992

BATON ROUGE

Arbitron Rank/Pop (12+): 84/423,800

MSA Rank/Pop: 92/543,000
ADI # 94

Average Person Ratings: 14.5
Market TSL: 19.25 hours

Stations: 20/15
Diaries: 997/425:1/51.1%
Sample Target: 930
% Below Line: 7.5
% Not Listed: 12.5

1991 Revenue: $12,800,000
HH Inc.: $28,134
Retail $: 4.3 Bil
Pop per Station: 28,253
#1 Biller: WYNK-AF $3,600,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. WYNK-AF (C)	129/21.0	17.7	16.1	15.7	13.4	17.6	314/3322	1364/32.2	31.9	27.9				WYNK-AF
2. WXOK (B)	74/12.0	10.3	10.7	7.4	9.7	10.1	87/938	832/19.6	17.1	16.1				WXOK
3. KQXL-F (B)	58/ 9.4	11.8	11.6	14.1	12.1	11.7	84/1188	796/18.8	21.1	19.2				KQXL-F
4. WFMF-F (CHR)	46/ 7.5	7.7	9.3	10.4	12.1	8.7	68/1352	849/20.0	23.8	26.6				WFMF-F
5. WKJN-F (C)	36/ 5.8	5.8	4.6	5.1	4.1	5.3	98/1135	563/13.3	15.7	12.3				WKJN-F
6. WJBO (T/N)	33/ 5.4	5.4	6.5	5.2	5.1	5.6	40/796	678/16.0	14.6	13.3				WJBO
WGGZ-F (O)	33/ 5.4	4.6	5.0	7.0	5.3	5.5	68/1180	626/14.8	11.9	14.8				WGGZ-F
8. KRVE-F (AC)	26/ 4.2	5.1	2.2	1.7	1.4	3.3	29/579	451/10.6	11.0	3.8				KRVE-F
9. WTGE-F (AOR)	24/ 3.9	2.9	5.2	5.8	3.9	4.4	47/994	489/11.5	13.0	14.3				WTGE-F
10. WCKW-F (AOR)	17/ 2.8	3.8	5.0	3.4	3.7	3.8	55/1164	478/11.3	10.4	9.4				WCKW-F
11. WNDC (G)	14/ 2.3	2.1	2.1	2.3	4.0	2.2	14/203	203/ 4.8	3.8	5.3				WNDC
12.														
13.														
14.														
15.														

12+ FM SHARE (METRO): 74.58% (402 of 539) (WIN 91: 79.56%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	WFMF-F>>	1 WYNK-AF>	1 WYNK-AF>	1 WYNK-AF>	1 WYNK-AF>	1 WYNK-AF>>1	WYNK-AF>>1	WYNK-AF>>1	WYNK-AF>>1	WXOK >>	1 WYNK-F
2	WXOK	2 KQXL-F	2 WXOK <	2 WXOK	2 WXOK	2 WXOK >	2 KQXL-F	2 WXOK	2 KQXL-F	2 KQXL-F<	2 WXOK
	KQXL-F>	3 WXOK	3 KQXL-F>	3 KQXL-F	3 KQXL-F	3 WJBO	3 WXOK	3 WJBO	3 WFMF-F	3 WYNK-AF	3 KQXL-F
4	WYNK-AF	4 WFMF-F	4 WGGZ-F	4 WGGZ-F	4 WGGZ-F	4 WGGZ-F	4 WFMF-F	4 KQXL-F>	4 WXOK	4 WFMF-F>	4
5		5 WTGE-F	WFMF-F<	5 KRVE-F	5	5 WKJN-F	5 WGGZ-F<	5 WGGZ-F	5 WGGZ-F	5 WJBO	5
6		6 KRVE-F	6 KRVE-F	6	6	6	6 WKJN-F	6	6	6	6

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1	WFMF-F	1 WYNK-AF	1 WYNK-AF	1 WYNK-AF>	1 WYNK-AF>
2	KQXL-F>	KQXL-F>	2 KQXL-F>	2 WXOK	2 WXOK
3	WYNK-AF	3 WXOK	3 WXOK	KQXL-F>	3 KQXL-F>
	WXOK	4 WFMF-F	4 KRVE-F	4 KRVE-F	4 WGGZ-F
5	KRVE-F	KRVE-F	5	5 WFMF-F	KRVE-F
6	WTGE-F>	6	6	6 WGGZ-F	6
7	WKJN-F	7	7	7	7

	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	WYNK-AF>>1	WYNK-AF>>1	WYNK-AF>	1 WYNK-AF>>1	WYNK-AF>>
2	WXOK	2 WXOK	2 WTGE-F	2 WXOK	2 WXOK
3	WFMF-F	3 KQXL-F	WNDC	3 KQXL-F	3 WGGZ-F
	KQXL-F	4 WTGE-F	4 WCKW-F	4 WTGE-F	KQXL-F
5		5 WCKW-F	WXOK	5 WGGZ-F	5 WTGE-F
6		WFMF-F	KQXL-F	6	6
7		7	7 WJBO	7	7

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WIBR	1300	Baton Rouge	0.6/2.5/ 9/ 134
WLUX	1550	Baton Rouge	0.5/1.2/ 3/ 50
WQCK-F	92.7	Clinton	1.3/4.6/ 8/ 228
WXLT-F	94.1	McComb	0.8/3.4/ 13/ 220
KDEA-F	99.1	New Iberia	0.5/3.8/ 35/ 662
KHOM-F	104.1	Houma	1.6/6.7/ 46/ 820
WQUE-F	93.3	New Orleans	1.6/5.1/ 53/ 713
WWL	870	New Orleans	1.0/4.2/ 40/ 753

RADIO STATIONS

WJBO ,	1150, 5 KW (DA-1) ,	Talk/News	CBS, NBC-T, $25.00	(HNWH)	Jenne
WNDC ,	910, 1 KW (DA-1) ,	Gospel	, $15.00	(Eastman)	
WXOK ,	1460, 5 KW/1 KW (DA-3) ,	Black	NBC, $19.00	(Banner)	
KQXL-F,	106.5, 50 KW @ 298 ,	Black	SBN ABC, $26.00	(Banner)	(NEW ROADS)
KRVE-F,	96.1, 43 KW @ 449 ,	AC	, $22.00	(K & P)	(BRUSLY)
WFMF-F,	102.5, 100 KW @ 1260 ,	CHR	UNIPWR, $45.00	(HWNH)	Jenne
WGGZ-F,	98.1, 100 KW @ 1500 ,	Oldies	CBS, ABC , $34.00	(Katz)	
WKJN-F,	103.3, 100 KW @ 1004 ,	Country	MBS, $46.00	(Christal)	(HAMMOND)
WTGE-F,	100.7, 100 KW @ 1499 ,	AOR	ABC, $30.00	(Eastman)	
WXLT-F,	94.1, 100 KW @ 981 ,	Soft AC	, $16.00	(Christal)	(McCOMB, MS)
WYNK-F,	101.5, 100 KW @ 1499 ,	Country	ABC, $77.00	(Katz)	Narragansett

Other Ranked Stations - See New Orleans

American Radio Winter 1992 Supplement, Copyright 1992

BIRMINGHAM

Arbitron Rank/Pop (12+): 53/757,300
MSA Rank/Pop: 59/942,000
ADI # 50
Average Person Ratings: 16.3
Market TSL: 21.75 hours

Stations: 19/15
Diaries: 1218/622:1/48.7%
Sample Target: 1210
% Below Line: 6.7
% Not Listed: 9.6

1991 Revenue: $24,100,000
HH Inc.: $27,025
Retail $: 7.0 Bil
Pop per Station: 50,486
#1 Biller: WZZK-AF $5,700,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. WZZK-AF (C)	218/17.7	15.9	15.4	18.2	16.9	16.8	342/4030	2451/32.4	31.7	30.2				WZZK-AF
2. WENN-F (B)	140/11.3	9.5	9.5	9.7	11.7	10.0	182/1867	1378/18.2	15.6	17.4				WENN-F
3. WZRR-F (CL AOR)	115/ 9.3	9.6	10.7	8.9	7.4	9.6	140/1745	1285/17.0	19.9	14.4				WZRR-F
4. WMJJ-F (AC)	106/ 8.6	9.0	9.0	8.8	8.6	8.9	120/1892	1518/20.0	20.1	19.7				WMJJ-F
5. WERC (N/T)	87/ 7.0	7.3	6.0	5.8	8.9	6.5	87/1098	1072/14.2	15.4	16.8				WERC
6. WAPI-F (CHR)	85/ 6.9	8.4	9.2	5.8	8.1	7.6	120/2204	1397/18.4	21.7	20.0				WAPI-F
7. WATV (B)	73/ 5.9	4.5	4.9	5.0	4.7	5.1	75/840	825/10.9	7.5	9.3				WATV
8. WAPI (BB)	53/ 4.3	4.6	4.8	3.9	3.4	4.4	54/815	772/10.2	10.6	9.4				WAPI
9. WAGG (G)	46/ 3.7	3.2	3.9	2.9	2.5	3.4	46/498	491/ 6.5	5.4	5.8				WAGG
10. WTUG-F (B)	41/ 3.3	2.6	3.3	2.0	----	2.8	70/918	535/ 7.1	5.8	0.0				WTUG-F
11. WDJC-F (REL)	33/ 2.7	3.2	2.9	2.2	2.4	2.8	50/931	606/ 8.0	9.1	8.4				WDJC-F
12. WJLD (B)	26/ 2.1	1.8	2.2	3.3	2.2	2.3	26/508	492/ 6.5	6.0	7.3				WJLD
13. WJOX (?)	24/ 1.9	1.5	1.1	1.8	1.6	1.6	28/625	507/ 6.7	7.3	7.4				WJOX
14. WIKX-F (C)	22/ 1.8	3.0	3.7	5.7	5.1	3.5	54/824	504/ 6.7	6.7	16.3				WIKX-F
15. WZBQ-F (CHR)	20/ 1.6	1.3	1.4	1.6	0.8	1.5	64/1178	496/ 6.5	7.0	4.6				WZBQ-F

12+ FM SHARE (METRO): 71.71% (801 of 1117) (WIN 91: 71.98%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAPI-F>	1 WZRR-F	1 WZZK-AF	1 WZZK-AF	1 WZZK-AF>	1 WZZK-AF>	1 WZZK-AF>	1 WZZK-AF>	1 WZZK-AF>	1 WENN-F>	1 WZZK-F
2 WENN-F>	2 WZZK-AF<	2 WZRR-F<	2 WMJJ-F	2 WMJJ-F	2 WERC	2 WERC <	2 WMJJ-F<	2 WMJJ-F<	2 WZRR-F<	2 WATV
3 WTUG-F>	3 WENN-F>	3 WENN-F	3 WENN-F<	3 WENN-F	3 WATV <	3 WENN-F	3 WZRR-F	3 WZRR-F	3 WAPI-F<	3 WENN-F
4 WZZK-AF	4 WMJJ-F	4 WMJJ-F>	4 WZRR-F	4 WZRR-F>	4 WMJJ-F	4 WMJJ-F	4 WERC	4 WENN-F	4 WZZK-AF	4 WAGG
WZRR-F	5 WAPI-F	5 WAPI-F	5	5 WATV	5 WAPI	5 WATV <	5 WENN-F>	5 WAPI-F>	5 WTUG-F>	5 WERC
6	6	6	6	6	6 WENN-F	6 WZRR-F	6 WAPI	6 WAPI	6 WMJJ-F	6 WZRR-F
						7 WAPI-F				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WZRR-F	1 WZZK-AF	1 WZZK-AF>	1 WZZK-AF>	1 WZZK-AF>>
2 WZZK-AF	2 WENN-F	2 WMJJ-F	2 WENN-F	2 WMJJ-F
WENN-F>	3 WZRR-F	3 WENN-F	3 WMJJ-F	3 WENN-F
4 WAPI-F>	4 WMJJ-F	4 WZRR-F>	4 WZRR-F>	4 WATV
5 WTUG-F	5 WAPI-F	5 WDJC-F	5 WAPI-F<	5 WZRR-F
6 WMJJ-F	6	6 WAPI-F	6 WATV	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZRR-F	1 WZRR-F>	1 WZRR-F>	1 WZRR-F	1 WZZK-AF
2 WENN-F>	2 WENN-F	2 WZZK-AF	2 WENN-F<	2 WZRR-F
3 WAPI-F>	3 WZZK-AF>	WENN-F	3 WZZK-AF	3 WMJJ-F
4 WZZK-AF	4 WMJJ-F	4 WMJJ-F	4 WMJJ-F	4 WENN-F>
5	WAPI-F	5	5	5 WERC
6	6	6	6	6

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WKLD-F	97.7	Oneonta	0.5/1.0/ 6/ 74
WQSB-F	105.1	Albertville	0.9/1.1/ 60/ 675
WRSA-F	96.9	Decatur/Hntsvle	0.9/2.7/ 40/ 522

RADIO STATIONS

WAGG ,	1320, 5 KW (DAYS) ,	Gospel	SBN, $ 30.00	(HNWH)	
WAPI ,	1070, 50 KW/5 KW (DA-N),	Nostalgia	NBC, $ 29.00	(Christal)	Dittman
WATV ,	900, 1 KW/165 W ,	Black	ABC, $ 24.00	(Banner)	
WAYE ,	1220, 1 KW/75 W ,	Gospel	UNIULT, $ 16.00	(---)	Willis
WERC ,	960, 5 KW (DA-N) ,	News/Talk	ABC, $ 40.00	(Mc-Guild)	Ameron
WJLD ,	1400, 1 KW ,	Black	SBN,MBS, $ 19.00	(K & P)	
WVOK ,	690, 50 KW/500 W ,	Oldies	SMN,CBS, $ 20.00	(Eastman)	Dick
WZZK ,	610, 5 KW/1 KW(DA-N),	--- See WZZK-F			
WAPI-F,	94.5, 98 KW @ 1210 ,	CHR	ABC, $ 58.00	(Christal)	Dittman
WDJC-F,	93.7, 99 KW @ 1007 ,	Religion	, $ 23.00	(---)	Crawford
WENN-F,	107.7, 100 KW @ 1036 ,	Black	SBN, $ 54.00	(HNWH)	
WIKX-F,	106.9, 99 KW @ 994 ,	Country	ABC, $ 37.00	(Mc-Guild)	Sun Group
WMJJ-F,	96.5, 100 KW @ 1027 ,	AC	CBS, $102.00	(Mc-Guild)	Ameron
WZRR-F,	99.5, 100 KW @ 869 ,	Classic AOR	, $ 85.00	(Eastman)	Dick
WZZK-F,	104.7, 99 KW @ 1300 ,	Country	, $138.00	(Katz)	NewCity

American Radio Winter 1992 Supplement, Copyright 1992

BOSTON

Arbitron Rank/Pop (12+): 9/3,223,800

MSA Rank/Pop: 10/3,740,000
ADI # 6

Average Person Ratings: 18.1

Market TSL: 23.50 hours

Stations: 34/29
Diaries: 2401/1343:1/48.0%
Sample Target: 2410
% Below Line: 2.0
% Not Listed: 12.3

1991 Revenue: $113,000,000
HH Inc.: $35,763
Retail $: 32.6 Bil
Pop per Station: 111,165
#1 Biller: WRKO $15,200,000

12+ METRO		1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. WRKO	(T/N)	434/ 7.4	6.4	8.3	7.3	7.0	7.4	530/6042	4785/14.8	16.1	14.1				WRKO
2. WZOU-F	(CHR)	348/ 5.9	5.3	7.1	6.8	6.9	6.3	424/8972	6763/21.0	19.4	20.0				WZOU-F
3. WBZ	(T)	343/ 5.9	7.5	5.5	5.4	6.5	6.1	455/8104	5943/18.4	21.9	16.0				WBZ
4. WXKS-F	(CHR)	339/ 5.8	5.5	5.0	5.8	6.7	5.5	385/8280	6665/20.7	19.0	18.8				WXKS-F
5. WBCN-F	(AOR)	316/ 5.4	5.3	5.6	5.9	4.7	5.6	424/6719	5043/15.6	15.9	13.7				WBCN-F
6. WMJX-F	(AC)	303/ 5.2	5.3	3.5	3.7	4.6	4.4	320/5806	5071/15.6	16.0	14.3				WMJX-F
7. WHDH	(T)	285/ 4.9	3.9	3.9	4.6	4.2	4.3	339/5448	4568/14.2	12.1	13.5				WHDH
8. WODS-F	(O)	267/ 4.6	4.2	4.7	4.2	4.2	4.4	358/6657	4646/14.4	12.5	13.2				WODS-F
9. WBMX-F	(AC)	258/ 4.4	4.5	4.0	3.4	2.5	4.1	308/5840	4600/14.3	13.9	10.1				WBMX-F
10. WSSH-F	(SAC)	250/ 4.3	4.5	4.8	5.1	4.4	4.7	358/5498	3771/11.7	11.9	13.5				WSSH-F
11. WVBF-F	(AC)	249/ 4.3	3.0	4.1	3.9	3.0	3.8	303/4331	3430/10.6	9.2	9.8				WVBF-F
12. WZLX-F	(CL AOR)	208/ 3.6	3.6	4.2	3.9	3.4	3.8	277/5673	3994/12.4	13.0	10.9				WZLX-F
13. WPLM-AF	(BB)	156/ 2.7	3.4	2.0	2.2	2.2	2.6	273/3666	2126/ 6.6	6.3	6.1				WPLM-AF
14. WXKS	(BB)	153/ 2.6	1.8	2.5	2.8	2.0	2.4	153/1526	1526/ 4.7	5.1	4.6				WXKS
15. WCRB-F	(CL)	144/ 2.5	2.5	2.7	1.9	2.1	2.4	209/3004	2183/ 6.8	7.2	7.2				WCRB-F
16. WEEI	(SPRTS)	142/ 2.4	2.8	2.7	4.1	5.9	3.0	194/4345	3291/10.2	10.0	17.6				WEEI
17. WAAF-F	(AOR)	123/ 2.1	1.9	2.7	2.2	1.6	2.2	327/4500	2300/ 7.1	6.8	5.0				WAAF-F
18. WILD	(B)	114/ 1.9	1.5	1.2	1.5	1.7	1.5	114/770	762/ 2.4	2.4	2.4				WILD
19. WBOS-F	(AOR)	110/ 1.9	2.4	2.2	1.8	2.0	2.1	149/2962	2386/ 7.4	7.3	6.0				WBOS-F
20. WFNX-F	(AOR)	108/ 1.8	1.9	1.3	1.9	1.7	1.7	114/2370	2207/ 6.8	5.8	5.7				WFNX-F
21. WCGY-F	(AOR)	94/ 1.6	1.7	1.7	1.4	1.3	1.6	160/2824	1845/ 5.7	6.4	4.7				WCGY-F
22.															
23.															
24.															
25.															

12+ FM SHARE (METRO): 68.76% (3528 of 5131) (WIN 91: 66.97%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZOU-F>>	1 WBCN-F<	1 WBCN-F	1 WBCN-F	1 WBCN-F	1 WROL	1 WBZ	1 WRKO	1 WRKO	1 WHDH	1 WBZ >
2 WXKS-F>	2 WXKS-F<	2 WXKS-F	2 WMJX-F<	2 WODS-F<	2 WBZ	2 WRKO	2 WMJX-F	2 WZOU-F<	2 WZOU-F	2 WHDH >
3 WAAF-F	3 WZOU-F>	3 WZOU-F<	3 WODS-F	3 WMJX-F	3 WFNX-F	3 WHDH	3 WBCN-F<	3 WXKS-F<	3 WBZ	3 WRKO >
4	4 WMJX-F	4 WMJX-F	4 WBMX-F	4 WBMX-F	4 WVBF-F<	4 WXKS-F	4 WODS-F<	4 WBCN-F	4 WXKS-F	4 WXKS-F<
5	5 WZLX-F	5 WBMX-F<	5 WXKS-F	5 WXKS-F	5 WODS-F	5 WBCN-F<	5 WXKS-F	5 WMJX-F<	5 WBCN-F	5 WZOU-F<
6	6 WBMX-F	6 WODS-F<	6 WVBF-F	WVBF-F	6 WRKO <	6 WZOU-F	WSSH-F	6 WBMX-F	6 WMJX-F	6 WMJX-F
7	7 WVBF-F	7 WVBF-F	7 WZOU-F	7 WZOU-F	7 WPLM-AF	7 WVBF-F	7 WVBF-F	7	7 WRKO	7 WVBF-F
8	8	8 WZLX-F	8 WZLX-F	8	8	8	WBMX-F	8	8	8 WODS-F<
										9 WBMX-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WZOU-F	1 WZOU-F	1 WMJX-F	1 WMJX-F<	1 WMJX-F
2 WXKS-F>	2 WXKS-F	2 WZOU-F	2 WZOU-F	2 WODS-F<
3 WVBF-F	3 WMJX-F	3 WXKS-F	WXKS-F	3 WBMX-F
4 WMJX-F	4 WBMX-F	4 WBMX-F>	4 WVBF-F<	4 WVBF-F
5 WZLX-F	5 WVBF-F	5 WBCN-F	5 WBMX-F	5 WXKS-F
6 WAAF-F	6 WBCN-F<	6 WILD	6 WODS-F>	WSSH-F
7 WFNX-F	7 WZLX-F<	7 WVBF-F	7 WSSH-F	7 WZOU-F
WBMX-F	8 WILD	8	8	8

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WXKS-F	1 WBCN-F>	1 WBCN-F>>	1 WBCN-F>	1 WBCN-F>
2 WZLX-F	2 WXKS-F	2 WZLX-F<	2 WXKS-F	2 WODS-F
WAAF-F	3 WZLX-F	3 WXKS-F	3 WXKS	3 WMJX-F
4 WCGY-F<	4 WZOU-F	4 WMJX-F	4 WZLX-F	4 WZLX-F
5 WZOU-F	5 WAAF-F	5 WFNX-F	WODS-F<	5 WEEI
WBCN-F>	6 WMJX-F	6 WZOU-F	6 WEEI	6 WBMX-F
7 WEEI	WFNX-F	7	7 WMJX-F<	7 WXKS-F
8	8	8	8 WBMX-F	8

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCAP	980	Lowell	0.4/1.1/ 30/ 469
WCAV-F	97.7	Brockton	0.5/1.4/ 32/ 486
WCDJ-F	96.9	Boston	1.5/5.4/118/2301
WESX	1230	Salem	0.4/1.5/ 21/ 479
WEZE	1260	Boston	0.7/1.4/ 46/ 517
WLYT-F	92.5	Haverhill/Bstn	0.4/1.7/ 50/ 985
WROL	950	Boston	0.7/2.6/ 47/1012
WBRU-F	95.5	Providence	0.3/1.4/ 84/1488
WCTK-F	98.1	New Bedford	0.5/1.5/121/1850
WHJY-F	94.1	Providence	0.3/2.2/197/3233
WOKQ-F	97.5	Dover/Portsmth	0.6/2.3/144/1975
WXLO-F	104.5	Fitchburg	0.3/1.7/119/2184

American Radio Winter 1992 Supplement, Copyright 1992

RADIO STATIONS

AM STATIONS

WBZ , 1030, 50 KW (DA-1)	, TALK	ABC,	$ 195.00 (Group W)	Westinghouse
WEEI, 590, 5 KW (DA-1)	, SPORTS	ABC,APR,	$ 100.00 (CBS)	Boston Celtics
WHDH, 850, 50 KW (DA-2)	, TALK	NBC, NBC T,	$ 100.00 (Banner)	
WILD, 1090, 5 KW (DAYS)	, BLACK	ABC,SBN,	$ 42.00 (Roslin)	
WMEX, 1150, 5 KW (DA-2)	, SEE WMJX-FM			
WRKO, 680, 50 KW (DA-2)	, TALK/NEWS	MBS UNIULT,	$ 215.00 (Katz)	Atlantic
WROL, 950, 5 KW (DAYS)	, RELIGION		$ 24.00 (---)	Carter
WXKS, 1430, 5 KW/1 KW (DA-N)	, NOSTALGIA	UNISUP UNIULT,	$ N/A (MMR)	Pyramid

FM STATIONS

WBCN, 104.1, 19 KW @ 741,	AOR		$ 300.00 (Torbet)	Infinity
WBMX, 98.5, 9 KW @ 1145,	AC	UNIPWR,	$ 115.00 (Katz)	Atlantic
WBOS, 92.9, 9 KW @ 1149,	PROG AOR		$ 75.00 (Katz)	Granum
WCDJ, 96.9, 13 KW @ 1151,	JAZZ/NAC		$ 80.00 (Durpetti)	Emmis
WCGY, 93.7, 50 KW @ 430,	AOR	ABC,	$ 60.00 (K & P)	Curt Gowdy
WCRB, 102.5, 15 KW @ 918,	CLASSICAL		$ 81.00 (CMBS)	
WFNX, 101.7, 1.6 KW @ 440,	AOR		$ 55.00 (Schubert)	
WHRB, 95.3, 3 KW @ 110,	VARIOUS		$ 30.00 (---)	
WMJX, 106.7, 24 KW @ 718,	AC		$ 150.00 (McGuild)	Greater Media
WODS, 103.3, 16 KW @ 270,	OLDIES	CBS,	$ 170.00 (CBS)	CBS
WPLM, 99.1, 50 KW @ 430,	NOSTALGIA	UNIULT,	$ 59.00 (HNWH)	(PLYMOUTH)
WSSH, 99.5, 32 KW @ 600,	SOFT AC	UNISUP,	$ 185.00 (HNWH)	Noble
WVBF, 105.7, 14 KW @ 954,	AC		$ 95.00 (Banner)	Fairbanks
WXKS, 107.9, 24 KW @ 722,	CHR		$ 245.00 (MMR)	Pyramid
WZLX, 100.7, 20 KW @ 718,	CLASSIC AOR		$ 130.00 (HNWH)	Cook Inlet
WZOU, 94.5, 12 KW @ 1053,	CHR		$ 145.00 (HNWH)	Ardman

WAAF -- SEE WORCESTER

American Radio Winter 1992 Supplement, Copyright 1992

BUFFALO-NIAGARA FALLS

Arbitron Rank/Pop (12+): 40/990,800

MSA Rank/Pop: 55/1,190,000 (Buffalo)
ADI # 38

Average Person Ratings: 17.9

Market TSL: 23.50 hours

Stations: 26/21
Diaries: 1460/679:1/58.3%
Sample Target: 1420
% Below Line: 3.0
% Not Listed: 9.6

1991 Revenue: $28,700,000
HH Inc.: $27,650
Retail $: 8.4 Bil
Pop per Station: 47,180
#1 Biller: WHTT-F $3,500,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. WKSE-F (CHR)	174/ 9.8	8.4	7.9	8.2	8.0	8.6	184/2617	2424/24.5	24.6	21.5				WKSE-F
2. WYRK-F (C)	171/ 9.6	10.8	11.1	11.6	9.6	10.8	219/2316	1920/19.4	17.6	16.2				WYRK-F
3. WBEN (FS)	150/ 8.4	8.0	9.0	7.2	9.6	8.1	161/2263	2041/20.6	19.2	23.7				WBEN
4. WBLK-F (B)	122/ 6.9	6.7	6.1	6.2	6.1	6.5	122/1239	1204/12.2	11.8	9.8				WBLK-F
5. WJYE-F (SAC)	118/ 6.6	7.1	6.8	7.1	7.4	6.9	122/1650	1584/16.0	18.0	19.1				WJYE-F
6. WGRF-F (AOR)	114/ 6.4	6.2	7.9	7.3	8.0	6.9	157/2308	1754/17.7	17.5	20.7				WGRF-F
7. WHTT-F (O)	109/ 6.1	6.1	6.4	6.6	7.1	6.3	138/2174	1887/19.0	17.7	17.2				WHTT-F
8. WUFX-F (CL AOR)	105/ 5.9	4.8	5.0	5.6	5.6	5.3	121/1800	1561/15.8	14.7	16.0				WUFX-F
9. WGR (N/T)	104/ 5.9	6.1	3.9	4.8	4.2	5.2	121/2675	2211/22.3	23.3	16.7				WGR
10. WBUF-F (AC)	92/ 5.2	4.4	5.1	6.5	3.9	5.3	99/1619	1403/14.2	14.0	11.9				WBUF-F
11. WMJQ-F (AC/CHR)	86/ 4.8	6.7	5.1	4.7	6.3	5.3	123/2387	1631/16.5	19.9	20.9				WMJQ-F
12. WECK (BB)	68/ 3.8	2.9	2.7	3.6	3.0	3.3	68/709	704/ 7.1	5.5	5.9				WECK
13. WEZQ-F (EZ)	34/ 1.9	2.2	1.7	1.5	1.1	1.8	54/664	495/ 5.0	5.3	3.5				WEZQ-F
14. CKEY-F (AOR)	21/ 1.2	2.3	1.4	0.6	----	1.4	22/270	260/ 2.6	4.2	0.0				CKEY-F
WDCX-F (REL)	21/ 1.2	1.0	0.7	0.7	1.0	0.9	25/386	313/ 3.2	3.0	3.6				WDCX-F

12+ FM SHARE (METRO): 74.66% (1199 of 1606) (WIN 91: 75.47%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	WKSE-F››	WKSE-F	WKSE-F	WYRK-F‹	WYRK-F	WBEN	WBEN ›	WYRK-F	WKSE-F	WKSE-F›	WBEN ›
2	WUFX-F	WGRF-F‹	WGRF-F	WHTT-F	WYRK-F›	WYRK-F	WYRK-F	WJYE-F	WYRK-F	WUFX-F	WGR
	WBLK-F	WUFX-F	WYRK-F‹	WHTT-F	WGRF-F‹	WJYE-F	WKSE-F›	WBEN	WUFX-F‹	WBLK-F	WYRK-F
4		WBLK-F	WUFX-F	WKSE-F	WJYE-F‹	WHTT-F‹	WJYE-F	WKSE-F‹	WGRF-F	WGR	WUFX-F
5		WYRK-F	WBLK-F	WBUF-F‹	WGR		WBLK-F‹	WHTT-F‹	WJYE-F‹	WGRF-F	WGRF-F
6		WMJQ-F	WHTT-F	WBLK-F	WKSE-F	WECK	WHTT-F	WGRF-F	WHTT-F‹	WBEN ‹	WJYE-F
7		WBUF-F	WMJQ-F‹	WMJQ-F‹	WBLK-F		WGR ‹	WBUF-F‹	WBEN ‹	WYRK-F	
8			WBUF-F	WJYE-F	WMJQ-F		WGRF-F	WUFX-F	WGR	WHTT-F	
9			WJYE-F	WUFX-F							

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	WKSE-F››	WKSE-F›	WKSE-F›	WKSE-F›	WJYE-F	WUFX-F	WUFX-F	WGRF-F›	WGRF-F	WGRF-F
2	WMJQ-F	WMJQ-F	WMJQ-F‹	WMJQ-F‹	WKSE-F	WKSE-F›	WGRF-F	WUFX-F›	WUFX-F›	WYRK-F
3	WYRK-F	WBLK-F	WBLK-F	WYRK-F‹	WHTT-F‹	WGRF-F	WKSE-F	WYRK-F›	WKSE-F	WHTT-F
4	WGRF-F	WYRK-F	WBUF-F	WJYE-F	WYRK-F	WBLK-F››	WBLK-F›	WKSE-F	WYRK-F	WGR
5	WBLK-F	WGRF-F	WGRF-F	WBUF-F‹	WBUF-F‹		WYRK-F	WGR	WBLK-F	WUFX-F
6	WUFX-F	WBUF-F	WYRK-F	WBLK-F‹	WBLK-F‹			WBLK-F	WHTT-F	WBUF-F
7	WJYE-F	WJYE-F‹	WJYE-F	WHTT-F	WMJQ-F			WBUF-F	WGR	
	WBUF-F	WUFX-F	WUFX-F							

OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME
WHLD	1270	Niagara Falls	0.3/2.1/ 6/ 204
WHTT	1120	Buffalo	0.8/1.9/ 20/ 210
WJJL	1440	Niagara Falls	0.5/1.4/ 8/ 142
WLVL	1340	Lockport	0.7/1.4/ 17/ 150
WUFO	1080	Amherst	0.9/2.3/ 16/ 230
WWKB	1520	Buffalo	0.8/4.9/ 17/ 591
WXRL	1300	Lancaster/Buffl	0.7/3.1/ 14/ 359
CFNY-F	102.1	Brampton ON	0.6/2.2/ 12/ 250
CHTZ-F	97.7	St. Catherines	0.6/2.7/ 12/ 289
CHUM-F	104.5	Toronto	0.3/1.2/ 5/ 124
CILQ-F	107.1	Toronto	0.3/1.3/ 8/ 180

American Radio Winter 1992 Supplement, Copyright 1992

BUFFALO-NIAGARA FALLS

AM STATIONS

WBEN,	930,	5 KW (DA-N)	, Full Service	CBS CNN,	$ 70.00	(Eastman)	Algonquin
WECK,	1230,	1 KW	, Nostalgia	NBC UNISUP,	$ 29.00	(Durpetti)	EBE
WGR ,	550,	5 KW (DA-N)	, News/Talk	ABC,	$ 49.00	(Katz)	
WUFO,	1080,	1 KW (DAYS)	, Black	SBN,	$ 16.00	(---)	Sheridan
WWKB,	1520,	50 KW (DA-1)	, Business News	UNIULT, BRN,	$ 34.00	(Banner)	Price

FM STATIONS

WBLK-F,	93.7,	50 KW @ 400,	Black	CBS,	$ 40.00	(Durpetti)	
WBUF-F,	92.9,	91 KW @ 581,	AC	,	$ 66.00	(McGuild)	Lincoln
WDCX-F,	99.5,	110 KW @ 195,	Religion	,	$ 22.00	(---)	Crawford
WEZQ-F,	107.7,	12 KW @ 800,	EZ	UNIPWR,	$ 30.00	(---)	(WETHERSFIELD)
WGRF-F,	96.9,	13 KW @ 888,	AOR	,	$ 80.00	(Katz)	
WHTT-F,	104.1,	50 KW @ 390,	Oldies	,	$ 85.00	(MMR)	Pyramid
WJYE-F,	96.1,	50 KW @ 479,	Soft AC	UNISUP,	$ 70.00	(Durpetti)	EBE
WKSE-F,	98.5,	46 KW @ 420,	CHR	ABC,	$ 60.00	(Banner)	Price
WMJQ-F,	102.5,	105 KW @ 1338,	AC/CHR	SOURCE,	$ 51.00	(Eastman)	Algonquin
WUFX-F,	103.3,	49 KW @ 341,	Classic AOR	CBS,	$ 50.00	(Torbet)	Metroplex
WYRK-F,	106.5,	50 KW @ 390,	Country	,	$ 70.00	(McGuild)	Stoner

FORMAT CODES

- AC - Adult Contemporary
- AOR - Album Oriented Rock
- B - Black (audience predominately black - over 75%)
- BB - Big Band, Nostalgia
- C - Country
- CHR - Contemporary Hit Radio, Top 40, Contemporary
- CL - Classical
- CL AOR - Classic AOR, Classic Rock
- E - Ethnic
- EZ - EZ Listening, Beautiful Music, Some Very soft AC
- G - Gospel
- J/NAC - Jazz and New Adult Contemporary
- M/FS - Middle of Road, (MOR) Full Service
- N - News
- O - Oldies (1955 to current)
- R - Religion, Christian
- SAC - Soft Adult Contemporary
- SP - Hispanic/Spanish
- T - Talk
- U - Urban (majority of audience is non-white)
- ? - Others or Unknown

American Radio Winter 1992 Supplement, Copyright 1992

CHARLESTON, SC

Arbitron Rank/Pop (12+): 85/421,300

MSA Rank/Pop: 94/518,000
ADI # 106

Average Person Ratings: 17.0
Market TSL: 22.25 hours

Stations: 21/18
Diaries: 908/464:1/48.2%
Sample Target: 900
% Below Line: 2.2
% Not Listed: 11.0

1991 Revenue: $12,000,000
HH Inc.: $27,801
Retail $: 3.8 Bil
Pop per Station: 23,405
#1 Biller: WEZL-F $2,700,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. WEZL-F (C)	78/10.9	10.7	12.9	13.1	12.7	11.9	87/1141	954/22.6	23.2	25.3				WEZL-F
2. WWWZ-F (B)	77/10.7	5.0	4.4	5.3	5.5	6.3	80/826	752/17.8	11.9	14.0				WWWZ-F
3. WSSX-F (CHR)	58/ 8.1	7.7	10.3	8.8	7.7	8.7	61/1007	908/21.6	18.3	21.3				WSSX-F
4. WBUB-F (C)	53/ 7.4	8.1	0.6	0.7	2.6	4.2	64/985	767/18.2	17.6	8.9				WBUB-F
5. WXTC-F (AC)	48/ 6.7	6.5	6.4	5.0	4.4	6.2	56/766	658/15.6	14.8	12.3				WXTC-F
6. WTMA (N/T)	45/ 6.3	5.9	7.4	5.0	6.1	6.2	46/616	609/14.5	10.9	10.9				WTMA
7. WPAL (B)	42/ 5.8	3.8	3.2	4.1	6.4	4.2	42/486	461/10.9	8.1	10.1				WPAL
8. WAVF-F (AOR)	41/ 5.7	7.1	6.8	5.7	6.6	6.3	42/653	588/14.0	15.4	16.3				WAVF-F
9. WSUY-F (AC)	40/ 5.6	4.5	4.2	5.6	5.3	5.0	40/422	422/10.0	11.5	10.2				WSUY-F
10. WTUA-F (G)	30/ 4.2	1.4	2.6	0.5	1.0	2.2	50/368	214/ 5.1	2.7	2.9				WTUA-F
11. WYBB-F (CL AOR)	23/ 3.2	4.7	3.9	3.0	2.5	3.7	25/546	517/12.3	12.9	10.6				WYBB-F
WXLY-F (O)	23/ 3.2	4.5	5.2	5.2	4.1	4.5	25/507	438/10.4	12.2	11.1				WXLY-F
13. WUJM-F (B)	18/ 2.5	3.5	2.6	4.2	3.2	3.2	21/266	255/ 5.2	11.7	11.5				WUJM-F
14. WDXZ-F (B)	17/ 2.4	4.1	4.7	6.7	6.9	4.5	18/318	273/ 6.5	10.4	11.8				WDXZ-F
15.														

12+ FM SHARE (METRO): 81.69% (522 of 639) (WIN 91: 77.74%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WWWZ-F	1 WWWZ-F›	1 WWWZ-F	1 WWWZ-F‹	1 WEZL-F	1 WEZL-F›	1 WEZL-F	1 WTMA	1 WEZL-F	1 WWWZ-F››	1 WWWZ-F›
2 WSSX-F››	2 WSSX-F‹	2 WEZL-F	2 WEZL-F	2 WWWZ-F‹	2 WTMA	2 WWWZ-F	WEZL-F›	2 WWWZ-F	2 WTUA-F	2 WPAL
3	3 WAVF-F	3 WSSX-F	3 WXTC-F	3 WXTC-F	3 WXTC-F	3 WSSX-F	3 WXTC-F	3 WSSX-F	3 WBUB-F‹	3 WBUB-F
4	4 WEZL-F	4 WXTC-F‹	4 WSSX-F	4 WBUB-F	WPAL	4 WBUB-F	4 WSUY-F‹	4 WXTC-F	4 WEZL-F	4 WXTC-F
5	5 WBUB-F	5 WAVF-F‹	WBUB-F	5 WTMA	5 WBUB-F	5 WXTC-F‹	5 WSSX-F‹	5 WSUY-F‹	5 WSSX-F	WTMA
6	6 WYBB-F	6 WBUB-F	6 WSUY-F	WSSX-F‹	6 WSUY-F	6 WTMA	6 WWWZ-F	6 WBUB-F	WPAL	6 WEZL-F
7	7	7 WSUY-F	7 WAVF-F	7 WSUY-F	7 WTUA-F	7 WSUY-F	7 WPAL ‹	7 WAVF-F‹	7 WAVF-F	7
							8 WBUB-F	8 WTMA		
							WAVF-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WWWZ-F	1 WWWZ-F›	1 WWWZ-F›	1 WWWZ-F	1 WXTC-F
2 WSSX-F›	2 WSSX-F›	2 WSSX-F	2 WXTC-F	2 WWWZ-F‹
3 WPAL	3 WAVF-F	3 WXTC-F	3 WSSX-F	3 WEZL-F
WAVF-F	4 WXTC-F	4 WEZL-F	4 WSUY-F	4 WSUY-F
5 WSUY-F	WEZL-F	5 WAVF-F	5 WEZL-F	5 WSSX-F
6 WWDM-F	6 WBUB-F	6 WBUB-F	6 WBUB-F	WBUB-F
WZJY	7	7	7	7
WBUB-F				

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WWWZ-F	1 WWWZ-F	1 WWWZ-F›	1 WWWZ-F	1 WEZL-F›
2 WAVF-F	2 WAVF-F	2 WEZL-F	2 WEZL-F	2 WWWZ-F
3 WYBB-F	3 WYBB-F	WAVF-F	3 WAVF-F	WTMA
4 WSSX-F	WEZL-F	4 WYBB-F	4 WBUB-F	4 WBUB-F
5 WEZL-F	5 WSSX-F	WSSX-F	5 WSSX-F	5 WAVF-F
6 WSUY-F	6 WBUB-F	WBUB-F	6 WYBB-F	6 WXTC-F
WBUB-F	7	7 WXTC-F	7	WSSX-F
		WTMA		
		WDXZ-F		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WMCJ	950	Moncks Corner	1.3/2.1/ 9/ 89
WOKE	1340	Charleston	0.4/2.1/ 3/ 89
WQIZ	810	St. George	1.1/2.5/ 13/ 190
WZJY	1480	MtPlsnt/Charlst	1.4/3.8/ 10/ 158
WHLZ-F	92.5	Manning	0.7/2.9/ 44/ 401
WHTK-F	99.7	Pt. Royal	0.4/4.1/ 13/ 353
WWDM-F	101.3	Sumter	1.1/4.0/ 54/ 713

RADIO STATIONS

WPAL ,	730,	1 KW/100 W	, Black	NBN ABC, $19.00	(Roslin)		
WQIZ ,	810,	5 KW (DAYS)	, Gospel	SBN, $13.00	(Eastman)		→
WTMA ,	1250,	5 KW/1 KW	, News/Talk	ABC NBC-T, $22.00	(Katz)		
WVVO ,	910,	500 W (DA-1)	, Black Oldies	SMN, $12.00	(K & P)		
WZJY ,	1480,	1 KW (DAYS)	, Gospel	CNN UNIULT, $11.00	(---)	(MT PLEASANT)	
WAVF-F,	96.1,	100 KW @ 538	, AOR	, $43.00	(Christal)		
WBUB-F,	107.5,	100 KW @ 528	, Country	, $27.00	(McGuild)	(ST GEORGE)	
WDXZ-F,	104.5,	50 KW @ 556	, Black	, $21.00	(K & P)	(MT PLEASANT)	
WEZL-F,	103.5,	100 KW @ 560	, Country	MBS, $59.00	(Banner)	Apollo	
WMGL-F,	101.7,	6 KW @ 449	, Jazz/Urban	ABC, $17.00	(K & P)	(RAVENAL)	
WSSX-F,	95.1,	100 KW @ 1000	, CHR	, $38.00	(Katz)	Faircom	
WSUY-F,	100.7,	3 KW @ 400	, AC	UNISUP, $24.00	(Katz)		
WTUA-F,	105.9,	3 KW @ 328	, Gospel	SBN, $12.00	(---)	(ST.STEPHENS)	
WUJM-F,	94.3,	6 KW @ 298	, Black	MBS, $19.00	(Christal)		
WWWZ-F,	93.5,	1.5 KW @ 459	, Black	SBN, $28.00	(HNWH)	(SUMMERVILLE)	
WXLY-F,	102.5,	100 KW @ 1000	, Oldies	SMN UNIULT, $25.00	(Eastman)	Bloomington	
WXTC-F,	96.9,	100 KW @ 1768	, AC	, $35.00	(Mc-Guild)	EBE	
WYBB-F,	98.1,	50 KW @ 500	, Classic AOR	, $20.00	(Durpetti)	Martin (FOLLY BCH)	

American Radio Winter 1992 Supplement, Copyright 1992

CHARLOTTE

Arbitron Rank/Pop (12+): 38/998,400

MSA Rank/Pop: 43/1,140,000
ADI # 31

Average Person Ratings: 16.0

Market TSL: 21.00 hours

Stations: 24/17
Diaries: 1320/756:1/50.2%
Sample Target: 1310
% Below Line: 4.8
% Not Listed: 15.4

1991 Revenue: $32,700,000
HH Inc.: $31.722
Retail $: 9.0 Bil
Pop per Station: 58,729
#1 Biller: WSOC-AF $5,900,000

12+ METRO		1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91		Birch Share	Birch AQH	Birch Cume	
1. WSOC-F	(C)	207/13.0	12.7	14.8	11.4	15.2	13.0	400/4685	2587/25.9	26.7	26.8					WSOC-F
2. WPEG-F	(B)	199/12.5	12.7	13.5	12.5	10.9	12.8	260/2776	1928/19.3	15.8	17.5					WPEG-F
3. WEZC-F	(SAC/EZ)	114/ 7.1	6.3	5.2	6.0	3.8	6.2	168/2597	1701/17.0	17.8	10.9					WEZC-F
4. WBT	(FS)	112/ 7.0	7.8	5.4	6.0	6.7	6.6	131/1935	1602/16.0	14.5	14.6					WBT
5. WTDR-F	(C)	109/ 6.8	5.4	6.5	6.2	5.8	6.2	186/2693	1468/14.7	11.4	10.4					WTDR-F
6. WRFX-F	(AOR)	105/ 6.6	8.6	7.3	8.3	6.6	7.7	163/2861	1823/18.3	18.7	14.7					WRFX-F
7. WBT -F	(AC)	86/ 5.4	5.0	5.8	5.0	5.7	5.3	184/3379	1899/19.0	16.4	15.5					WBT -F
8. WCKZ-F	(CHR/U)	83/ 5.2	5.0	6.5	7.3	7.5	6.0	141/2951	1637/16.4	16.0	18.1					WCKZ-F
9. WMXC-F	(AC)	63/ 3.9	5.0	4.5	5.2	4.1	4.7	77/1494	1178/11.8	13.7	11.8					WMXC-F
10. WXRC-F	(AOR)	57/ 3.6	3.7	3.2	3.1	2.5	3.4	98/1530	797/ 8.0	7.8	6.7					WXRC-F
11. WWMG-F	(O)	55/ 3.4	3.0	4.1	4.8	4.3	3.8	122/1798	1056/10.6	8.4	10.8					WWMG-F
12. WAQQ-F	(CHR)	33/ 2.1	1.2	1.6	0.8	0.5	1.4	52/1441	934/ 9.4	5.6	3.4					WAQQ-F
13. WMIT-AF	(REL)	25/ 1.6	1.3	1.3	1.2	1.5	1.4	72/1162	502/ 5.0	4.4	5.2					WMIT-AF
WFMX-F	(C)	25/ 1.6	0.9	1.3	1.1	1.4	1.2	104/1276	319/ 3.2	3.1	3.0					WFMX-F
15.																

12+ FM SHARE (METRO): 88.74% (1198 of 1350) (WIN 91: 87.77%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	WCKZ-F	1 WPEG-F>	1 WPEG-F>	1 WPEG-F	1 WPEG-F	1 WSOC-F>	1 WSOC-F	1 WSOC-F>	1 WSOC-F<	1 WPEG-F>	1 WPEG-F>
2	WPEG-F>>	2 WRFX-F>	2 WSOC-F	2 WSOC-F>	2 WSOC-F>	2 WBT	2 WPEG-F<	2 WEZC-F	2 WPEG-F>	2 WBT	2 WSOC-F
3		3 WSOC-F	3 WRFX-F	3 WRFX-F	3 WTDR-F<	3 WEZC-F>	3 WRFX-F>	3 WPEG-F	3 WEZC-F	3 WTDR-F	3 WBT
4		4 WBT -F	4 WTDR-F	4 WTDR-F	4 WRFX-F	4 WTDR-F	4 WBT	4 WBT	4 WTDR-F	WCKZ-F<	4 WTDR-F
5		5 WXRC-F	5 WBT -F	5 WEZC-F	5 WEZC-F	5 WPEG-F	5 WTDR-F	5 WTDR-F	5 WCKZ-F	5 WSOC-F	5
6		6 WTDR-F	6 WEZC-F	WBT -F	6 WBT <	6	6 WEZC-F	6 WRFX-F<	6 WBT -F<	6 WXRC-F	6
7		7	7	7	7 WBT -F	7	7 WBT -F	7 WMXC-F	7 WBT <	7	7
									8 WRFX-F		

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	WPEG-F>>	1 WPEG-F>>	1 WPEG-F>>	1 WPEG-F>	1 WPEG-F	1 WPEG-F<	1 WPEG-F<	1 WRFX-F	1 WPEG-F	1 WSOC-F<
2	WBT -F	2 WBT -F>	2 WBT -F	2 WSOC-F<	2 WSOC-F	2 WXRC-F<	2 WRFX-F>	WPEG-F>	2 WSOC-F	2 WPEG-F
3	WXRC-F	3 WRFX-F	3 WSOC-F	3 WBT -F	3 WEZC-F	3 WRFX-F>	3 WSOC-F	3 WSOC-F	WRFX-F>	3 WRFX-F
4	WRFX-F>	4 WSOC-F	4 WRFX-F	4 WEZC-F	4 WBT -F<	4 WSOC-F	4 WXRC-F	4 WTDR-F>	4 WTDR-F>	4 WTDR-F
5	WCKZ-F	5 WEZC-F	5 WMXC-F	5 WTDR-F<	5 WTDR-F	5 WTDR-F	5 WTDR-F	5 WXRC-F	5 WBT <	5 WBT
	WAQQ-F	6	WEZC-F	6 WRFX-F	6 WMXC-F	6 WMXC-F	6	6	6 WXRC-F	6
7	WEZC-F	7	7	WMXC-F	7	7	7	7	7	7

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAQS	610	Charlotte	0.3/1.1/ 5/ 145
WGIV	1600	Charlotte	0.6/2.1/ 11/ 219
WGSP	1310	Charlotte	0.8/2.2/ 12/ 224
WLTC	1370	Gastonia	0.5/1.1/ 8/ 112
WRDX-F	106.5	Salisbury/Chrlt	0.9/2.8/ 29/ 472
WFGW	1010	Black Mountain	0.3/0.0/ 0/ 0
WKRR-F	92.3	Asheboro	0.4/2.2/ 48/ 761
WKSI-F	98.7	Greensboro/W-S	0.6/2.1/ 29/ 595
WKZL-F	107.5	Winston-Salem	0.4/1.0/ 26/ 459
WMIT-F	106.9	Black Mountain	1.3/5.0/ 72/1162
WSPA-F	98.9	Spartanburg	0.3/1.6/ 28/ 524

RADIO STATIONS

WBT , 1110, 50 KW (DA-N)	, FULL SERVICE	CBS , $ 76.00 (Banner)	Jeff-Pilot		
WGSP, 1310, 1 KW/65 W	, RELIGION	SBN , $ NA (---)			
WAQQ-F, 95.1, 100 KW @ 1542, CHR		SOURCE , $ 35.00 (HNWH)	Adams		
WBT-F , 107.9, 98 KW @ 1692, AC		, $ 50.00 (Banner)	Jeff-Pilot		
WCKZ-F, 101.9, 99 KW @ 987, CHR/URBAN		ABC , $ 48.00 (HNWH)	Beasley		
WEZC-F, 102.9, 31 KW @ 1535, SOFT AC/EZ		UNIULT , $ 44.00 (Katz)	Keymarket	(HICKORY)	
WPEG-F, 97.9, 50 KW @ 390, BLACK		CBS, UNIPWR , $ 75.00 (Katz)	Broadcast Partners		
WMXC-F, 104.7, 100 KW @ 1230, AC		, $ 68.00 (MMR)	EZ		
WRDX-F, 106.5, 100 KW @ 1004, OLDIES		, $ 22.00 (Southern)		(SALISBURY)	
WRFX-F, 99.7, 100 KW @ 1043, AOR		, $ 100.00 (Mc-Guild)	Pyramid		
WSOC-F, 103.7, 100 KW @ 1050, COUNTRY		, $ 129.00 (Durpetti)	Cox		
WTDR-F, 96.9, 100 KW @ 1548, COUNTRY		, $ 55.00 (Christal)	Trumper	(STATESVILLE)	
WWMG-F, 96.1, 100 KW @ 1738, OLDIES		CBS , $ 52.00 (Christal)	Voyager	(SHELBY)	
WXRC-F, 95.7, 100 KW @ 1276, AOR		ABC , $ 26.00 (---)		(HICKORY)	

American Radio Winter 1992 Supplement, Copyright 1992

CHATTANOOGA

Arbitron Rank/Pop (12+): 97/366,100

MSA Rank/Pop: 107/443,000
ADI # 84

Average Person Ratings: 16.5

Market TSL: 21.75 hours

Stations: 19/19
Diaries: 828/442:1/50.4%
Sample Target: 840
% Below Line: 0.0
% Not Listed: 12.1

1991 Revenue: $12,200,000
HH Inc.: $27,424
Retail $: 3.0 Bil
Pop per Station: 19,268
#1 Biller: WUSY-F $3,300,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. WUSY-F (C)	143/23.7	23.9	18.0	20.4	19.8	21.5	289/2755	1352/36.9	41.2	33.7				WUSY-F
2. WDEF-F (EZ/SAC)	61/10.1	8.6	8.7	10.7	11.0	9.5	73/806	640/17.5	18.3	25.3				WDEF-F
3. WLMX-F (AC)	52/ 8.6	6.4	6.8	8.5	6.2	7.6	57/792	742/20.3	15.4	17.7				WLMX-F
4. WJTT-F (B)	51/ 8.4	10.0	12.1	9.7	9.2	10.1	58/705	549/15.0	16.1	14.5				WJTT-F
5. WDOD-F (C)	40/ 6.6	4.7	8.2	3.3	6.7	5.7	55/1025	605/16.5	15.8	18.6				WDOD-F
6. WSKZ-F (CHR)	34/ 5.6	5.9	9.2	7.5	9.6	7.1	90/1450	675/18.4	19.7	23.4				WSKZ-F
7. WFXS-F (CL AOR)	32/ 5.3	5.4	4.7	3.7	3.0	4.8	36/470	383/10.5	9.6	7.8				WFXS-F
8. WGOW (T)	18/ 3.0	3.0	2.5	1.3	3.3	2.5	23/329	301/ 8.2	7.3	7.4				WGOW
9. WNOO (B)	17/ 2.8	2.4	3.3	4.2	2.6	3.2	21/244	197/ 5.4	6.1	4.9				WNOO
10. WQCH (C)	12/ 2.0	0.8	1.8	0.3	0.9	1.2	12/65	65/ 1.8	1.3	1.7				WQCH
WJRX-F (REL)	12/ 2.0	1.9	3.0	2.5	3.4	2.3	17/254	182/ 5.0	5.1	6.5				WJRX-F
WDEF (EZ/FS)	12/ 2.0	1.5	1.3	2.8	2.5	1.9	12/227	198/ 5.4	6.1	7.2				WDEF
13.														
14.														
15.														

12+ FM SHARE (METRO): 85.69% (455 of 531) (WIN 91: 84.31%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WUSY-F	1 WUSY-F›	1 WUSY-F››	1 WUSY-F››	1 WUSY-F››	1 WUSY-F›	1 WUSY-F››	1 WUSY-F››	1 WUSY-F››	1 WUSY-F›	1 WUSY-F
2 WJTT-F››	2 WLMX-F	2 WLMX-F›	2 WLMX-F›	2 WLMX-F›	2 WDEF-F	2 WDEF-F›	2 WDEF-F	2 WLMX-F›	2 WJTT-F››	2 WFXS-F
3	3 WJTT-F	3 WJTT-F	3 WJTT-F	3 WJTT-F	3	3 WLMX-F	3 WLMX-F›	3 WDEF-F‹	3 WFXS-F	3 WSKZ-F
4	WFXS-F‹	4 WFXS-F‹	4 WSKZ-F	4 WDEF-F	4	4 WJTT-F	4 WDOD-F	4 WJTT-F	4 WLMX-F	WJTT-F
5	5 WSKZ-F	5 WSKZ-F	5 WFXS-F	5 WSKZ-F	5	5 WDOD-F	5 WJTT-F‹	5 WSKZ-F	WBDX-F	
6	6	6	6	WDOD-F	6	6 WSKZ-F	6 WGOW	6 WSKZ-F	6 WDOD-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WUSY-F›	1 WUSY-F››	1 WUSY-F››	1 WUSY-F››	1 WUSY-F››
2 WSKZ-F	2 WLMX-F›	2 WLMX-F›	2 WLMX-F›	2 WLMX-F›
3 WLMX-F	3 WJTT-F	3 WJTT-F	3 WJTT-F›	3 WJTT-F
WJTT-F	4 WSKZ-F›	4 WBDX-F	4 WSKZ-F	4 WDEF-F
WFXS-F›	5 WFXS-F	5 WSKZ-F	5	5 WDOD-F
6 WKXJ-F	WBDX-F	6	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WUSY-F	1 WUSY-F	1 WLMX-F	1 WUSY-F›	1 WUSY-F››
2 WFXS-F›	2 WFXS-F	2 WUSY-F	WFXS-F	2 WLMX-F
3 WJTT-F	3 WLMX-F	WFXS-F	3 WLMX-F	3 WFXS-F›
4 WSKZ-F›	4 WSKZ-F	4 WSKZ-F	4 WJTT-F	4 WSKZ-F
5 WLMX-F	WJTT-F	5 WJTT-F	5 WSKZ-F	WJTT-F
6	6	WJRX-F	6	6
		WGOW		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBDX-F	102.7	Trenton/Chtnoog	1.8/4.3/ 11/ 167
WDOD	1310	Chattanooga	0.7/2.6/ 5/ 116
WEPG	910	S Pittsburgh	0.5/1.3/ 3/ 54
WFLI	1070	Lookout Mountn	1.0/3.0/ 13/ 171
WKXJ-F	97.3	S.Pittsbrg/Chtn	1.7/4.4/ 26/ 334
WSDQ	1190	Dunlap	0.7/1.0/ 4/ 35
WSGC-F	101.9	Ringgold	1.5/6.9/ 17/ 310

RADIO STATIONS

WDEF, 1370, 5 KW (DA-N)	, EZ/FULL SERVICE	CBS	, $ 21.00	(MMR)	Park
WDOD, 1310, 5 KW (DA-N)	, NOSTALGIA	UNIULT	, $ 17.00	(Banner)	Bahakel
WFLI, 1070, 50 KW/2.5 KW(DA-2)	, RELIGION	ABC	, $ 12.00	(---)	(LOOKOUT MT.)
WGOW, 1150, 5 KW/1 KW (DA-N)	, TALK	SUN, MBS	, $ 18.00	(Christal)	Bloomington
WNOO, 1260, 5 KW (DAYS)	, BLACK	SBN	, $ 14.00	(Eastman)	
WBDX-F, 102.7, 6 KW @ 817	, SOFT AC		, $ 15.00	(---)	(TRENTON)
WDEF-F, 92.3, 100 KW @ 1181	, EZ/SOFT AC	CBS	, $ 33.00	(MMR)	Park
WDOD-F, 96.5, 100 KW @ 1079	, COUNTRY	UNIULT	, $ 31.00	(Banner)	Bahakel
WFXS-F, 102.3, 3 KW @ 285	, CLASSIC AOR		, $ 19.00	(Eastman)	(SODDY-DAISY)
WJRX-F, 107.9, 3 KW @ 328	, RELIGION	APR	, $ 13.00	(---)	(EAST RIDGE)
WJTT-F, 94.3, 3 KW @ 298	, BLACK	CBS	, $ 25.00	(HNWH)	(REDBANK)
WKXJ-F, 97.3, 16 KW @ 856	, CHR		, $ 20.00	(Roslin)	(S.PITTS)
WLMX-F, 105.5, 3 KW @ 269	, AC	ABC	, $ 47.00	(Eastman)	Baum (ROSSVILLE, GA)
WSGC-F, 101.9, 3 KW @ 702	, OLDIES		, $ 19.00	(---)	(RINGGOLD, GA)
WSKZ-F, 106.5, 100 KW @ 1079	, CHR		, $ 45.00	(Christal)	Bloomington
WUSY-F, 100.7, 100 KW @ 363	, COUNTRY	NBC	, $ 73.00	(Katz)	Colonial

American Radio Winter 1992 Supplement, Copyright 1992

CHICAGO

Arbitron Rank/Pop (12+): 3/6,651,100

MSA Rank/Pop: 3/8,240,000
ADI # 3
Average Person Ratings: 18.6
Market TSL: 24.25 hours

Stations: 41/41
Diaries: 3647/1824:1/52.8%
Sample Target: 3470
% Below Line: 0.0
% Not Listed: 9.4

1991 Revenue: $238,000,000
HH Inc.: $33,675
Retail $: 61.9 Bil
Pop per Station: 162,221
#1 Biller: WGN $42,500,000

12+ METRO		1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. WGN	(T/FS)	1086/ 8.8	8.5	8.4	8.2	7.8	8.5	1229/12605	10644/16.0	20.2	17.1				WGN
2. WGCI-F	(B)	837/ 6.8	6.8	8.1	6.6	7.4	7.1	859/9347	9153/13.8	12.5	13.2				WGCI-F
3. WBBM-F	(CHR)	624/ 5.0	5.1	4.9	5.8	6.9	5.2	631/10761	10477/15.8	17.2	18.7				WBBM-F
4. WUSN-F	(C)	584/ 4.7	3.8	4.5	3.3	3.8	4.1	605/7549	7066/10.6	10.2	9.2				WUSN-F
5. WBBM	(N/T)	497/ 4.0	4.4	3.8	3.9	5.2	4.0	534/11475	10595/15.9	16.5	19.7				WBBM
6. WWBZ-F	(AOR)	495/ 4.0	3.8	4.6	3.9	1.4	4.1	561/9120	8316/12.5	12.2	6.5				WWBZ-F
7. WVAZ-F	(B/AC)	483/ 3.9	4.2	4.7	4.3	4.8	4.3	506/6856	6487/ 9.8	9.0	9.7				WVAZ-F
8. WXRT-F	(AOR)	475/ 3.8	3.3	2.6	3.3	3.6	3.3	482/6500	6228/ 9.4	8.2	8.2				WXRT-F
9. WLIT-F	(SAC)	456/ 3.7	3.4	3.4	3.9	3.5	3.6	469/7223	7035/10.6	8.5	8.2				WLIT-F
10. WLS -AF	(T)	450/ 3.7	3.2	3.9	3.1	4.1	3.5	528/7403	6047/ 9.1	11.2	15.8				WLS -AF
11. WJJD	(BB)	426/ 3.4	3.2	4.1	3.6	2.4	3.6	436/5792	5557/ 8.4	7.7	5.8				WJJD
12. WNUA-F	(J/NA)	397/ 3.2	3.8	3.4	3.1	2.3	3.4	405/6598	6358/ 9.6	9.6	7.2				WNUA-F
13. WLUP	(T)	391/ 3.2	3.2	2.8	3.1	2.7	3.1	443/5207	4636/ 7.0	6.8	6.9				WLUP
14. WLUP-F	(AOR)	372/ 3.0	2.7	3.5	3.6	3.5	3.2	401/8159	7694/11.6	11.0	12.4				WLUP-F
15. WJMK-F	(O)	365/ 2.9	2.9	3.2	3.4	2.8	3.1	400/7696	7084/10.7	11.5	9.6				WJMK-F
16. WCKG-F	(CL AOR)	316/ 2.6	2.7	3.4	3.4	3.9	3.0	327/7498	7160/10.8	10.8	12.9				WCKG-F
17. WPNT-F	(AC)	307/ 2.5	2.3	2.1	2.5	1.3	2.3	312/6319	6106/ 9.2	8.2	6.0				WPNT-F
18. WMAQ	(N)	306/ 2.5	2.5	3.2	2.5	4.5	2.7	334/9830	8694/13.1	12.1	16.9				WMAQ
19. WKQX-F	(AC)	288/ 2.3	2.1	3.0	2.8	2.8	2.5	288/7392	7249/10.9	10.8	11.8				WKQX-F
20. WTMX-F	(AC)	278/ 2.2	2.1	1.8	2.8	2.5	2.2	281/5370	5247/ 7.9	6.8	7.9				WTMX-F
21. WOJO-F	(SP)	225/ 1.8	2.0	1.8	1.6	1.1	1.8	225/2678	2653/ 4.0	4.5	2.9				WOJO-F
22. WNIB-F	(CL)	214/ 1.7	1.5	0.8	1.8	1.4	1.5	215/3621	3541/ 5.3	5.6	5.2				WNIB-F
23. WFMT-F	(CL)	172/ 1.4	1.2	1.1	1.1	1.5	1.2	180/3086	2891/ 4.3	5.0	5.0				WFMT-F
24. WIND	(SP)	130/ 1.1	1.7	0.5	0.7	0.9	1.0	133/1694	1652/ 2.5	3.5	1.6				WIND
25. WAIT	(EZ)	124/ 1.0	0.7	0.6	0.7	0.5	0.8	125/1444	1425/ 2.1	1.7	1.1				WAIT
26. WGCI	(B/O/G)	121/ 1.0	1.0	1.0	0.7	1.1	0.9	121/2004	2004/ 3.0	2.6	2.9				WGCI
27. WSCR	(SPRTS)	109/ 0.9	----	----	----	----	0.2	114/1535	1401/ 2.1	0.0	0.0				WSCR
28. WVON	(B/T)	96/ 0.8	1.2	0.9	0.5	1.3	0.9	96/830	830/ 1.2	1.4	1.5				WVON
29.															
30.															

12+ FM SHARE (METRO): 66.78% (7486 of 11210) (WIN 91: 66.25%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBBM-F	1 WGCI-F	1 WGCI-F	1 WXRT-F	1 WXRT-F‹	1 WGN ››	1 WGN ›	1 WGN ›	1 WGN	1 WGCI-F›	1 WGN ›
2 WGCI-F››	2 WXRT-F‹	2 WXRT-F	2 WGCI-F	2 WGCI-F‹	2 WBBM	2 WBBM	2 WLIT-F‹	2 WGCI-F	2 WBBM-F	2 WGCI-F
3 WWBZ-F	3 WWBZ-F	3 WWBZ-F	3 WVAZ-F	3 WVAZ-F	3 WJJD ‹	3 WGCI-F	3 WUSN-F‹	3 WBBM-F	3 WGN ‹	3 WBBM ›
4	4 WLUP-F	WVAZ-F‹	4 WUSN-F‹	WUSN-F	4 WLS -AF	4 WUSN-F‹	4 WLUP	4 WLUP	4 WWBZ-F‹	4 WLS ›
5	WBBM-F‹	5 WUSN-F‹	5 WLUP	5 WGN	WUSN-F	5 WBBM-F	5 WXRT-F‹	5 WUSN-F‹	5 WLS -AF	5 WVAZ-F
6	6 WLUP ›	6 WLUP	6 WNUA-F	6 WNUA-F‹	6 WLIT-F	6 WLUP-F	6 WJJD ‹	6 WWBZ-F	6 WVAZ-F›	6 WNUA-F›
7	7 WCKG-F	7 WBBM-F‹	7 WJMK-F	7 WLUP ‹	7 WNUA-F	7 WJJD	7 WGCI-F	7 WLIT-F‹	7 WNUA-F	7 WMAQ
8	8 WKQX-F	8 WLUP-F	8 WLIT-F	8 WJMK-F	8 WMAQ	8 WLS -AF‹	8 WLS -AF‹	8 WXRT-F	8 WUSN-F‹	8 WUSN-F
9	9	9 WNUA-F	WCKG-F	9 WLIT-F	WJMK-F	9 WXRT-F	9 WVAZ-F	9 WJMK-F‹	9 WXRT-F	9
10	10	10 WJMK-F	10 WLUP-F	10 WCKG-F	10	10	10 WWBZ-F	10 WVAZ-F	10	10
		WCKG-F								

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WGCI-F	1 WGCI-F	1 WGCI-F	1 WGCI-F	1 WVAZ-F
2 WBBM-F›	2 WBBM-F›	2 WVAZ-F	2 WVAZ-F‹	2 WGCI-F
3 WWBZ-F	3 WVAZ-F	3 WUSN-F‹	3 WBBM-F	3 WUSN-F‹
4 WKQX-F‹	4 WUSN-F‹	4 WBBM-F‹	4 WUSN-F	4 WGN
5 WUSN-F	5 WWBZ-F‹	5 WXRT-F	5 WLIT-F	5 WNUA-F‹
WPNT-F‹	6 WKQX-F	WKQX-F‹	6 WKQX-F	6 WLIT-F
7 WLIT-F	7 WPNT-F‹	7 WPNT-F	7 WNUA-F	7 WJMK-F
8 WXRT-F	8 WXRT-F	WNUA-F	8 WPNT-F	8 WTMX-F
9 WVAZ-F	9 WLIT-F	9 WTMX-F	9 WTMX-F	9 WBBM-F‹
10	10	WLUP-F	WJMK-F	10 WKQX-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WWBZ-F	1 WLUP	1 WLUP ‹	1 WXRT-F‹	1 WXRT-F
2 WLUP-F‹	2 WXRT-F‹	2 WXRT-F›	2 WLUP	2 WLUP ›
3 WGCI-F›	3 WLUP-F	3 WLUP-F	3 WGCI-F‹	3 WUSN-F‹
4 WBBM-F	4 WWBZ-F	4 WCKG-F	4 WWBZ-F‹	4 WCKG-F‹
5 WLUP	5 WGCI-F	5 WWBZ-F	5 WLUP-F	5 WGCI-F
6 WCKG-F	6 WCKG-F	6 WGCI-F	6 WCKG-F	6 WJMK-F
7 WXRT-F	7 WBBM-F	7 WVAZ-F	7 WUSN-F	7 WNUA-F‹
8 WKQX-F	8 WVAZ-F	8 WBBM-F	8 WVAZ-F	8 WWBZ-F
9	9	9	WJMK-F‹	WLUP-F
10	10	10	10 WNUA-F	WGN

American Radio Winter 1992 Supplement, Copyright 1992

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBUS-F	99.9	Kankakee	0.3/2.2/ 50/1803
WCCQ-F	105.9	Elmwood Park	0.3/0.9/ 38/ 613
WJPC-F	106.3	Lansing/Chicago	0.6/2.3/ 74/1556
WOPA	1200	Chicago	0.4/1.2/ 45/ 806
WTAQ	1300	La Grange/Chicg	0.6/1.6/ 77/1045
WVVX-F	103.1	Highland Park	0.3/1.0/ 36/ 669
WXLC-F	102.3	Waukegan	0.4/1.2/ 46/ 827
WYCA-F	92.3	Hammond	0.6/1.2/ 69/ 838
WYLL-F	106.7	Des Plaines/Chi	0.3/1.4/ 42/ 934
WYSY-F	107.9	Aurora	0.7/2.2/ 84/1538
WZVN-F	107.1	Lowell/Mrlvl	0.3/0.6/ 37/ 421

RADIO STATIONS

AM STATIONS

WBBM, 780, 50 KW	, NEWS	CBS, $ 250.00 (CBS)	CBS
WGCI, 1390, 5 KW (DA-2)	, BLACK OLDIES/GOSPEL	SBN, $ N/A (McGuild)	Gannett
WGN , 720, 50 KW	, TALK/FULL SERVICE	ABC, $ 350.00 (Christal)	Tribune Co.
WIND, 560, 5 KW (DA-2)	, HISPANIC	, $ 80.00 (Katz Hisp)	Tichenor
WJJD, 1160, 50 KW/5KW (DA-2)	, NOSTALGIA	UNIULT, $ 90.00 (Katz)	Infinity
WLS , 890, 50 KW	, TALK	ABC, $ 100.00 (Banner)	Cap. Cities/ABC
WLUP, 1000, 50 KW (DA-2)	, TALK	, $ 145.00 (MMR)	Evergreen
WMAQ, 670, 50 KW	, NEWS	CNN NBC, $ 180.00 (Group W)	Westinghouse
WSCR, 820, 5 KW (DAYS)	, SPORTS	, $ 55.00 (CBS)	Diamond
WTAQ, 1300, 5 KW/500W (DA-2)	, HISPANIC	, $ 45.00 (Lotus)	Lotus
WVON, 1450, 1 KW	, BLACK/TALK	MBS, $ 50.00 (Roslin)	

FM STATIONS

WBBM, 96.3, 4.2 KW @ 1554, CHR	CBS, $ 160.00 (CBS)	CBS
WCKG, 105.9, 4.1 KW @ 1587, CLASSIC AOR	, $ 200.00 (Katz)	Cox
WFMT, 98.7, 16 KW @ 1171, CLASSICAL	, $ 120.00 (HNWH)	
WGCI, 107.5, 33 KW @ 600, BLACK	, $ 225.00 (McGuild)	Gannett
WJMK, 104.3, 4 KW @ 1568, OLDIES	UNIPWR, $ 211.00 (Katz)	Infinity
WJPC, 106.3, 3 KW @ 397, BLACK	, $ 40.00 (---)	Johnson Pub.
WKQX, 101.1, 6 KW @ 1171, AC	SOURCE, $ 160.00 (HNWH)	Emmis
WLIT, 93.9, 4 KW @ 1581, SOFT AC	, $ 195.00 (Christal)	Viacom
WLS , 94.7, 4.4 KW @ 1528, SEE WLS AM		
WLUP, 97.9, 6 KW @ 1171, AOR	, $ 320.00 (MMR)	Evergreen
WNIB, 97.1, 8.4 KW @ 1191, CLASSICAL	, $ 110.00 (CMBS)	
WNUA, 95.5, 8.3 KW @ 1171, JAZZ/NAC	, $ 165.00 (Durpetti)	Pyramid
WOJO, 105.1, 7.2 KW @ 1171, HISPANIC	, $ 105.00 (Katz Hisp)	Tichenor
WPNT, 100.3, 8.2 KW @ 1171, AC	MBS, $ 135.00 (Eastman)	Century
WTMX, 101.9, 4.2 KW @ 1558, AC	, $ 150.00 (McGuild)	Bonneville
WUSN, 99.5, 6 KW @ 1171, COUNTRY	, $ 160.00 (MMR)	Cook Inlet
WVAZ, 102.7, 6 KW @ 1171, BLACK AC	UPI, $ 205.00 (Durpetti)	Broadcast Partners
WWBZ, 103.5, 4.3 KW @ 1548, AOR	, $ 135.00 (Torbet)	Major
WXRT, 93.1, 6.7 KW @ 1309, PROG AOR	, $ 175.00 (CBS)	Diamond

CINCINNATI

Arbitron Rank/Pop (12+): 32/1,188,700

MSA Rank/Pop: 30/1,730,000
ADI # 30

Average Person Ratings: 16.5

Market TSL: 21.50 hours

Stations: 28/23
Diaries: 1490/798:1/55.2%
Sample Target: 1480
% Below Line: 3.4
% Not Listed: 9.7

1991 Revenue: $57,500,000
HH Inc.: $32,910
Retail $: 12.6 Bil
Pop per Station: 51,682
#1 Biller: WLW $14,900,000

12+ METRO		1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. WLW	(FS/T)	226/11.5	9.7	13.4	12.1	12.0	11.7	309/4591	3334/28.0	26.8	29.3				WLW
2. WUBE-F	(C)	138/ 7.0	9.2	7.1	7.5	7.1	7.7	222/2760	1806/15.2	15.6	15.3				WUBE-F
WEBN-F	(AOR)	138/ 7.0	6.7	7.4	7.4	7.7	7.1	170/2921	2286/19.2	18.1	20.7				WEBN-F
4. WWNK-F	(AC)	126/ 6.4	6.3	5.1	5.6	4.7	5.8	150/2603	2088/17.6	14.8	14.1				WWNK-F
5. WIZF-F	(B)	124/ 6.3	6.4	6.3	4.5	6.1	5.9	125/1309	1287/10.8	10.4	9.1				WIZF-F
6. WKRQ-F	(CHR)	122/ 6.2	6.2	9.4	9.7	10.3	7.9	203/3753	2632/22.1	21.5	26.9				WKRQ-F
7. WCKY	(T/N)	114/ 5.8	4.5	3.9	3.2	4.3	4.3	120/1621	1471/12.4	11.0	9.7				WCKY
8. WGRR-F	(O)	106/ 5.4	5.8	5.9	6.7	5.3	5.9	148/2452	1788/15.0	17.3	13.9				WGRR-F
9. WOFX-F	(CL AOR)	96/ 4.9	3.6	5.5	4.5	3.9	4.6	126/2097	1589/13.4	12.9	14.4				WOFX-F
10. WIMJ-F	(SAC/EZ)	93/ 4.7	5.9	4.6	5.5	4.6	5.2	131/2081	1581/13.3	14.1	13.7				WIMJ-F
11. WRRM-F	(AC)	81/ 4.1	5.0	4.8	5.1	4.6	4.8	98/1692	1452/12.2	14.4	12.4				WRRM-F
12. WKRC	(FS)	74/ 3.8	5.0	3.7	2.8	5.9	3.8	90/1949	1623/13.7	17.1	18.9				WKRC
13. WMLX	(BB)	70/ 3.6	4.2	2.1	3.5	3.3	3.3	72/595	585/ 4.9	4.6	3.5				WMLX
14. WZRZ-F	(AOR)	59/ 3.0	3.4	3.1	3.4	2.9	3.2	96/1597	1080/ 9.1	8.0	7.0				WZRZ-F
15.															

12+ FM SHARE (METRO): 67.38% (1194 of 1772) (WIN 91: 70.18%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKRQ-F>>	1 WEBN-F	1 WEBN-F	1 WEBN-F<	1 WLW	1 WLW >	1 WLW >	1 WLW >	1 WLW	1 WLW	1 WLW >
2 WIZF-F	2 WOFX-F<	2 WLW	2 WLW	2 WEBN-F	2 WCKY	2 WEBN-F<	2 WWNK-F	2 WEBN-F	2 WIZF-F	2 WIZF-F
3 WZRZ-F	3 WWNK-F<	3 WWNK-F	3 WWNK-F	3 WUBE-F<	3 WUBE-F>	3 WCKY	3 WIMJ-F	3 WUBE-F<	3 WKRQ-F>	3 WKRC >
4	4 WIZF-F	4 WIZF-F<	4 WGRR-F	4 WWNK-F<	4 WGRR-F<	4 WUBE-F	4 WEBN-F<	4 WKRQ-F	4 WUBE-F	4 WCKY
5	5 WKRQ-F>	5 WOFX-F	5 WUBE-F	5 WGRR-F	5 WMLX	5 WKRC	5 WCKY	5 WWNK-F<	5 WWNK-F	5 WUBE-F
6	6 WLW	6 WGRR-F<	6 WOFX-F<	6 WRRM-F<	6 WKRC	6 WWNK-F<	6 WUBE-F	6 WOFX-F	6 WEBN-F	6 WGRR-F
7	7 WZRZ-F	7 WUBE-F	7 WIZF-F	7 WIZF-F<	WIMJ-F	7 WIZF-F<	WRRM-F<	7 WIZF-F	WCKY	7
8	8	8 WKRQ-F	8	8 WOFX-F	8	8 WKRQ-F	8 WOFX-F<	WGRR-F	8	8
							9 WGRR-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WIZF-F<	1 WWNK-F	1 WWNK-F>	1 WWNK-F>	1 WWNK-F
2 WKRQ-F>	2 WIZF-F	2 WIZF-F<	2 WIZF-F	2 WGRR-F
3 WOFX-F	3 WKRQ-F>	3 WKRQ-F	3 WGRR-F	3 WUBE-F
4 WZRZ-F	4 WOFX-F	4 WRRM-F	4 WKRQ-F	4 WLW <
WWNK-F>	5 WEBN-F	5 WEBN-F	5 WUBE-F	5 WRRM-F<
6 WEBN-F	6 WRRM-F	6 WOFX-F	6 WIMJ-F	6 WIMJ-F
7 WGRR-F	7	7 WUBE-F	WEBN-F	7 WIZF-F
8	8	8 WGRR-F	8 WRRM-F	8 WKRQ-F
			WOFX-F	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WEBN-F	1 WEBN-F>	1 WEBN-F>	1 WEBN-F	1 WLW
2 WOFX-F	2 WOFX-F	2 WLW	2 WLW >	2 WEBN-F>
3 WIZF-F>	3 WLW >	3 WOFX-F>	3 WOFX-F>	3 WUBE-F
4 WZRZ-F	4 WZRZ-F	4 WZRZ-F	4 WUBE-F<	4 WOFX-F
WWNK-F	WIZF-F	5 WWNK-F	5 WIZF-F	5 WGRR-F
WLW	6 WWNK-F	WUBE-F	6 WGRR-F	6
WAQZ-F	7 WKRQ-F<	WKRQ-F	7	7
8 WKRQ-F	8 WAQZ-F	8	8	8

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAKW-F	93.3	Cincinnati	1.2/3.0/ 33/ 590
WAQZ-F	107.1	Milford	1.6/5.4/ 32/ 721
WCIN	1480	Cincinnati	1.2/4.2/ 24/ 505
WNOP	740	Newport	0.8/1.3/ 19/ 161
WOXY-F	97.7	Oxford/Cinci	0.5/1.8/ 13/ 302
WSAI	1360	Cincinnati	0.8/4.2/ 19/ 637
WSCH-F	99.3	Aurora	0.4/1.0/ 11/ 208
WTSJ	1050	Cincinnati	0.4/1.6/ 7/ 204
WUBE	1230	Cincinnati	0.3/1.3/ 5/ 163
WGTZ-F	92.5	Eaton/Dayton	0.4/1.6/ 20/ 498
WHKO-F	99.1	Dayton/Sprngfld	0.6/2.5/ 85/1044
WPFB	910	Middletown	1.4/2.0/ 30/ 322
WPFB-F	105.9	Middletown	0.7/3.9/ 47/ 944
WTUE-F	104.7	Dayton	0.4/1.9/ 36/ 570

American Radio Winter 1992 Supplement, Copyright 1992

RADIO STATIONS

AM STATIONS

WCIN,	1480,	5 KW/500 W (DA-2),	Black	,	$ 25.00	(---)	
WCKY,	1530,	50 KW (DA-N) ,	Talk/News	CBS NBC,	$ 52.00	(Mc-Guild)	Federated
WKRC,	550,	5 KW/1KW (DA-2) ,	Full Service	ABC,	$ 78.00	(Katz)	Great American
WLW ,	700,	50 KW ,	Full Service/Talk	ABC,	$200.00	(Eastman)	Jacor
WMLX,	1180,	1 KW (Days, DA) ,	Nostalgia	UNISUP CNN,	$ 35.00	(Schubert)	Hoker (FLORENCE, KY)
WNOP,	740,	1 KW (Days, DA) ,	Jazz/Variety	,	$ 25.00	(---)	
WSAI,	1360,	5 KW (DA-N) ,	Oldies	,	$ NA	(MMR)	Booth

FM STATIONS

WEBN,	102.7,	17 KW @ 876 ,	AOR	,	$145.00	(Eastman)	Jacor
WGRR,	103.5,	20 KW @ 790 ,	Oldies	,	$ 70.00	(Banner)	Dalton (HAMILTON)
WIZF,	100.9,	1.2 KW @ 466 ,	Black	ABC,	$ 31.00	(HNWH)	Interurban
WKRQ,	101.9,	16 KW @ 876 ,	CHR	ABC,	$110.00	(Katz)	Great American
WOFX,	94.9,	31 KW @ 640 ,	Cl AOR	,	$ 64.00	(Schubert)	Hoker (FAIRFIELD)
WRRM,	98.5,	18 KW @ 807 ,	AC	,	$ 75.00	(Christal)	Susquehanna
WUBE,	105.1,	11 KW @ 918 ,	Country	CBS,	$ 78.00	(Christal)	American
WIMJ,	92.5,	16 KW @ 906 ,	Soft AC/EZ	,	$ 55.00	(Mc-Guild)	Federated
WWNK,	94.1,	32 KW @ 600 ,	AC	,	$ 85.00	(MMR)	Booth
WZRZ,	96.5,	20 KW @ 810 ,	AOR	UNIPWR,	$ 43.00	(Torbet)	(HAMILTON)

American Radio Winter 1992 Supplement, Copyright 1992

CLEVELAND

Arbitron Rank/Pop (12+): 23/1,733,100

MSA Rank/Pop: 26/1,840,000
ADI # 11

Average Person Ratings: 18.7

Market TSL: 24.25 hours

Stations: 26/22
Diaries: 1820/952:1/53.9%
Sample Target: 1810
% Below Line: 1.9
% Not Listed: 11.5

1991 Revenue: $53,200,000
HH Inc.: $29,425
Retail $: 13.5 Bil
Pop per Station: 78,777
#1 Biller: WLTF-F $8,000,000

12+ METRO		1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	# Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. WGAR-F	(C)	269/ 8.3	6.3	6.0	7.6	7.4	7.1	367/4321	3011/17.4	16.3	14.6				WGAR-F
2. WDOK-F	(SAC/EZ)	251/ 7.7	6.1	6.9	6.9	6.7	6.9	330/4218	3102/17.9	15.5	16.8				WDOK-F
3. WMMS-F	(AOR)	250/ 7.7	10.2	8.5	6.8	8.8	8.3	339/4885	3442/19.9	25.0	21.0				WMMS-F
4. WLTF-F	(AC)	218/ 6.7	9.1	7.6	9.9	8.7	8.3	265/4469	3406/19.7	18.8	19.1				WLTF-F
5. WMJI-F	(O)	208/ 6.4	5.6	7.6	7.2	7.4	6.7	286/4197	2917/16.8	14.6	17.8				WMJI-F
6. WZAK-F	(B)	203/ 6.3	7.0	6.1	6.8	7.2	6.6	246/2965	2289/13.2	12.4	13.2				WZAK-F
7. WRMR	(BB)	191/ 5.9	5.4	5.3	4.4	5.1	5.3	241/1953	1421/ 8.2	9.0	9.4				WRMR
8. WQAL-F	(AC)	178/ 5.5	5.5	4.8	5.8	4.5	5.4	231/4308	3364/19.4	17.7	13.9				WQAL-F
9. WWWE	(N/T)	158/ 4.9	5.1	5.2	5.0	5.0	5.1	203/3360	2480/14.3	14.9	15.6				WWWE
10. WNCX-F	(CL AOR)	150/ 4.6	4.6	5.8	5.7	4.4	5.2	210/3420	2504/14.4	12.6	13.2				WNCX-F
11. WJMO-F	(U/CHR)	125/ 3.9	3.0	3.0	3.5	2.7	3.3	134/2928	2741/15.8	12.9	9.5				WJMO-F
12. WNWV-F	(J/NA)	94/ 2.9	2.8	2.9	3.1	2.7	2.9	111/1795	1434/ 8.3	7.9	8.0				WNWV-F
13. WCLV-F	(CL)	83/ 2.6	2.0	2.2	2.0	2.1	2.2	90/1428	1245/ 7.2	5.8	5.4				WCLV-F
14. WPHR-F	(CHR)	81/ 2.5	3.7	4.5	4.5	5.6	3.8	147/3672	2201/12.7	11.5	15.4				WPHR-F
WERE	(T)	81/ 2.5	2.6	1.4	2.0	2.9	2.1	81/1358	1321/ 7.6	7.1	7.4				WERE
16. WJMO	(B/O)	74/ 2.3	2.2	3.1	1.4	1.1	2.3	74/1134	1134/ 6.5	5.9	3.5				WJMO
17. WKNR	(SPRTS)	53/ 1.6	1.5	0.9	0.9	0.7	1.2	67/1323	1031/ 5.9	4.3	2.6				WKNR
18. WHK	(BUS/N)	48/ 1.5	1.7	1.5	1.7	1.5	1.6	51/1133	968/ 5.6	7.9	6.1				WHK
19.															
20.															

12+ FM SHARE (METRO): 75.44% (2163 of 2867) (WIN 91: 80.49%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJMO-F	1 WMMS-F›	1 WMMS-F	1 WMMS-F	1 WMJI-F‹	1 WGAR-F‹	1 WMMS-F	1 WDOK-F	1 WDOK-F‹	1 WZAK-F›	1 WZAK-F›
2 WPHR-F	2 WZAK-F	2 WLTF-F	2 WMJI-F	2 WDOK-F	2 WRMR ‹	2 WMJI-F	2 WGAR-F	2 WMMS-F	2 WLTF-F	2 WGAR-F
3 WZAK-F›	3 WNCX-F	3 WMJI-F	3 WLTF-F	3 WLTF-F‹	3 WDOK-F	3 WGAR-F	3 WRMR ‹	3 WLTF-F	3 WGAR-F‹	3 WDOK-F
4 WQAL-F	4 WLTF-F	4 WZAK-F	4 WDOK-F	4 WMMS-F	4 WMJI-F	4 WLTF-F	4 WLTF-F‹	WGAR-F	4 WMMS-F‹	4 WMJI-F
5 WMMS-F	5 WQAL-F	5 WDOK-F‹	5 WNCX-F‹	5 WGAR-F	5 WWWE	WDOK-F	5 WMMS-F	5 WZAK-F‹	5 WJMO-F	5 WNCX-F
6	6 WGAR-F	6 WNCX-F‹	6 WQAL-F‹	6 WQAL-F	6 WLTF-F	6 WQAL-F‹	6 WQAL-F	6 WQAL-F‹	6 WWWE	6 WWWE
7	7 WJMO-F	7 WQAL-F‹	7 WGAR-F	7 WNCX-F	7	7 WZAK-F	7 WMJI-F	7 WRMR	WDOK-F	WERE
8	WDOK-F	8 WGAR-F	8 WZAK-F	8 WZAK-F	8	WWWE ‹	8 WWWE	8 WMJI-F‹	8	8
9	9	9	9	9	9	9 WRMR ›	9 WNCX-F	9 WNCX-F	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WZAK-F	1 WMMS-F	1 WLTF-F	1 WLTF-F›	1 WLTF-F
2 WMMS-F	WLTF-F	2 WQAL-F	2 WZAK-F	2 WDOK-F
3 WLTF-F	3 WZAK-F	3 WMMS-F	WQAL-F	3 WQAL-F‹
4 WQAL-F	4 WQAL-F›	4 WZAK-F	4 WDOK-F	4 WGAR-F
5 WJMO-F	5 WJMO-F	5 WGAR-F	5 WMMS-F	5 WMJI-F
6 WPHR-F›	6 WGAR-F	6 WDOK-F	6 WGAR-F‹	6 WZAK-F›
7 WGAR-F	7 WDOK-F	7 WJMO-F	7 WMJI-F	7 WMMS-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WMMS-F›	1 WMMS-F	1 WNCX-F‹	1 WMMS-F›	1 WMMS-F
2 WZAK-F›	2 WNCX-F›	2 WMMS-F››	2 WNCX-F	2 WMJI-F
3 WNCX-F	3 WZAK-F›	3 WMJI-F	3 WMJI-F›	3 WNCX-F›
4 WGAR-F	4 WGAR-F	4 WZAK-F	4 WGAR-F	4 WDOK-F
5 WJMO-F	5 WMJI-F	WQAL-F	5 WZAK-F	5 WWWE ‹
6	WDOK-F	WDOK-F	WDOK-F	6 WGAR-F
7	7 WQAL-F‹	7 WLTF-F	7 WWWE	7 WLTF-F
	8 WLTF-F			

OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME
WABQ	1540	Cleveland	1.2/2.9/ 40/ 506
WELW	1330	Willoughby	0.4/1.7/ 14/ 291
WEOL	930	Elyria	0.7/2.4/ 24/ 465
WOBL	1320	Oberlin	0.4/0.6/ 13/ 109
CKLW	800	Windsor	0.3/1.6/ 30/ 483
WKDD-F	96.5	Akron/Canton	0.6/4.8/123/2694
WONE-F	97.5	Akron/Cleveland	0.8/4.6/156/2558
WQMX-F	94.9	Medina	0.3/2.3/ 66/1240

American Radio Winter 1992 Supplement, Copyright 1992

CLEVELAND

RADIO STATIONS

AM STATIONS

WABQ,	1540,	1 KW (Days)	, Gospel	SBN,	$ 21.00	(---)	
WEOL,	930,	1 KW (DA-2)	, Full Service	MBS ABC,	$ NA	(Torbet)	(ELYRIA)
WERE,	1300,	5 KW (DA-1)	, Talk	CNN,	$ 49.00	(Mc-Guild)	Metroplex
WHK ,	1420,	5 KW (DA-N)	, Business News	BRN, NBC T,	$ 39.00	(Katz)	Malrite
WJMO,	1490,	1 KW	, Black Oldies	ABC,	$ 28.00	(MMR)	United
WKNR,	1220,	50 KW (DA-N)	, Sports	ABC UNISUP,	$ NA	(---)	
WRMR,	850,	10 KW/5 KW (DA-2)	, Nostalgia	APR UNISUP,	$ 40.00	(MMR)	
WWWE,	1100,	50 KW	, News/Talk	CBS ABC,	$ 70.00	(Christal)	Booth

FM STATIONS

WCLV,	95.5,	31 KW @ 620	, Classical	,	$ 57.00	(HNWH)	
WDOK,	102.1,	12 KW @ 1004	, Soft AC/EZ	,	$ 80.00	(MMR)	
WGAR,	99.5,	50 KW @ 499	, Country	,	$ 78.00	(HNWH)	Nationwide
WJMO,	92.3,	40 KW @ 236	, Urban/CHR	ABC,	$ 46.00	(MMR)	United
WLTF,	106.5,	11 KW @ 1059	, AC	APR,	$155.00	(Christal)	Booth
WMJI,	105.7,	27 KW @ 899	, Oldies	,	$130.00	(Eastman)	Legacy
WMMS,	100.7,	34 KW @ 600	, AOR	SOURCE NBC,	$151.00	(Katz)	Malrite
WNCX,	98.5,	16 KW @ 981	, Classic AOR	ABC CBS,	$ 88.00	(Mc-Guild)	Metroplex
WNWV,	107.3,	50 KW @ 466	, Jazz/NAC	,	$ 53.00	(Torbet)	(ELYRIA)
WPHR,	107.9,	70 KW @ 390	, CHR	UNIPWR,	$ 57.00	(Torbet)	Ardman
WQAL,	104.1,	11 KW @ 1059	, AC	UNISUP,	$ 65.00	(Banner)	ML/Win
WZAK,	93.1,	28 KW @ 620	, Black	CBS,	$ 85.00	(Durpetti)	Zapis

American Radio Winter 1992 Supplement, Copyright 1992

COLORADO SPRINGS

Arbitron Rank/Pop (12+): 110/333,100

MSA Rank/Pop: 117/406,000
ADI # 99 (w/Pueblo)
Average Person Ratings: 17.1
Market TSL: 22.25 hours

Stations: 18/15
Diaries: 745/447:1/54.0%
Sample Target: 800
% Below Line: 5.1
% Not Listed: 17.9

1991 Revenue: $9,500,000
HH Inc.: $29,615
Retail $: 2.9 Bil
Pop per Station: 22,206
#1 Biller: KKCS-AF $1,700,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. KKCS-F (C)	78/13.7	14.0	16.6	12.9	14.9	14.3	92/1015	747/22.4	26.3	23.3				KKCS-F
2. KKMG-F (CHR)	55/ 9.6	8.9	5.7	8.5	7.5	8.2	69/859	619/18.6	17.7	17.7				KKMG-F
3. KSPZ-F (O)	38/ 6.7	6.7	7.0	5.3	7.8	6.4	46/709	553/16.6	18.8	16.7				KSPZ-F
4. KVOR (N/T)	37/ 6.5	7.2	4.5	5.3	5.5	5.9	37/525	497/14.9	15.3	13.1				KVOR
KKLI-F (SAC)	37/ 6.5	6.8	7.8	8.0	6.6	7.3	40/716	597/17.9	19.8	14.8				KKLI-F
6. KRDO-F (EZ)	36/ 6.3	7.7	5.1	8.1	5.7	6.8	57/732	472/14.2	14.6	13.7				KRDO-F
7. KKFM-F (CL AOR)	34/ 6.0	6.3	5.5	6.4	7.1	6.1	44/655	481/14.4	14.7	17.9				KKFM-F
8. KVUU-F (AC)	30/ 5.3	4.0	4.9	5.8	5.2	5.0	33/611	505/14.8	15.5	14.1				KVUU-F
9. KOA (N/T)	25/ 4.4	4.7	4.2	4.8	4.2	4.5	39/653	398/11.9	13.0	13.8				KOA
10. KILO-F (AOR)	24/ 4.2	4.0	3.4	3.4	6.2	3.8	41/665	440/13.2	10.5	14.0				KILO-F
11. KATM-F (AOR)	23/ 4.0	4.6	5.1	5.7	4.2	4.8	33/659	457/13.7	15.3	12.3				KATM-F
12. KIKX-F (CHR)	17/ 3.0	4.4	4.9	5.8	4.2	4.5	25/643	443/13.3	14.0	16.4				KIKX-F
13. KRDO (C)	11/ 1.9	1.1	1.5	0.7	1.0	1.3	11/210	188/ 5.6	5.7	6.2				KRDO
KCMN (BB)	11/ 1.9	1.4	2.5	1.4	1.4	1.8	14/108	92/ 2.8	4.4	2.3				KCMN
15.														

12+ FM SHARE (METRO): 80.81% (379 of 469) (WIN 91: 82.86%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKMG-F>>	1 KKMG-F<	1 KKCS-F>	1 KKCS-F>	1 KKCS-F>	1 KKCS-F>	1 KKCS-F>	1 KKCS-F>	1 KKCS-F	1 KKMG-F>	1 KKCS-F>
2 KATM-F	2 KKCS-F>	2 KKMG-F	2 KKFM-F<	2 KKFM-F	2 KVOR	2 KKMG-F	2 KVOR	2 KKMG-F>	2 KKCS-F>	2 KRDO-F
3	3 KVUU-F	3 KSPZ-F	3 KSPZ-F	3 KSPZ-F	3 KRDO-F	3 KKLI-F<	3 KSPZ-F	3 KSPZ-F<	3 KKFM-F	3 KOA
4	KILO-F	KKLI-F<	4 KKLI-F	4 KKLI-F	4 KSPZ-F	4 KVOR <	KKLI-F	4 KKLI-F	KATM-F<	KSPZ-F
5	5 KKLI-F	5 KKFM-F	5 KVUU-F	5 KVUU-F	5 KOA	5 KRDO-F<	5 KRDO-F	5 KKFM-F	5 KRDO-F	5 KKMG-F
6	KKFM-F	6 KVUU-F	6	6	6 KKLI-F	6 KVUU-F<	6 KKMG-F	6	6 KSPZ-F	KKLI-F
7	7	7	7	7	7	7 KSPZ-F	7	7	7	7
						8 KKFM-F				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KKMG-F>>	1 KKMG-F	1 KKCS-F>	1 KKCS-F	1 KKCS-F>
2 KKLI-F	2 KKCS-F	2 KKMG-F	2 KKLI-F	2 KKLI-F
KKCS-F>	3 KKLI-F>	KKLI-F	3 KSPZ-F	3 KSPZ-F>
4 KSPZ-F	4 KVUU-F	4 KVUU-F	4 KKMG-F	4 KVUU-F
KILO-F	KSPZ-F	5 KSPZ-F	5 KVUU-F	5
KATM-F	6 KILO-F	6	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKMG-F>	1 KKCS-F<	1 KKFM-F	1 KKCS-F	1 KKFM-F
2 KKCS-F>	2 KKMG-F	2 KKCS-F	2 KKFM-F>	KKCS-F>
3 KIKX-F	3 KKFM-F	3 KVUU-F	3 KKMG-F	3 KVUU-F
4 KILO-F	4 KILO-F	KILO-F	4 KVUU-F	4 KSPZ-F
5 KATM-F	5 KVUU-F	5 KATM-F>	5 KILO-F	5 KVOR
6	KATM-F	6 KKMG-F	6 KSPZ-F	KILO-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KHII-F	105.5	Security/Co Spg	1.2/4.2/ 7/ 153
KKCS	1460	Colorado Sprngs	0.4/2.3/ 2/ 86
KCSJ	590	Pueblo	0.4/1.7/ 26/ 278
KLZ	560	Denver	0.4/2.0/ 2/ 71

RADIO STATIONS

KCMN, 1530, 1 KW (DAYS) , NOSTALGIA
KRDO, 1240, 1 KW (DA-1) , COUNTRY
KSSS, 740, 3.5KW/1.5 KW(DA-2), SEE KVUU-FM
KVOR, 1300, 5 KW/1 KW , NEWS/TALK

KATM-F, 100.7, 13 KW @ 2122, AOR
KHII-F, 105.5, .4 KW @ 2227, COUNTRY
KIKX-F, 102.7, 100 KW @ 2001, CHR
KILO-F, 93.9, 83 KW @ 2109, AOR
KKCS-F, 101.9, 79 KW @ 2178, COUNTRY
KKFM-F, 96.5, 71 KW @ 2289, CLASSIC AOR

KKLI-F, 106.3, 1.6 W @ 2224, SOFT AC
KKMG-F, 98.9, 70 KW @ 2299, CHR
KRDO-F, 95.1, 96 KW @ 2011, EZ
KSPZ-F, 92.9, 32 KW @ 2129, OLDIES
KVUU-F, 99.9, 68 KW @ 2001, AC
KOA -- See Denver

CNN, UNISUP , $ 13.00 (K & P)
, $ 13.00 (HNWH)

ABC CBS , $ 25.00 (Katz)

, $ 21.00 (Banner)
SMN, $ 12.00 (K & P)
, $ 24.00 (Banner)
, $ 30.00 (Eastman)
, $ 44.00 (Torbet)
, $ 35.00 (Christal)

, $ 24.00 (Torbet)
, $ 20.00 (Banner)
, $ 29.00 (HNWH)
UNISUP , $ 32.00 (Katz)
NBC , $ 27.00 (McGuild)

Unistar

Surrey (PUEBLO)
(SECURITY)
Wiskes/Abaris
Bahakel
Walton
Citadel

Tippie (PUEBLO)

Unistar
Dick (PUEBLO)

American Radio Winter 1992 Supplement, Copyright 1992

COLUMBIA, SC

Arbitron Rank/Pop (12+): 91/385,800
MSA Rank/Pop: 106/465,000
ADI # 87
Average Person Ratings: 17.1
Market TSL: 22.75 hours

Stations: 16/15
Diaries: 885/436:1/51.2%
Sample Target: 850
% Below Line: 0.5
% Not Listed: 17.8

1991 Revenue: $14,900,000
HH Inc.: $32,602
Retail $: 3.7 Bil
Pop per Station: 25,720
#1 Biller: WCOS-AF $3,100,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. WWDM-F (B)	116/17.6	16.5	15.2	14.9	17.7	16.0	226/1871	898/23.3	23.9	26.4				WWDM-F
2. WCOS-F (C)	92/14.0	16.4	15.7	17.5	17.1	15.9	168/1778	913/23.7	28.8	31.3				WCOS-F
3. WNOK-F (CHR)	57/ 8.6	9.3	8.0	10.8	8.4	9.2	84/1360	858/22.2	25.5	23.9				WNOK-F
4. WVOC (N/T)	55/ 8.3	8.0	7.8	7.9	7.3	8.0	63/827	730/18.9	16.3	18.7				WVOC
5. WMFX-F (CL AOR)	45/ 6.8	5.4	5.5	6.4	6.0	6.0	50/722	622/16.1	14.9	12.7				WMFX-F
6. WOMG-AF (O)	35/ 5.3	4.2	4.7	6.1	4.9	5.1	36/623	548/14.2	11.9	11.3				WOMG-AF
7. WHKZ-F (C)	28/ 4.2	5.3	2.4	2.6	3.1	3.6	32/566	477/12.4	13.8	12.4				WHKZ-F
8. WTCB-F (AC)	27/ 4.1	4.8	5.5	6.1	6.7	5.1	54/878	476/12.3	11.6	14.8				WTCB-F
9. WTGH (G)	19/ 2.9	2.9	4.9	1.7	3.1	3.1	20/268	234/ 6.1	7.1	6.1				WTGH
WOIC (B)	19/ 2.9	3.0	2.6	2.6	2.1	2.8	19/175	175/ 4.5	6.7	5.1				WOIC
WAAS-F (AC)	19/ 2.9	5.0	5.7	4.1	3.9	4.4	21/382	367/ 9.5	10.9	10.9				WAAS-F
12. WSCQ-F (AC)	14/ 2.1	2.9	3.4	2.6	2.4	2.8	16/298	284/ 7.4	8.8	7.5				WSCQ-F
13.														
14.														
15.														

12+ FM SHARE (METRO): 82.29% (446 of 542) (WIN 91: 84.88%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNOK-F	1 WWDM-F››	1 WWDM-F›	1 WWDM-F	1 WWDM-F	1 WCOS-F›	1 WWDM-F	1 WCOS-F	1 WWDM-F‹	1 WWDM-F››	1 WWDM-F
2 WWDM-F››	2 WNOK-F	2 WCOS-F›	2 WCOS-F›	2 WCOS-F›	2 WVOC	2 WCOS-F›	2 WWDM-F	2 WCOS-F›	2 WNOK-F	2 WCOS-F
3	3 WMFX-F	3 WMFX-F	3 WMFX-F	3 WOMG-AF	3 WWDM-F›	3 WVOC	3 WVOC ›	3 WNOK-F	3 WCOS-F›	3 WOIC
4	4 WCOS-F›	4 WNOK-F›	4 WOMG-AF	4 WMFX-F	4 WOMG-AF›	4 WNOK-F	4 WMFX-F	4 WMFX-F	4 WVOC	4 WVOC
5	5 WHKZ-F	5 WOMG-AF	5 WNOK-F	5 WVOC	5 WTCB-F	5 WMFX-F	5 WNOK-F	5 WVOC	WMFX-F››	5 WNOK-F
6	6	6	6	6	6	6 WOMG-AF	6 WTCB-F‹	6 WOMG-AF‹	6 WHKZ-F››	6
							7 WOMG-AF	7 WHKZ-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WWDM-F››	1 WWDM-F››	1 WWDM-F››	1 WWDM-F››	1 WWDM-F›
2 WNOK-F›	2 WNOK-F	2 WNOK-F	2 WCOS-F›	2 WCOS-F
3 WMFX-F›	3 WMFX-F›	WMFX-F	3 WNOK-F	3 WOMG-AF›
4 WHKZ-F	4 WHKZ-F	WAAS-F	4 WOMG-AF	4 WTCB-F
5 WCOS-F	WAAS-F	5 WOMG-AF	5 WMFX-F	5 WNOK-F
6	6	WKWQ-F	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WWDM-F	1 WWDM-F›	1 WWDM-F	1 WWDM-F	1 WCOS-F
2 WNOK-F›	2 WNOK-F‹	2 WCOS-F	2 WCOS-F	2 WWDM-F›
3 WMFX-F	3 WCOS-F	3 WNOK-F	3 WMFX-F›	3 WMFX-F
4 WCOS-F	4 WMFX-F››	WMFX-F›	4 WNOK-F	4 WVOC ›
5	5 WHKZ-F	5 WHKZ-F	5 WVOC	5 WOMG-AF
6	6	6	6	6

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCOS	1400	Columbia	0.2/2.2/ 1/ 103
WKWQ-F	93.1	Batesburg/Clmba	1.8/6.1/ 13/ 268
WSOC-F	103.7	Charlotte	0.5/1.0/ 6/ 94

RADIO STATIONS

WOIC, 1230, 1 KW (DA-1)	, BLACK		, $ 14.00 (Banner)	Voyager		
WQXL, 1470, 5 KW (DAYS)	, RELIGION	SBN	, $ 12.00 (---)			
WTGH, 620, 1 KW/125 W (DA-1)	, GOSPEL	SBN	, $ 15.00 (---)	Willis		
WVOC, 560, 5 KW (DA-N)	, NEWS/TALK	CNN CBS	, $ 24.00 (Banner)			
WAAS-F, 93.5, 1.7 KW @ 426	, AC		, $ 30.00 (Banner)			
WCOS-F, 97.5, 100 KW @ 984	, COUNTRY	SMN ABC	, $ 71.00 (McGuild)	Ragan Henry		
WHKZ-F, 96.7, 3 KW @ 626	, COUNTRY		, $ 23.00 (K&P)	Universal	(CAYCE)	
WKWQ-F, 93.1, 2.1 KW @ 561	, BLACK	UNIPWR	, $ 17.00 (---)	Willis	(BATESBURG)	
WMFX-F, 102.3, 3 KW @ 321	, CLASSIC AOR	SOURCE	, $ 47.00 (Durpetti)	Baum	(ST.ANDREWS)	
WNOK-F, 104.7, 100 KW @ 1000	, CHR	ABC	, $ 45.00 (Katz)	Voyager		
WOMG-F, 103.1, 3 KW @ 298	, OLDIES	MBS	, $ 28.00 (Schubert)	John Price		
WSCQ-F, 100.1, 5.9 KW @ 331	, AC	CNN	, $ 23.00 (Eastman)	American Network		
WTCB-F, 106.7, 100 KW @ 787	, AC	APR	, $ 38.00 (Christal)	Bloomington	(ORANGEBURG)	
WWDM-F, 101.3, 100 KW @ 1322	, Black	UNIPWR	, $ 53.00 (HNWH)		(SUMTER)	

American Radio Winter 1992 Supplement, Copyright 1992

COLUMBUS, OH

Arbitron Rank/Pop (12+): 34/1,157,400

MSA Rank/Pop: 35/1,360,000
ADI # 34

Average Person Ratings: 16.3

Market TSL: 21.50 hours

Stations: 26/24
Diaries: 1511/766:1/56.1%
Sample Target: 1430
% Below Line: 1.9
% Not Listed: 12.5

1991 Revenue: $43,000,000
HH Inc.: $27,661
Retail $: 10.8 Bil
Pop per Station: 48,225
#1 Biller: WNCI-F $8,200,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. WNCI-F (CHR)	207/11.0	7.5	11.4	11.1	11.7	10.3	277/3759	2809/24.3	21.4	28.2				WNCI-F
2. WTVN (FS)	191/10.1	8.0	9.1	10.8	9.4	9.5	216/2480	1999/17.3	16.6	18.1				WTVN
3. WSNY-F (AC)	163/ 8.7	9.5	9.1	8.5	9.2	8.9	177/2707	2482/21.4	22.2	19.8				WSNY-F
4. WLVQ-F (AOR)	141/ 7.5	8.1	8.9	7.9	7.3	8.1	168/2472	2023/17.5	16.5	18.1				WLVQ-F
5. WHOK-F (C)	139/ 7.4	5.7	5.4	6.8	6.1	6.3	216/2768	2017/17.4	13.8	13.1				WHOK-F
6. WCOL-F (O)	71/ 3.8	5.4	5.6	4.7	5.0	4.9	79/1803	1476/12.8	14.4	13.4				WCOL-F
7. WRZR-F (AOR)	69/ 3.7	1.6	1.7	0.8	0.5	2.0	95/988	761/ 6.6	5.0	3.0				WRZR-F
8. WVKO (B)	68/ 3.6	2.5	3.3	2.7	3.3	3.0	68/779	779/ 6.7	5.9	6.0				WVKO
9. WBNS (BB)	66/ 3.5	3.7	2.5	1.7	3.6	2.8	68/1176	1092/ 9.4	11.7	7.5				WBNS
10. WRVF-F (C)	64/ 3.4	3.1	1.2	0.9	1.5	2.2	66/1028	978/ 8.4	6.6	5.6				WRVF-F
WMGG-F (CL AOR)	64/ 3.4	5.4	5.2	4.7	5.7	4.7	77/1802	1526/13.2	13.2	14.6				WMGG-F
12. WWHT-F (CHR)	62/ 3.3	3.5	2.3	4.6	2.2	3.4	68/1294	1172/10.1	11.0	6.5				WWHT-F
13. WCLT-F (C)	54/ 2.9	2.6	2.1	2.5	2.6	2.5	113/1139	597/ 5.2	4.8	5.7				WCLT-F
14. WBNS-F (O)	51/ 2.7	3.9	6.9	5.9	5.8	4.8	64/1556	1231/10.6	13.2	14.1				WBNS-F
15. WMNI (C)	42/ 2.2	2.7	2.2	2.0	1.9	2.3	47/613	556/ 4.8	4.4	5.2				WMNI
16. WCKX-F (B)	37/ 2.0	2.7	1.4	1.2	1.5	1.8	37/591	577/ 5.0	6.4	5.0				WCKX-F
17. WLW (MOR)	28/ 1.5	2.2	2.1	1.6	1.7	1.9	66/1025	514/ 4.4	6.4	5.7				WLW
18. WTLT-F (REL)	27/ 1.4	1.0	1.5	1.6	1.5	1.4	28/423	387/ 3.3	2.7	3.2				WTLT-F
19. WWCD-F (AOR)	24/ 1.3	1.5	2.6	2.9	1.2	2.1	27/652	603/ 5.2	5.2	4.0				WWCD-F
20. WCEZ-F (EZ)	23/ 1.2	1.4	0.3	----	----	0.7	29/456	372/ 3.2	2.7	0.0				WCEZ-F

12+ FM SHARE (METRO): 74.03% (1220 of 1648) (WIN 91: 72.19%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNCI-F<	1 WNCI-F<	1 WNCI-F	1 WSNY-F<	1 WSNY-F	1 WTVN >	1 WTVN	1 WNCI-F	1 WNCI-F	1 WNCI-F>	1 WNCI-F>
2 WWHT-F	2 WLVQ-F>	2 WLVQ-F<	2 WNCI-F	2 WNCI-F<	2 WSNY-F	2 WNCI-F	2 WTVN	2 WTVN	2 WSNY-F	2 WTVN
3	3 WSNY-F	3 WSNY-F>	3 WTVN <	3 WTVN	3 WHOK-F>	3 WSNY-F	3 WSNY-F	WSNY-F	3 WVKO	3 WHOK-F
4	4 WRZR-F	4 WTVN	4 WLVQ-F	4 WLVQ-F	4 WBNS <	4 WLVQ-F	4 WLVQ-F	4 WLVQ-F	4 WTVN <	4 WBNS
5	5 WMGG-F	5 WHOK-F	5 WHOK-F	5 WHOK-F>	5 WNCI-F	5 WHOK-F>>	5 WHOK-F>	5 WHOK-F	5 WWHT-F	5 WLVQ-F
6	6 WHOK-F	6	6 WCOL-F	6 WCOL-F	6	6	6 WBNS	6	6 WRZR-F	6
									WHOK-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WNCI-F>	1 WNCI-F>	1 WNCI-F	1 WNCI-F	1 WSNY-F
2 WLVQ-F>	2 WSNY-F	2 WSNY-F>	2 WSNY-F>	2 WNCI-F>
3 WSNY-F>	3 WLVQ-F>>	3 WLVQ-F>	3 WLVQ-F	3 WTVN
4 WMGG-F	4 WHOK-F	4 WCOL-F	4 WTVN <	4 WHOK-F
WCKX-F	5	5 WHOK-F	5 WHOK-F	5 WCOL-F
6 WTLT-F	6	6 WRVF-F	6 WCOL-F	6 WLVQ-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLVQ-F	1 WLVQ-F>	1 WLVQ-F>	1 WLVQ-F	1 WTVN
2 WNCI-F	2 WRZR-F	2 WRZR-F	2 WNCI-F>	2 WLVQ-F
3 WRZR-F	3 WNCI-F	3 WMGG-F	3 WRZR-F<	3 WSNY-F
4 WVKO	4 WMGG-F>	4 WNCI-F	4 WTVN	4 WNCI-F
5 WMGG-F	5 WVKO	5 WRVF-F	5 WSNY-F	WHOK-F
6 WHOK-F	6 WHOK-F	6 WSNY-F	WMGG-F	6
		WHOK-F	WHOK-F	

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCLT	1430	Newark	0.6/1.5/ 14/ 232
WCOL	1230	Columbus	0.3/2.4/ 6/ 277
WNKO-F	101.7	Newark/Heath	0.5/1.4/ 11/ 205
WRFD	880	Columbus/Wrthgt	0.8/1.9/ 31/ 340
WSWZ-F	103.5	Lancaster	0.4/1.4/ 8/ 202
WWRN-F	106.9	Marion	0.4/0.0/ 39/ 585

American Radio Winter 1992 Supplement, Copyright 1992

COLUMBUS, OH

RADIO STATIONS

AM STATIONS

WBNS,	1460,	5 KW/1 KW (DA-N) ,	Nostalgia	APR	CBS, $ 32.00	(Banner)	Columbus Dispatch
WCOL,	1230,	1 KW ,	SEE WCOL-FM				
WMNI,	920,	1 KW/500 W (DA-2),	Country	MBS	NBC, $ 30.00	(Eastman)	
WRFD,	880,	9 KW (Days, DA) ,	Religion		, $ 21.00	(---)	Salem
WTVN,	610,	5 KW (DA-N) ,	Full Service		ABC, $123.00	(Katz)	Great American
WVKO,	1580,	1 KW/250 W (DA-2),	Black	SBN	UNIPWR, $ 32.00	(Mc-Guild)	Saga

FM STATIONS

WBBY,	103.9,	2.6 KW @ 361 ,	Jazz		NBC, $ 30.00	(---)	(WESTERVILLE)
WBNS,	97.1,	21 KW @ 781 ,	Oldies		CBS, $ 47.00	(Banner)	Columbus Dispatch
WCKX,	106.3,	3 KW @ 298 ,	Black	SBN,	NBN, $ 27.00	(---)	(LONDON)
WCLT,	100.3,	50 KW @ 390 ,	Country		MBS, $ NA	(---)	(NEWARK)
WCOL,	92.3,	22 KW @ 754 ,	Oldies		, $ 60.00	(Christal)	Great Trails
WHOK,	95.5,	50 KW @ 492 ,	Country		APR, $ 55.00	(Eastman)	
WLVQ,	96.3,	18 KW @ 751 ,	AOR		, $140.00	(Katz)	Great American
WMGG,	99.7,	20 KW @ 783 ,	Classic AOR		, $ 67.00	(Eastman)	
WNCI,	97.9,	175 KW @ 561 ,	CHR		APR, $163.00	(MMR)	Nationwide
WRVF,	98.9,	3 KW @ 328 ,	Country		CNN, $ 29.00	(Eastman)	(UPPER ARLINGTON)
WRZR,	103.1,	3 KW @ 298 ,	AOR		SMN, $ 24.00	(---)	Ragan Henry (JOHNSTOWN)
WSNY,	94.7,	22 KW @ 754 ,	AC		, $168.00	(Mc-Guild)	Saga
WWCD,	101.1,	3 KW @ 328 ,	Prog AOR		, $ NA	(---)	(GROVE CITY)
WWHT,	105.7,	6 KW @ 328 ,	CHR		ABC, $ NA	(Schubert)	(MARYSVILLE)

American Radio Winter 1992 Supplement, Copyright 1992

DALLAS-FT. WORTH

Arbitron Rank/Pop (12+): 8/3,320,000

MSA Rank/Pop: 12/3,860,000 (Dallas)
ADI # 7

Average Person Ratings: 17.3

Market TSL: 22.75 hours

Stations: 33/32
Diaries: 2456/1352:1/49.2%
Sample Target: 2420
% Below Line: 0.4
% Not Listed: 7.6

1991 Revenue: $132,400,000
HH Inc.: $34,930
Retail $: 36.0 Bil
Pop per Station: 103,750
#1 Biller: KVIL-AF $20,800,000

12+ METRO		1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. KSCS-F	(C)	571/ 9.9	11.2	10.5	11.0	9.1	10.6	654/8291	7326/22.1	24.7	21.0				KSCS-F
2. KPLX-F	(C)	376/ 6.5	7.3	6.0	6.2	6.6	6.5	406/6077	5443/16.4	17.3	16.1				KPLX-F
3. KJMZ-F	(B)	329/ 5.7	4.0	4.3	4.3	4.0	4.6	333/4395	4320/13.0	11.5	11.0				KJMZ-F
4. KVIL-AF	(AC)	321/ 5.5	5.3	5.6	7.0	6.9	5.8	326/4090	3988/12.0	14.6	13.7				KVIL-AF
5. KTXQ-F	(AOR)	272/ 4.7	5.2	6.4	5.9	5.4	5.6	293/4663	4244/12.8	12.5	14.1				KTXQ-F
6. KKDA-F	(B)	270/ 4.7	4.4	5.0	4.6	5.7	4.7	309/3781	3470/10.5	9.7	10.6				KKDA-F
7. WBAP	(FS)	249/ 4.3	5.3	5.4	6.7	6.2	5.4	376/5770	3748/11.3	13.7	13.7				WBAP
8. KLRX-F	(SAC)	222/ 3.9	4.4	2.8	2.7	2.1	3.5	228/3590	3391/10.2	10.7	7.8				KLRX-F
9. KRLD	(N)	220/ 3.8	4.0	4.1	4.1	5.5	4.0	269/3420	4566/13.8	15.2	19.4				KRLD
10. KEGL-F	(CHR)	204/ 3.5	3.9	3.6	4.1	4.4	3.8	240/4955	4384/13.2	13.5	16.0				KEGL-F
11. KYNG-F	(?)	179/ 3.1	1.6	1.6	2.2	1.5	2.1	196/3464	3113/ 9.4	5.9	7.0				KYNG-F
12. KZPS-F	(CL AOR)	161/ 2.8	2.0	2.7	2.6	3.3	2.5	217/3878	3207/ 9.7	7.4	9.2				KZPS-F
13. KJZY-F	(J/NA)	150/ 2.6	0.4	0.5	0.5	----	1.0	177/1896	1571/ 4.7	1.6	0.0				KJZY-F
14. KLIF	(T)	149/ 2.6	2.3	2.8	3.1	3.1	2.7	163/2765	2441/ 7.4	7.0	7.6				KLIF
15. KOAI-F	(J/NA)	143/ 2.5	2.1	3.0	2.2	2.4	2.5	148/2548	2314/ 7.0	6.8	7.0				KOAI-F
16. KLTY-F	(REL)	142/ 2.5	3.3	2.9	2.5	2.4	2.8	176/2451	2135/ 6.4	7.2	7.5				KLTY-F
17. KLUV-F	(O)	138/ 2.4	2.2	3.2	3.8	2.4	2.9	155/3842	3427/10.3	8.3	9.1				KLUV-F
18. KDMX-F	(AC)	136/ 2.4	2.7	3.5	1.7	1.4	2.6	142/3160	2987/ 9.0	11.2	6.7				KDMX-F
19. KDGE-F	(AOR)	117/ 2.0	2.9	2.3	2.0	2.0	2.3	129/2119	1912/ 5.8	6.3	6.7				KDGE-F
20. KAAM	(BB)	115/ 2.0	1.7	2.0	1.5	1.9	1.8	117/1458	1364/ 4.1	4.8	4.0				KAAM
21. WRR -F	(CL)	113/ 2.0	2.2	2.1	1.9	2.5	2.0	133/2513	2263/ 6.8	6.5	7.0				WRR -F
KKDA	(B/O)	113/ 2.0	1.9	2.1	2.2	2.6	2.0	117/1532	1505/ 4.5	4.5	4.7				KKDA
23. KCDU-F	(CL AOR)	112/ 1.9	1.8	1.5	1.8	1.9	1.8	115/2300	2243/ 6.8	7.5	5.2				KCDU-F
24. KODZ-F	(O)	106/ 1.8	1.6	2.3	2.7	3.1	2.1	120/3032	2720/ 8.2	8.5	13.0				KODZ-F
25. KESS	(SP)	105/ 1.8	1.5	1.8	1.3	2.2	1.6	108/1147	1092/ 3.3	3.4	3.2				KESS
26. KHVN	(G)	100/ 1.7	2.1	2.4	1.7	1.7	2.0	104/1289	1269/ 3.8	4.5	3.3				KHVN
27.															
28.															
29.															
30.															

12+ FM SHARE (METRO): 76.35% (4059 of 5316) (WIN 91: 76.22%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KJMZ-F>>	1 KSCS-F	1 KSCS-F>	1 KSCS-F	1 KSCS-F>	1 KSCS-F	1 KSCS-F>	1 KSCS-F	1 KSCS-F>	1 KJMZ-F	1 KSCS-F>>
2 KEGL-F>	2 KTXQ-F	2 KPLX-F	2 KPLX-F	2 KVIL-AF	2 KVIL-AF	2 KVIL-AF	2 KPLX-F>	2 KPLX-F	2 KSCS-F>	2 KPLX-F
3 KSCS-F<	3 KPLX-F	3 KTXQ-F<	3 KVIL-AF>	KPLX-F>	3 WBAP	3 WBAP <	3 KVIL-AF<	3 KJMZ-F	3 KKDA-F	3 WBAP
4 KKDA-F	4 KJMZ-F	4 KVIL-AF	4 KTXQ-F	4 KTXQ-F	4 KRLD	4 KRLD	4 KTXQ-F	4 KTXQ-F	4 KEGL-F	4 KKDA-F
5	5 KKDA-F<	5 KKDA-F<	5 KZPS-F	5 KKDA-F	5 KPLX-F	KPLX-F	5 KLRX-F	5 KVIL-AF	5 KPLX-F<	5 KRLD >
6	6 KJZY-F	6 KJMZ-F	KKDA-F	6 WBAP	6 KLRX-F	6 KKDA-F	6 WBAP	6 KLRX-F	6 KJZY-F	6 KEGL-F
7	7	7	7 KYNG-F	KZPS-F	7	7 KTXQ-F	7 KYNG-F	7 WBAP	7 KTXQ-F	7
8	8	8	8	KLRX-F	8	KJMZ-F	8	KKDA-F	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KJMZ-F	1 KSCS-F	1 KPLX-F	1 KSCS-F	1 KSCS-F
2 KSCS-F	2 KPLX-F	2 KSCS-F>	2 KPLX-F	2 KVIL-AF
KJZY-F	3 KJMZ-F	3 KYNG-F<	3 KVIL-AF>	3 KPLX-F>
4 KKDA-F	4 KKDA-F	4 KVIL-AF<	4 KKDA-F<	4 KLRX-F
5 KEGL-F	5 KDMX-F	5 KDMX-F<	5 KJMZ-F	5 KKDA-F
6 KPLX-F	6 KTXQ-F<	6 KKDA-F	6 KYNG-F	6 KYNG-F
7 KTXQ-F	7 KYNG-F	7 KLRX-F	KLRX-F	7
8 KDGE-F	8	8 KTXQ-F	8	8
9 KDMX-F		KCDU-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KTXQ-F	1 KTXQ-F	1 KTXQ-F	1 KTXQ-F<	1 KSCS-F
2 KJMZ-F	2 KSCS-F	2 KSCS-F	2 KSCS-F>	2 KTXQ-F<
3 KSCS-F<	3 KJZY-F	3 KZPS-F	3 KPLX-F	3 KPLX-F
4 KJZY-F>	4 KJMZ-F	4 KPLX-F	4 KZPS-F	4 KZPS-F<
5 KKDA-F	5 KZPS-F	5 KJZY-F	5 KKDA-F	5 WBAP
6 KEGL-F	KKDA-F<	6 KKDA-F	KJZY-F<	6 KVIL-AF
7	7 KPLX-F	7 KYNG-F	7 KVIL-AF	7
9	8	8 WBAP	8	8

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KDFT	549	Ferris	0.3/0.6/ 18/ 252
KFJZ	870	Ft. Worth/Dalls	0.7/1.2/ 40/ 397
KSSA	1600	Plano	1.4/2.7/ 79/ 892
KSSA-F	106.9	McKinney/Plano	0.2/0.7/ 11/ 229
KUII	1190	Dallas	0.6/3.1/ 37/1074
KXEB	910	Sherman/Dallas	0.4/0.8/ 21/ 279

American Radio Winter 1992 Supplement, Copyright 1992

DALLAS-FT. WORTH

RADIO STATIONS

AM STATIONS

KAAM,	1310,	5 KW (DA-N) ,	Nostalgia	SMN UNISUP, $ 46.00	(Durpetti)	Bonneville
KESS,	1270,	5 KW (DA-1) ,	Hispanic	, $ 48.00	(Katz Hisp.)	
KFJZ,	870,	500 W (DAYS) ,	Hispanic	ABC, UNIULT, $ 32.00	(Lotus)	
KHVN,	970,	1 KW/270 W ,	Gospel	, $ 31.00	(Mc-Guild)	Summit
KKDA,	730,	500 W ,	Black Oldies	APR, $ NA	(Katz)	
KLIF,	570,	5 KW, (DA-2) ,	Talk	NBC, $ 75.00	(Eastman)	Susquehanna
KNRB,	1360,	5 KW/1 KW (DA-1),	Religion	, $ 25.00	(---)	Marsh
KRLD,	1080,	50 KW (DA-N) ,	News	CBS MBS, $180.00	(CBS)	Command
KSKY,	660,	10 KW/500 W(DA-N),	Religion	, $ 30.00	(---)	Bdcst Partners
KUII,	1190,	50 KW/5 KW (DA-2),	News/Talk	CNN, $ 40.00	(K & P)	
WBAP,	820,	50 KW ,	Full Service	ABC, $220.00	(Banner)	Cap Cities/ABC

FM STATIONS

KCDU,	107.5,	25 KW @ 1279 ,	Cl AOR	UNISUP UNIULT, $ 80.00	(Mc-Guild)	Granum
KDGE,	94.5,	100 KW @ 1896 ,	AOR	, $ 60.00	(K & P)	(GAINESVILLE)
KDMX,	102.9,	100 KW @ 1299 ,	AC	, $100.00	(MMR)	Nationwide
KEGL,	97.1,	100 KW @ 1460 ,	CHR	, $109.00	(Christal)	Sandusky
KJMZ,	100.3,	89 KW @ 1269 ,	Black	UNIPWR, $ 85.00	(Mc-Guild)	Summit
KKDA,	104.5,	98 KW @ 1591 ,	Black	APR, $164.00	(Katz)	
KLRX,	97.9,	100 KW @ 1610 ,	Soft AC	, $ 80.00	(Katz)	Cox
KLTY,	94.1,	100 KW @ 1591 ,	Religion	ABC UNISUP, $ 60.00	(K & P)	
KLUV,	98.7,	100 KW @ 1585 ,	Oldies	, $119.00	(MMR)	TK
KOAI,	106.1,	100 KW @ 1585 ,	Jazz/NAC	, $100.00	(HNWH)	Gannett
KODZ,	94.9,	100 KW @ 1699 ,	Oldies	, $ 90.00	(MMR)	Evergreen
KPLX,	99.5,	100 KW @ 1676 ,	Country	APR, $200.00	(Eastman)	Susquehanna
KRSR,	105.3,	100 KW @ 1558 ,	Country	, $ 95.00	(Group W)	Alliance
KSCS,	96.3,	99 KW @ 1679 ,	Country	, $260.00	(Banner)	Cap Cities/ABC
KSSA,	106.9,	3 KW @ 351 ,	Hispanic	, $ 60.00	(Caballero)	
KTXQ,	102.1,	100 KW @ 433 ,	AOR	CBS, $180.00	(CBS)	CBS
KVIL,	103.7,	100 KW @ 1571 ,	AC	, $335.00	(Torbet)	Infinity
KZPS,	92.5,	96 KW @ 1591 ,	Classic AOR	, $100.00	(Durpetti)	Bonneville
WRR ,	101.1,	98 KW @ 1509 ,	Classical	APR, $ 70.00	(CMBS)	City of Dallas

American Radio Winter 1992 Supplement, Copyright 1992

DAYTON

Arbitron Rank/Pop (12+): 47/823,100

MSA Rank/Pop: 54/944,000
ADI # 52

Average Person Ratings: 16.9

Market TSL: 22.25 hours

Stations: 28/22
Diaries: 1275/646:1/56.8%
Sample Target: 1240
% Below Line: 8.3
% Not Listed: 14.0

1991 Revenue: $21,200,000
HH Inc.: $31,515
Retail $: 7.0 Bil
Pop per Station: 37,413
#1 Biller: WHIO $3,200,000

12+ METRO		1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. WHKO-F	(C)	142/10.2	10.7	9.3	9.7	10.5	10.0	270/3168	1791/21.8	23.3	21.4				WHKO-F
2. WTUE-F	(AOR)	113/ 8.1	6.8	7.5	8.5	6.0	7.7	147/1899	1422/17.3	15.5	16.0				WTUE-F
3. WROU-F	(?)	100/ 7.2	1.2	----	----	----	2.1	105/906	851/10.3	2.1	0.0				WROU-F
4. WGTZ-F	(CHR)	97/ 7.0	7.5	9.7	9.2	8.5	8.4	137/2863	1983/24.1	23.3	22.0				WGTZ-F
5. WHIO	(N/T)	94/ 6.8	8.0	6.4	6.9	8.8	7.0	97/1393	1272/15.5	17.3	20.0				WHIO
6. WWSN-F	(AC)	79/ 5.7	6.8	6.2	6.6	7.5	6.3	93/1180	1002/12.2	14.3	14.1				WWSN-F
7. WVUD-F	(SAC)	71/ 5.1	5.8	4.8	6.5	5.0	5.6	74/1046	893/10.8	13.6	12.4				WVUD-F
8. WONE	(C)	69/ 5.0	3.6	2.6	4.0	3.3	3.8	85/927	700/ 8.5	9.3	7.8				WONE
9. WLW	(MOR)	59/ 4.3	5.9	5.6	5.5	6.8	5.3	154/2448	977/11.9	13.6	13.9				WLW
10. WAZU-F	(AOR)	53/ 3.8	5.5	4.1	5.8	4.6	4.8	79/1547	1108/13.5	13.6	13.6				WAZU-F
11. WYMJ-F	(O)	44/ 3.2	4.6	5.6	4.5	5.5	4.5	47/1050	981/11.9	13.3	12.4				WYMJ-F
12. WPFB-F	(C)	41/ 3.0	2.4	2.2	2.5	1.3	2.5	77/1205	570/ 6.9	6.2	4.5				WPFB-F
13. WCLR-F	(EZ)	30/ 2.2	1.5	2.3	2.5	3.4	2.1	61/829	566/ 6.9	4.3	7.6				WCLR-F
14. WDAO	(B)	29/ 2.1	3.7	6.3	4.5	4.5	4.2	29/399	399/ 4.8	6.8	8.3				WDAO
15.															

12+ FM SHARE (METRO): 74.02% (883 of 1193) (WIN 91: 71.89%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGTZ-F››	1 WTUE-F›	1 WTUE-F	1 WTUE-F‹	1 WHKO-F	1 WHKO-F	1 WHKO-F	1 WTUE-F‹	1 WHKO-F	1 WHKO-F	1 WHIO ›
2 WROU-F	2 WROU-F‹	2 WHKO-F	2 WWSN-F	2 WWSN-F	2 WHIO ›	2 WHIO	2 WHKO-F	2 WTUE-F	2 WROU-F	2 WHKO-F
3 WTUE-F	3 WGTZ-F	3 WWSN-F	3 WHKO-F	WTUE-F	3 WONE	3 WTUE-F	3 WVUD-F‹	3 WGTZ-F	3 WGTZ-F	3 WROU-F››
WHKO-F	4 WAZU-F	WROU-F	4 WROU-F‹	4 WVUD-F	4 WVUD-F‹	4 WGTZ-F‹	4 WWSN-F	4 WROU-F	4 WTUE-F	4 WONE
5 WAZU-F	5 WHKO-F	5 WGTZ-F	5 WVUD-F	5 WROU-F	5 WLW	5 WWSN-F	5 WROU-F	5 WWSN-F	5 WLW	5 WWSN-F
6	6 WWSN-F	6 WVUD-F	6	6 WLW	6 WWSN-F	WONE	6 WHIO	6	6 WAZU-F	WTUE-F
7	7	7	7	7	7	7 WROU-F	7 WGTZ-F	7	7 WHIO	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGTZ-F	1 WROU-F	1 WWSN-F	1 WWSN-F	1 WWSN-F	1 WAZU-F	1 WTUE-F›	1 WTUE-F››	1 WTUE-F›	1 WTUE-F
2 WTUE-F	2 WGTZ-F	2 WROU-F›	2 WROU-F	2 WHKO-F	2 WTUE-F›	2 WAZU-F›	2 WPFB-F	2 WHKO-F	2 WLW
3 WROU-F›	3 WTUE-F‹	3 WHKO-F	3 WHKO-F	3 WVUD-F	3 WROU-F	3 WGTZ-F	3 WGTZ-F	3 WLW ‹	3 WHKO-F›
4 WAZU-F	4 WWSN-F	4 WGTZ-F	4 WGTZ-F	4 WROU-F›	4 WHKO-F	4 WROU-F	WAZU-F	4 WAZU-F	4 WWSN-F
5 WHKO-F	5 WHKO-F	5 WTUE-F	5 WTUE-F	5 WTUE-F	WGTZ-F	WHKO-F	5 WLW	5 WROU-F‹	5 WVUD-F
6	6	6 WVUD-F	6 WVUD-F	6 WGTZ-F	6	6 WPFB-F	WHKO-F	6 WGTZ-F	6 WYMJ-F
7	7	7	7	7	7	7	7 WWSN-F	7	7

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBLY	1600	Springfield	0.6/2.0/ 10/ 172
WDJK-F	95.3	Xenia/Dayton	0.7/5.5/ 10/ 469
WFCJ-F	93.7	Miamisburg/Datn	1.8/4.8/ 40/ 576
WING	1410	Dayton	0.9/4.7/ 14/ 419
WIZE	1340	Springfield	0.8/2.6/ 12/ 233
WKSW-F	101.7	Urbana/Spngfld.	1.2/2.1/ 39/ 418
WMMX	1110	Fairborn/Dayton	0.9/1.1/ 12/ 88
WPFB	910	Middletown	1.0/2.7/ 27/ 390
WTRJ-F	96.9	Troy	0.4/1.3/ 6/ 110
WGRR-F	103.5	Hamilton	0.4/1.8/ 39/ 691
WIMJ-F	92.5	Cincinnati	0.4/1.9/ 28/ 575
WLSN-F	106.5	Greenville	1.2/3.4/ 25/ 424
WOFX-F	94.9	Fairfield	1.1/5.0/ 50/ 975
WZRZ-F	96.5	Hamilton	0.9/4.4/ 36/ 821

RADIO STATIONS

WDAO,	1210,	1 KW (Days)	, Black	SBN, $ 26.00	(---)	
WHIO,	1290,	5 KW (DA-N)	, News/Talk	CBS, $ 64.00	(Durpetti)	Cox
WING,	1410,	5 KW (DA-N)	, News	SBN NBC, $ 30.00	(Katz)	Great Trails
WONE,	980,	5 KW (DA-N)	, Country	ABC, $ 31.00	(Mc-Guild)	Summit
WAZU-F,	102.9,	50 KW @ 492	, AOR	ABC, $ 38.00	(Christal)	Osborn (SPRINGFIELD)
WCLR-F,	95.7,	50 KW @ 476	, EZ	, $ 23.00	(Regional)	(PIQUA)
WFCJ-F,	93.7,	50 KW @ 492	, Religion	, $ 16.00	(---)	(MIAMISBURG)
WGTZ-F,	92.9,	40 KW @ 551	, CHR	UNIPWR, $ 58.00	(Katz)	Great Trails
WHKO-F,	99.1,	50 KW @ 1059	, Country	, $ 71.00	(Durpetti)	Cox
WPFB-F,	105.9,	34 KW @ 535	, Country	, $ 24.00	(Roslin)	(MIDDLETOWN)
WTUE-F,	104.7,	50 KW @ 500	, AOR	, $ 63.00	(Mc-Guild)	Summit
WVUD-F,	99.9,	50 KW @ 500	, Soft AC	ABC, $ 42.00	(Torbet)	Univ. of Dayton
WWSN-F,	107.7,	50 KW @ 420	, AC	, $ 68.00	(Eastman)	Stoner
WYMJ-F,	103.9,	1.2 KW @ 522	, Oldies	, $ 35.00	(Eastman)	

WLW - See Cincinnati

American Radio Winter 1992 Supplement, Copyright 1992

DENVER

Arbitron Rank/Pop (12+): 24/1,534,800

MSA Rank/Pop: 27/1,930,000
ADI # 19

Average Person Ratings: 17.8

Market TSL: 23.25 hours

Stations: 33/33
Diaries: 1831/838:1/56.6%
Sample Target: 1720
% Below Line: 0.0
% Not Listed: 9.5

1991 Revenue: $68,600,000
HH Inc.: $33,625
Retail $: 15.5 Bil
Pop per Station: 46,509
#1 Biller: KOA $10,700,000

12+ METRO		1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. KOA	(T/N)	236/ 8.6	9.7	7.0	6.6	9.6	8.0	330/4895	3451/22.5	27.3	24.0				KOA
2. KYGO-F	(C)	232/ 8.5	8.3	9.6	11.3	7.1	9.4	285/3785	3038/19.8	17.4	17.4				KYGO-F
3. KXKL-AF	(O)	175/ 6.4	5.7	7.9	5.7	5.7	6.4	198/3472	2793/18.2	16.4	15.8				KXKL-AF
KOSI-F	(SAC)	175/ 6.4	7.0	6.6	6.8	7.4	6.7	214/3142	2552/16.6	16.6	18.7				KOSI-F
5. KBCO-AF	(AOR)	170/ 6.2	6.4	4.2	7.6	6.4	6.1	188/2254	1993/13.0	14.2	15.2				KBCO-AF
6. KBPI-F	(AOR)	165/ 6.0	6.3	7.1	6.0	6.2	6.3	217/3417	2689/17.5	14.0	15.9				KBPI-F
7. KQKS-F	(CHR)	161/ 5.9	4.6	6.5	4.7	5.4	5.4	197/2926	2352/15.3	13.6	15.6				KQKS-F
8. KHOW-AF	(SAC)	138/ 5.1	5.6	4.9	4.5	5.2	5.0	157/2790	2257/14.7	16.8	17.2				KHOW-AF
9. KMJI-F	(AC)	124/ 4.5	3.2	3.9	4.1	4.8	3.9	137/2154	1908/12.4	10.2	12.4				KMJI-F
10. KAZY-F	(AOR)	111/ 4.1	4.0	4.4	4.3	2.7	4.2	140/2695	2125/13.8	12.7	10.6				KAZY-F
11. KRFX-F	(CL AOR)	110/ 4.0	4.3	3.1	3.8	5.2	3.8	144/2453	1872/12.2	13.1	14.8				KRFX-F
12. KEZW	(BB)	90/ 3.3	2.6	2.8	2.8	2.7	2.9	91/795	785/ 5.1	6.0	5.1				KEZW
13. KHIH-F	(J/NA)	65/ 2.4	3.7	2.1	2.3	3.9	2.6	69/1241	1074/ 7.0	8.8	8.7				KHIH-F
14. KYBG	(SPTS/T)	64/ 2.3	2.3	2.1	1.4	2.2	2.0	71/1185	1019/ 6.2	0.0	5.5				KYBG
KVOD-F	(CL)	64/ 2.3	2.9	2.3	3.0	2.2	2.6	71/1159	1021/ 6.7	7.8	6.6				KVOD-F
16. KTCL-F	(AOR)	63/ 2.3	2.1	1.8	1.5	1.6	1.9	80/1057	881/ 5.7	5.0	3.7				KTCL-F
17. KRXY-AF	(CHR)	59/ 2.1	2.5	4.1	3.4	4.1	3.0	66/1361	1218/ 7.9	8.5	13.8				KRXY-AF
18. KRZN	(BB)	53/ 1.9	2.3	2.0	1.4	1.2	1.9	61/792	666/ 4.3	5.4	3.1				KRZN
19. KYGO	(C)	51/ 1.9	1.1	2.4	1.4	1.7	1.7	75/1173	890/ 5.8	4.2	5.3				KYGO
20. KDHT-F	(C)	32/ 1.2	0.7	1.4	0.7	1.6	1.0	49/769	547/ 3.6	2.2	3.8				KDHT-F

12+ FM SHARE (METRO): 72.55% (1795 of 2474) (WIN 91: 75.11%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQKS-F>>	1 KBPI-F	1 KYGO-F	1 KBCO-AF	1 KBCO-AF<	1 KOA >	1 KOA	1 KOA	1 KYGO-F	1 KOA	1 KOA >
2 KBPI-F	2 KYGO-F	2 KBCO-AF	2 KXKL-AF	2 KYGO-F<	2 KYGO-F	2 KYGO-F	2 KYGO-F<	2 KBPI-F<	2 KQKS-F	2 KYGO-F>
3	3 KBCO-AF	3 KXKL-AF	3 KYGO-F	3 KXKL-AF	3 KXKL-AF<	3 KHOW-AF	3 KOSI-F	3 KBCO-AF	3 KYGO-F	3 KXKL-F
4	4 KAZY-F	4 KBPI-F	4 KOSI-F<	4 KOSI-F	4 KOSI-F	4 KXKL-AF<	4 KBCO-AF	4 KOA <	4 KBPI-F	4 KHOW-F
5	5 KRFX-F<	5 KOSI-F	5 KHOW-AF	5 KHOW-AF<	5 KHOW-AF	5 KOSI-F	5 KXKL-AF<	5 KXKL-AF	5 KXKL-AF	5 KOSI-F
6	6 KQKS-F	6 KHOW-AF	6 KOA	6 KOA	6 KEZW	6 KQKS-F<	6 KMJI-F<	KOSI-F<	6 KOSI-F	6
7	7 KMJI-F	7	7	7	7	7 KBPI-F	7 KBPI-F	7 KQKS-F	7	7
	8 KOSI-F									

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KBPI-F	1 KYGO-F	1 KBCO-AF	1 KYGO-F	1 KYGO-F
2 KYGO-F	2 KBCO-AF	2 KYGO-F	2 KOSI-F	2 KOSI-F
3 KQKS-F>	3 KOSI-F	3 KOSI-F<	3 KBCO-AF<	3 KHOW-AF
4 KAZY-F	KBPI-F	4 KMJI-F>	4 KXKL-AF<	4 KBCO-AF
5 KOSI-F>	5 KMJI-F	5 KRFX-F	5 KHOW-AF	5 KXKL-AF
6 KTCL-F	6 KQKS-F	KBPI-F	6 KMJI-F<	6 KMJI-F
KMJI-F	7	7 KXKL-AF	7 KQKS-F	7 KOA

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KBPI-F>>	1 KBPI-F	1 KAZY-F	1 KBCO-AF	1 KBCO-AF
2 KYGO-F	2 KAZY-F	2 KBCO-AF	2 KXKL-AF<	2 KXKL-AF
3 KQKS-F	3 KRFX-F	3 KRFX-F>	3 KBPI-F	3 KYGO-F<
KAZY-F>	4 KBCO-AF	4 KBPI-F	4 KYGO-F<	4 KRFX-F
5 KRXY-AF	5 KYGO-F	5 KYGO-F	5 KRFX-F	5 KOA
KRFX-F	6 KQKS-F	6 KXKL-AF	6 KAZY-F	6 KAZY-F<
7	7	7	7	7 KOSI-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KBNO	1220	Denver	1.1/1.8/ 29/ 282
KDEN	1340	Denver	0.4/1.8/ 10/ 284
KDKO	1510	Littleton/Denve	0.3/1.1/ 8/ 186
KFRR	1150	Englewood/Dnvr	0.4/1.1/ 12/ 172
KJME	1390	Denver	0.7/1.3/ 19/ 207
KLTT	800	Brighton	0.4/1.4/ 15/ 286
KLZ	560	Denver	0.7/2.6/ 29/ 617
KNUS	710	Denver	0.5/2.6/ 13/ 425
KRKS	990	Denver	0.5/2.0/ 17/ 355

American Radio Winter 1992 Supplement, Copyright 1992

DENVER

RADIO STATIONS

AM STATIONS

KBNO, 1220, 1 KW/17 W	, HISPANIC	, $ 28.00 (Lotus)			
KDEN, 1340, 1 KW	, TALK	ABC MBS, $ 31.00 (Savalli)			
KDKO, 1510, 10 KW/5 KW (DA-2),	BLACK	, $ 33.00 (---)			
KEZW, 1430, 5 KW (CA-N)	, NOSTALGIA	SMN, $ 37.00 (Torbet)			
KHOW, 630, 5 KW (DA-N)	, SEE KHOW-FM				
KLTT, 800, 1 KW (DAYS, DA)	, RELIGION	, $ 18.00 (---)		Mortenson	
KLZ , 560, 5 KW (DA-1)	, AOR	SMN UNIPWR, $ 33.00 (McGuild)		Summit	
KNUS, 710, 5 KW (DA-1)	, NEWS/TALK	CNN ABC, $ 30.00 (---)			
KOA , 850, 50 KW	, TALK/NEWS	ABC CBS, $ 168.00 (Eastman)		Jacor	
KRZN, 760, 5 KW/1 KW (DA-1)	, NOSTALGIA	, $ 33.00 (---)			
KYBG, 1090, 50 KW/500 W (DA-2),	SPORTS TALK	APR NBC, $ 46.00 (Roslin)		Century	
KYGO, 950, 5 KW (DA-N)	, COUNTRY	UNIULT, $ NA (CBS)		Jeff-Pilot	

FM STATIONS

KAZY, 106.7, 100 KW @ 987,	AOR	ABC, $ 63.00 (McGuild)	Summit	
KBCO, 97.3, 100 KW @ 1542,	PROG AOR	, $ 162.00 (MMR)	Noble	(BOULDER)
KBPI, 105.9, 99 KW @ 1469,	AOR	SOURCE, $ 86.00 (Banner)	Great American	
KDHT, 92.5, 57 KW @ 1237,	COUNTRY	UNISUP, $ 37.00 (K & P)		(GREELEY)
KHIH, 94.7, 100 KW @ 984,	JAZZ/NAC	SMN, $ 56.00 (HNWH)	Adams	(BOULDER)
KHOW, 95.7, 100 KW @ 1607,	SOFT AC	NBC MBS, $ 70.00 (Mc-Guild)	Viacom	
KMJI, 100.3, 100 KW @ 1151,	AC	, $ 81.00 (Christal)	Booth	
KOSI, 101.1, 100 KW @ 1624,	SOFT AC	, $ 100.00 (Torbet)		
KQKS, 104.3, 28 KW @ 1450,	CHR	, $ 57.00 (Schubert)	Western Cities	(LONGMOUNT)
KRFX, 103.5, 100 KW @ 1050,	CL AOR	CBS, $ 71.00 (Eastman)	Jacor	
KRXY, 107.5, 91 KW @ 1197,	CHR	ABC, $ 53.00 (Katz)	Cap Cities/ABC	
KTCL, 93.3, 100 KW @ 1328,	AOR	, $ 37.00 (McGuild)		(FT COLLINS)
KVOD, 99.5, 100 KW @ 279,	CLASSICAL	, $ 68.00 (Katz)	Henry	
KXKL, 105.1, 100 KW @ 1168,	OLDIES	MBS, $ 141.00 (Durpetti)	Shamrock	
KYGO, 98.5, 100 KW @ 718,	COUNTRY	, $ 160.00 (CBS)	Jeff-Pilot	

American Radio Winter 1992 Supplement, Copyright 1992

DES MOINES

Arbitron Rank/Pop (12+): 111/327,600
MSA Rank/Pop: 123/398,000
ADI # 66
Average Person Ratings: 16.0
Market TSL: 21.00 hours

Stations: 16/16
Diaries: 800/409:1/56.1%
Sample Target: 790
% Below Line: 0.0
% Not Listed: 8.4

1991 Revenue: $13,500,000
HH Inc.: $31,632
Retail $: 3.7 Bil
Pop per Station: 20,475
#1 Biller: WHO $3,200,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. KGGO-AF (AOR)	88/16.8	18.0	15.4	19.6	13.7	17.5	157/1813	923/28.2	29.5	25.6				KGGO-AF
2. KJJY-AF (C)	78/14.9	14.6	9.5	14.2	12.7	13.3	134/1550	918/28.0	27.6	21.9				KJJY-AF
WHO (FS)	78/14.9	12.9	15.0	11.1	12.9	13.5	219/2853	921/28.1	29.7	30.7				WHO
4. KRNQ-F (CHR)	72/13.7	11.5	16.9	14.2	16.3	14.1	146/2145	1026/31.3	31.2	33.0				KRNQ-F
5. KLYF-F (AC)	38/ 7.2	7.4	5.6	10.1	9.1	7.8	72/1103	568/17.3	16.2	18.0				KLYF-F
6. KIOA-F (O)	33/ 6.3	6.8	6.8	5.6	5.8	6.4	55/1018	578/17.6	18.0	14.6				KIOA-F
7. KDMG-F (AOR)	22/ 4.2	3.7	4.0	4.5	3.6	4.1	29/460	304/ 9.3	10.3	11.2				KDMG-F
8. KRNT (BB)	21/ 4.0	7.4	6.3	5.8	6.4	5.9	34/673	430/13.1	13.9	14.3				KRNT
9. KMXD-F (EZ)	16/ 3.0	2.0	0.8	----	----	1.5	16/226	226/ 6.9	5.5	0.0				KMXD-F
10. KIOA (O)	12/ 2.3	1.8	2.5	1.0	2.0	1.9	23/523	237/ 7.2	7.7	8.4				KIOA
11. KEZT-F (SAC/EZ)	10/ 1.9	1.2	4.2	3.1	6.0	2.6	27/595	252/ 7.7	5.9	12.9				KEZT-F
12. KWKY (REL)	5/ 1.0	1.0	0.9	----	1.0	0.7	7/225	168/ 5.1	4.4	4.3				KWKY
KDLS (C)	5/ 1.0	1.2	----	----	----	0.6	7/67	48/ 1.5	1.4	0.0				KDLS
14.														
15.														

12+ FM SHARE (METRO): 74.22% (357 of 481) (WIN 91: 69.10%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KRNQ-F>>	1 KGGO-AF>>1	KGGO-AF> 1	KGGO-AF	1 KGGO-AF<	1 WHO >	1 WHO	1 KGGO-AF>	1 KGGO-AF<	1 KJJY-AF<	1 WHO
2 KGGO-AF	2 KRNQ-F>	2 KRNQ-F	2 KJJY-AF	2 KJJY-AF>	2 KJJY-AF>>2	KGGO-AF 2	WHO 2	KJJY-AF 2	WHO 2	KGGO-F
3	3 KJJY-AF>>3	KJJY-AF> 3	KRNQ-F	3 KRNQ-F	3 KLYF-F	3 KRNQ-F<	3 KRNQ-F	3 KRNQ-F>	KRNQ-F 3	KJJY-F
4	4 KLYF-F	4 KLYF-F	4 KLYF-F	4 KLYF-F	4 KGGO-AF	4 KJJY-AF>	4 KJJY-AF	4 WHO >	4 KGGO-AF>>4	
5	5 KIOA-F	5 KIOA-F	5 KIOA-F>	5 KIOA-F	KRNQ-F 5	KLYF-F 5	KLYF-F 5	KLYF-F 5	KIOA-F 5	
6	KDMG-F 6		6 WHO	6 WHO	6 KRNT < 6	6	6	KIOA-F 6	6	
			KDMG-F		7 KIOA-F					

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRNQ-F>>	1 KRNQ-F>	1 KRNQ-F	1 KRNQ-F>	1 KJJY-AF<	1 KGGO-AF>>1	KGGO-AF>>1	KGGO-AF>>1	KGGO-AF>>1	KGGO-AF>
2 KGGO-AF>>2	KGGO-AF> 2	KJJY-AF 2	KGGO-AF 2	KRNQ-F	2 KJJY-AF	2 KJJY-AF>	2 KJJY-AF>	2 KJJY-AF>	2 KJJY-AF>
3 KJJY-AF	3 KJJY-AF>	3 KGGO-AF>	3 KJJY-AF	3 KLYF-F	3 KRNQ-F>	3 KRNQ-F	3 KRNQ-F	3 KIOA-F	3 WHO
KLYF-F	4 KLYF-F	4 KLYF-F	4 KLYF-F>	4 KGGO-AF	4 KDMG-F	4	KLYF-F 4	WHO 4	4 KIOA-F
5	5	KDMG-F	5 KIOA-F	5 KIOA-F	5	5	KIOA-F	KRNQ-F 5	KRNQ-F
6	6	6 KIOA-F	6	6	6	6	6 WHO	6 KDMG-F	KLYF-F
							KDMG-F		KDMG-F

OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KDMI-F 97.3 Des Moines	0.6/3.2/ 5/ 169

RADIO STATIONS

KDLS, 1310, 500 W (DAYS)	, COUNTRY	MBS	, $ 10.00	(---)		(PERRY)
KIOA, 940, 10 KW/5 KW (DA-2)	, OLDIES	ABC	, $ NA	(Banner)	Midwest	
KRNT, 1350, 5 KW (DA-N)	, NOSTALGIA	CBS, UNISUP	, $ 24.00	(Katz)	Saga	
WHO , 1040, 50 KW	, FULL SERVICE	ABC	, $ 65.00	(Christal)	Palmer	
KDMG-F, 103.3, 100 KW @ 745	, PROG AOR	UNIPWR	, $ 21.00	(HNWH)		(PELLA)
KEZT-F, 104.1, 100 KW @ 1010	, SOFT AC/EZ		, $ 16.00	(HNWH)		(AMES)
KGGO-F, 94.9, 100 KW @ 1066	, AOR	SOURCE	, $ 53.00	(Eastman)	Stoner	
KIOA-F, 93.3, 100 KW @ 1063	, OLDIES		, $ 31.00	(Banner)	Midwest	
KJJY-F, 92.5, 41 KW @ 1453	, COUNTRY		, $ 47.00	(McGuild)	Fuller-Jeffrey	(ANKENY)
KLYF-F, 100.3, 100 KW @ 1700	, AC		, $ 40.00	(Christal)	Palmer	
KMXD-F, 106.3, 3 KW @ 328	, EZ		, $ 14.00	(Schubert)		(ANKENY)
KRNQ-F, 102.5, 100 KW @ 1260	, CHR	ABC	, $ 44.00	(Katz)	Saga	

American Radio Winter 1992 Supplement, Copyright 1992

DETROIT

Arbitron Rank/Pop (12+): 6/3,611,500

MSA Rank/Pop: 5/4,660,000
ADI # 9

Average Person Ratings: 18.3

Market TSL: 23.75 hours

Stations: 33/31
Diaries: 2615/1381:1/53.5%
Sample Target: 2560
% Below Line: 0.8
% Not Listed: 7.5

1991 Revenue: $117,300,000
HH Inc.: $34,932
Retail $: 37.0 Bil
Pop per Station: 116,500
#1 Biller: WJR $17,000,000

12+ METRO		1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. WJR	(FS)	550/ 8.3	9.3	9.3	8.0	8.3	8.7	765/9929	7254/20.1	22.4	21.8				WJR
2. WJLB-F	(B)	417/ 6.3	6.6	6.2	6.3	7.2	6.3	455/5851	5291/14.7	13.7	13.7				WJLB-F
3. WWJ	(N)	412/ 6.2	6.3	4.4	5.7	5.9	5.7	426/7607	7026/19.5	19.9	19.5				WWJ
4. WWWW-F	(C)	331/ 5.0	5.3	6.1	6.3	5.1	5.7	356/5240	4750/13.2	13.5	12.0				WWWW-F
5. WXYT	(T)	319/ 4.8	4.3	3.7	3.7	4.5	4.1	325/3980	3877/10.7	9.0	9.6				WXYT
6. WLTI-F	(SAC)	313/ 4.7	3.8	3.3	3.7	5.1	3.9	329/4961	4597/12.7	11.4	12.2				WLTI-F
7. WHYT-F	(CHR)	304/ 4.6	4.4	4.7	4.5	4.2	4.6	335/6991	6456/17.9	16.7	18.2				WHYT-F
8. WLLZ-F	(AOR)	299/ 4.5	4.3	4.2	3.4	3.7	4.1	317/5778	5189/14.4	14.2	13.2				WLLZ-F
9. WKQI-F	(AC)	292/ 4.4	4.7	5.0	4.7	3.9	4.7	310/5967	5578/15.4	15.7	15.8				WKQI-F
WJOI-F	(SAC/EZ)	292/ 4.4	3.9	3.6	5.1	5.4	4.3	308/4957	4712/13.0	10.5	10.6				WJOI-F
11. WOMC-F	(O)	252/ 3.8	4.5	5.4	3.9	2.9	4.4	277/5094	4704/13.0	14.6	9.7				WOMC-F
12. WRIF-F	(AOR)	232/ 3.5	2.8	3.9	4.4	3.7	3.7	261/5428	4582/12.7	12.0	13.1				WRIF-F
13. WNIC-F	(AC)	230/ 3.5	3.4	3.2	3.5	3.8	3.4	234/4552	4259/11.8	10.5	11.8				WNIC-F
14. WCSX-F	(CL AOR)	213/ 3.2	3.8	4.1	3.5	4.1	3.7	251/5074	4465/12.4	13.1	13.6				WCSX-F
15. WMXD-F	(U/AC)	206/ 3.1	3.8	3.5	2.7	1.7	3.3	211/3534	3402/ 9.4	8.3	6.3				WMXD-F
16. WJZZ-F	(J)	204/ 3.1	3.1	3.6	3.8	3.4	3.4	214/3464	3210/ 8.9	8.8	9.1				WJZZ-F
17. CKLW	(BB)	199/ 3.0	2.9	3.1	2.7	2.5	2.9	273/3462	2657/ 7.4	8.3	7.0				CKLW
18. WQRS-F	(CL)	184/ 2.8	1.9	2.2	1.7	2.0	2.2	202/2682	2478/ 6.9	5.9	6.0				WQRS-F
19. WDFX-F	(CHR)	165/ 2.5	2.3	2.7	2.9	3.6	2.6	174/4595	4296/11.9	10.4	13.9				WDFX-F
20. CIMX-F	(AOR)	134/ 2.0	1.5	1.6	0.6	0.6	1.4	151/2348	1961/ 5.4	4.1	3.1				CIMX-F

12+ FM SHARE (METRO): 71.04% (4354 of 6129) (WIN 91: 71.68%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHYT-F>>	1 WLLZ-F<	1 WJLB-F	1 WLLZ-F<	1 WWWW-F<	1 WJR >	1 WJR	1 WJR	1 WJR	1 WJLB-F	1 WJR >
2 WJLB-F>	2 WJLB-F	2 WLLZ-F	2 WJLB-F<	2 WLTI-F<	2 WWJ >	2 WWJ >	2 WLTI-F	2 WJLB-F	2 WHYT-F	2 WJLB-F
3 WDFX-F	3 WRIF-F	3 WKQI-F	3 WLTI-F<	3 WJLB-F<	3 WXYT	3 WJLB-F<	3 WXYT	3 WWJ <	3 WJR <	3 WWJ >
4	4 WKQI-F	4 WLTI-F	4 WWWW-F	4 WLLZ-F<	4 WJOI-F	4 WKQI-F>	4 WWWW-F	4 WHYT-F<	4 WMXD-F	4 WXYT
5	WHYT-F	5 WWWW-F<	WKQI-F	5 WKQI-F<	5 WWWW-F<	5 WXYT <	WJOI-F	5 WWWW-F	5 WXYT	5 WMXD-F
6	WCSX-F	6 WRIF-F<	6 WOMC-F<	6 WJR <	6 WLTI-F	6 WWWW-F	6 WWJ	WLLZ-F<	WWJ	6
7	7 WNIC-F	7 WNIC-F	7 WNIC-F<	7 WOMC-F	7 CKLW	7 WLLZ-F	WJLB-F	7 WLTI-F	7	7
8	8	8	8 WCSX-F	8	8	8 WLTI-F	8 WLLZ-F	8 WJOI-F	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WJLB-F	1 WJLB-F	1 WJLB-F	1 WJLB-F	1 WKQI-F
2 WHYT-F	2 WKQI-F	2 WNIC-F	2 WKQI-F	2 WJLB-F<
3 WKQI-F	3 WHYT-F	WKQI-F	3 WNIC-F	3 WNIC-F<
4 WLTI-F	4 WNIC-F	4 WLLZ-F	4 WLTI-F	4 WLTI-F<
5 WDFX-F	5 WLTI-F	5 WMXD-F	5 WMXD-F	5 WMXD-F
6 WNIC-F	6 WMXD-F	6 WWWW-F	6 WHYT-F<	6 WWWW-F
7 WMXD-F	7 WLLZ-F	WLTI-F	7 WWWW-F	WJOI-F
8	8 WDFX-F	8 WHYT-F	8 WOMC-F	8 WOMC-F
		WCSX-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLLZ-F	1 WLLZ-F	1 WLLZ-F	1 WLLZ-F	1 WLLZ-F
2 WJLB-F<	2 WRIF-F>	2 WRIF-F	2 WRIF-F	2 WJR <
3 WRIF-F	3 WJLB-F<	3 WCSX-F>	3 WCSX-F<	3 WCSX-F<
4 WHYT-F>	4 WCSX-F>	4 WWWW-F	4 WJLB-F	4 WWWW-F<
5 CIMX-F<	5 CIMX-F	5 CIMX-F	5 WJR <	5 WWJ <
6 WDFX-F	6	6	6 WWWW-F	6 WRIF-F
7	7	7	7	7 WXYT
8	8	8	8	WLTI-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
CKLW-F	93.9	Windsor	0.5/3.6/ 40/1612
WCHB	1200	Taylor	1.1/1.8/ 83/ 689
WCXI	1130	Detroit	0.9/2.9/ 63/1187
WDZR-F	102.7	Mt Clemens/Dtrt	0.8/3.0/ 51/1108
WQPR-F	107.5	Detroit	1.0/5.1/ 68/1951
WHND	560	Monroe/Detroit	0.5/1.0/ 31/ 413
WMKM	1440	Inkster	0.6/1.2/ 38/ 436
WHTG	1310	Dearborn/Detrt	0.9/2.5/ 62/ 908
WMUZ-F	103.5	Detroit	0.9/3.4/ 64/1373
WQBH	1400	Detroit	0.5/1.8/ 34/ 655
WSAQ-F	107.1	Port Huron	0.4/0.9/ 26/ 319
WIOG-F	102.5	Bay City/Flint	0.5/1.4/101/2023
WIOT-F	104.7	Toledo	0.3/1.7/140/2171

American Radio Winter 1992 Supplement, Copyright 1992

DETROIT

RADIO STATIONS

AM STATIONS

WCHB,	1440,	1 KW (DA-2)	, GOSPEL/BLACK	NBN,	$ 31.00	(---)	
WCXI,	1130,	50 KW/10 KW (DA-2),	SEE WWWW-FM				
WHND,	560,	500 W (DAYS)	, OLDIES	UNIPWR,	$ N/A	(McGuild)	Greater Media (MONROE)
WJR ,	760,	50 KW	, FULL SERVICE	ABC,	$ 275.00	(Katz)	Cap Cities/ABC
WMKM,	1440,	1 KW	, BLACK	NBN, NBC,	$ 35.00	(---)	
WMTG,	1310,	5 KW (DA-2)	, BLACK OLDIES	SMN,	$ N/A	(McGuild)	Fairmont
WQBH,	1400,	1 KW	, BLACK	,	$ 45.00	(Patt)	
WWJ ,	950,	5 KW (DA-N)	, NEWS	CBS,	$ 157.00	(CBS)	CBS
WXYT,	1270,	5 KW (DA-N)	, TALK	NBC-T, CNN,	$ 82.00	(Durpetti)	
CKLW,	800,	50 KW (DA-2)	, NOSTALGIA	UNISUP,	$ 67.00	(Banner)	(WINDSOR ONT)

FM STATIONS

WCSX,	94.7,	14 KW @ 945,	CLASSIC AOR	UNIPWR,	$ 140.00	(McGuild)	Greater Media
WDFX,	99.5,	21 KW @ 755,	CHR	SOURCE,	$ 68.00	(MMR)	Hoker
WGPR,	107.5,	50 KW @ 361,	BLACK	SBN,	$ 56.00	(Lazar)	
WHYT,	96.3,	20 KW @ 787,	CHR	ABC,	$ 100.00	(Katz)	Cap Cities/ABC
WJLB,	97.9,	50 KW @ 489,	BLACK	,	$ 178.00	(MMR)	Booth
WJOI,	97.1,	12 KW @ 889,	SOFT AC/EZ	,	$ 98.00	(CBS)	CBS
WJZZ,	105.9,	20 KW @ 725,	JAZZ	MBS,	$ 90.00	(Torbet)	
WKQI,	95.5,	100 KW @ 430,	AC	,	$ 158.00	(HNWH)	Brdcst. Partners
WLLZ,	98.7,	50 KW @ 479,	AOR	,	$ 154.00	(Group W)	Westinghouse
WLTI,	93.1,	27 KW @ 669,	SOFT AC	ABC,	$ 130.00	(Christal)	Viacom
WMUZ,	103.5,	50 KW @ 466,	RELIGION	,	$ 45.00	(---)	
WMXD,	92.3,	22 KW @ 699,	URBAN/AC	MBS,	$ 75.00	(Durpetti)	
WNIC,	100.3,	32 KW @ 600,	AC	,	$ 154.00	(McGuild)	Fairmont
WOMC,	104.3,	190 KW @ 361,	OLDIES	UNIULT,	$ 150.00	(Torbet)	Infinity
WQRS,	105.1,	20 KW @ 784,	CLASSICAL	,	$ 82.00	(CMBS)	Marlin
WRIF,	101.1,	27 KW @ 879,	AOR	ABC,	$ 120.00	(Banner)	Great American
WWWW,	106.7,	61 KW @ 508,	COUNTRY	APR UNIULT,	$ 157.00	(Eastman)	Shamrock
WXCD,	102.7,	50 KW @ 499,		,	$ 60.00	(Durpetti)	Ragan Henry
CIMX,	88.7,	100 KW @ 577,	AOR	,	$ NA	(MMR)	(WINDSOR, ONT)
CKLW,	93.9,	100 KW @ 699,	OLDIES	,	$ 61.00	(Banner)	(WINDSOR, ONT)

American Radio Winter 1992 Supplement, Copyright 1992

EL PASO

Arbitron Rank/Pop (12+): 78/481,200

MSA Rank/Pop: 86/600,000
ADI # 104

Average Person Ratings: 17.5
Market TSL: 23.25 hours

Stations: 25/18
Diaries: 1004/479:1/54.1%
Sample Target: 930
% Below Line: 5.2
% Not Listed: 9.6

1991 Revenue: $11,700,000
HH Inc.: $26,336
Retail $: 3.8 Bil
Pop per Station: 26,733
#1 Biller: KHEY-AF $3,200,000

12+ METRO		1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. KHEY-F	(C)	131/15.5	15.7	16.1	16.8	15.0	16.0	141/1559	1340/27.8	31.8	30.1				KHEY-F
2. KPRR-F	(CHR)	91/10.8	13.0	11.5	12.4	10.5	11.9	100/1388	1236/25.7	26.1	28.4				KPRR-F
3. KBNA-AF	(SP)	81/ 9.6	6.6	6.9	4.9	6.2	7.0	89/1000	892/18.5	16.8	13.6				KBNA-AF
4. KLAQ-F	(AOR)	75/ 8.9	7.9	6.6	7.5	11.3	7.7	89/1397	1034/21.5	19.5	22.5				KLAQ-F
5. KAMZ-F	(AC)	58/ 6.9	7.8	7.5	9.8	10.5	8.0	64/974	867/18.0	20.8	21.0				KAMZ-F
6. KTSM-F	(EZ/SAC)	45/ 5.3	3.9	6.9	5.1	5.5	5.3	54/820	656/13.6	12.0	13.8				KTSM-F
7. KTSM	(T/N)	43/ 5.1	4.1	4.3	3.2	4.6	4.2	43/533	504/10.5	9.8	9.9				KTSM
8. KOFX-F	(O)	39/ 4.6	6.2	7.1	5.2	5.0	5.8	48/893	729/15.1	18.0	14.1				KOFX-F
KAMA	(SP)	39/ 4.6	3.8	2.7	3.9	4.4	3.8	45/539	460/ 9.6	0.0	10.0				KAMA
10. KSET-F	(?)	27/ 3.2	1.9	2.1	2.7	1.7	2.5	28/524	489/10.2	7.4	6.7				KSET-F
11. KEZB-F	(AC)	26/ 3.1	4.7	7.5	4.6	3.5	5.0	27/596	546/11.3	16.1	15.1				KEZB-F
12. KHEY	(C)	22/ 2.6	2.4	2.0	2.0	3.2	2.3	31/407	320/ 6.7	7.9	8.5				KHEY
13. KROD	(O)	17/ 2.0	2.5	2.2	3.5	2.5	2.5	20/546	462/ 9.6	9.7	9.4				KROD
14.															
15.															

12+ FM SHARE (METRO): 76.64% (584 of 762) (WIN 91: 78.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPRR-F>>	1 KHEY-F	1 KHEY-F>	1 KHEY-F>	1 KHEY-F>	1 KHEY-F	1 KHEY-F>	1 KHEY-F>	1 KHEY-F	1 KPRR-F>	1 KHEY-F
2 KLAQ-F	2 KLAQ-F	2 KLAQ-F	2 KBNA-AF	2 KBNA-AF>	2 KBNA-AF>	2 KBNA-AF	2 KBNA-AF	2 KPRR-F	2 KHEY-F<	2 KTSM
3 KHEY-F	3 KPRR-F>	3 KBNA-AF	3 KLAQ-F	3 KAMZ-F<	3 KTSM	3 KPRR-F	3 KLAQ-F	3 KLAQ-F>	3 KAMZ-F<	3 KPRR-F
4 KEZB-F	4 KBNA-AF	KPRR-F>	4 KAMZ-F<	4 KLAQ-F	4 KAMZ-F	4 KLAQ-F>	4 KTSM-F	4 KBNA-AF	4 KLAQ-F>	4 KLAQ-F
KAMZ-F	5 KOFX-F	5 KAMZ-F	5 KOFX-F	5 KOFX-F<	5 KAMA <	5 KOFX-F	5 KTSM	5 KTSM-F	5 KBNA-AF	KBNA-F
6	6	6 KOFX-F	6 KTSM-F	6 KTSM-F	6 KTSM-F	6	6 KAMZ-F	KAMZ-F	6 KEZB-F	6
			7 KPRR-F							

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KHEY-F>	1 KHEY-F>>	1 KHEY-F>>	1 KHEY-F>>	1 KHEY-F
2 KPRR-F>	2 KPRR-F>	2 KBNA-AF>	2 KBNA-AF	2 KBNA-AF>>
3 KLAQ-F>	3 KBNA-AF	3 KPRR-F	3 KPRR-F>	3 KTSM-F
4 KEZB-F	KLAQ-F	4 KTSM-F	4 KTSM-F	KAMZ-F
5 KAMZ-F	5	KOFX-F	KLAQ-F	5 KAMA
6	6	6	6 KAMZ-F	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KLAQ-F	1 KLAQ-F>>	1 KLAQ-F>	1 KLAQ-F	1 KHEY-F
2 KPRR-F>>	2 KPRR-F	2 KOFX-F	2 KHEY-F>	2 KLAQ-F
3 KHEY-F>	3 KHEY-F	KHEY-F	3 KPRR-F	3 KAMZ-F
4 KSET-F	4 KBNA-AF	4 KBNA-AF	4 KBNA-AF	4 KBNA-AF
5	KOFX-F	5 KPRR-F	5 KOFX-F	5 KOFX-F
6	6	6	KAMZ-F	6 KPRR-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KELP	1590	El Paso	0.7/2.1/ 6/ 99
KEZB	1150	El Paso	0.7/2.9/ 6/ 150
KFNA	1060	El Paso	0.7/1.6/ 7/ 89
KVIV	1340	El Paso	0.7/1.6/ 7/ 96
XCJC	1490	Ciudad Juarez	0.4/1.0/ 3/ 46
XEJ	970	Ciudad Juarez	1.1/3.3/ 10/ 172
XEP	1300	Ciudad Juarez	0.4/1.3/ 3/ 64
XHEM-F	103.5	Ciudad Juarez	0.4/1.6/ 3/ 76
XHIM-F	105.1	Ciudad Juarez	1.4/5.8/ 12/ 281
XHPX-F	98.3	Ciudad Juarez	0.9/4.2/ 8/ 203
XHTO-F	104.3	Ciudad Juarez	0.7/2.7/ 6/ 131

RADIO STATIONS

KAMA,	750,	10 KW/1 KW (DA-2),	HISPANIC	,	$ 26.00 (Caballero)	Pinnacle
KBNA,	920,	1 KW/500 W (DA-N),	SEE KBNA-FM			
KHEY,	690,	10 KW (DA-2)	, SEE KHEY-FM			
KROD,	600,	5 KW (DA-2	, OLDIES	UNIULT ABC ,	$ 17.00 (HNWH)	D & F
KTSM,	1380,	5 KW/500 W	, TALK/NEWS	NBC-T CBS ,	$ 20.00 (HNWH)	
KVIV,	1340,	1 KW	, HISPANIC	CRC ,	$ 15.00 (Lotus)	
KAMA-F,	94.7,	61 KW @ 981	, HISPANIC		$ NA (Caballero)	
KAMZ-F,	93.1,	30 KW @ 1168	, AC		$ 29.00 (Eastman)	Pinnacle
KBNA-F,	97.5,	100 KW @ 1089	, HISPANIC		$ 34.00 (Katz Hisp)	Tichenor
KEZB-F,	93.9,	96 KW @ 1210	, AC	ABC,	$ 28.00 (Schubert)	
KHEY-F,	96.3,	100 KW @ 1391	, COUNTRY		$ 69.00 (Katz)	Ragan Henry
KLAQ-F,	95.5,	100 KW @ 1391	, AOR	UNIPWR ABC,	$ 40.00 (HNWH)	D & F
KOFX-F,	92.3,	100 KW @ 1860	, OLDIES	UNIPWR,	$ 34.00 (Mc-Guild)	
KPRR-F,	102.1,	100 KW @ 1191	, CHR		$ 33.00 (Durpetti)	
KTSM-F,	99.9,	100 KW @ 1820	, EZ/SOFT AC	NBC CBS,	$ 22.00 (HNWH)	

American Radio Winter 1992 Supplement, Copyright 1992

FRESNO

Arbitron Rank/Pop (12+): 69/543,800

MSA Rank/Pop: 80/638,000
ADI # 62

Average Person Ratings: 16.2
Market TSL: 21.75 hours

Stations: 28/25
Diaries: 1039/523:1/50.9%
Sample Target: 980
% Below Line: 1.0
% Not Listed: 17.2

1991 Revenue: $19,200,000
HH Inc.: $35,174
Retail $: 4.6 Bil
Pop per Station: 21,752
#1 Biller: KMJ $4,400,000

	12+ METRO		1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1.	KMJ	(N/T)	109/12.3	12.1	10.9	11.5	15.0	11.7	202/2173	1147/21.1	20.8	25.7				KMJ
2.	KNAX-F	(C)	69/ 7.8	9.5	12.1	9.8	8.5	9.8	79/1174	923/17.0	16.3	15.7				KNAX-F
3.	KBOS-F	(CHR)	54/ 6.1	5.4	3.6	4.8	5.5	5.0	102/1729	970/17.8	17.4	18.2				KBOS-F
4.	KFSO-F	(O)	46/ 5.2	3.7	3.7	4.5	5.2	4.3	91/1323	811/14.9	12.4	14.9				KFSO-F
5.	KRZR-F	(AOR)	44/ 5.0	5.1	3.4	3.8	3.5	4.3	84/893	510/ 9.4	9.5	7.9				KRZR-F
6.	KJOI-F	(SAC)	41/ 4.6	3.9	5.9	6.6	6.8	5.3	88/1235	686/12.6	8.8	15.0				KJOI-F
7.	KTHT-F	(SAC)	39/ 4.4	4.0	3.4	3.5	4.0	3.8	56/953	755/13.9	12.8	12.2				KTHT-F
8.	KQPW-F	(CHR)	38/ 4.3	5.3	4.6	4.2	4.4	4.6	65/1310	840/15.4	17.2	11.7				KQPW-F
9.	KSKS-F	(AC)	33/ 3.7	2.1	2.5	2.3	2.0	2.7	74/1173	571/10.5	7.7	8.1				KSKS-F
10.	KJFX-F	(CL AOR)	31/ 3.5	3.4	3.0	4.1	3.2	3.5	57/928	571/10.5	9.8	8.2				KJFX-F
11.	KFRE	(C)	26/ 2.9	4.2	5.0	4.8	3.8	4.2	59/824	409/ 7.5	7.8	8.0				KFRE
12.	KXMX-F	(SP)	23/ 2.6	2.8	1.7	2.1	0.6	2.3	28/391	291/ 5.4	5.1	2.6				KXMX-F
13.	KEZL-F	(J/NA)	21/ 2.4	2.7	2.9	3.0	1.8	2.8	25/419	307/ 5.6	6.3	5.4				KEZL-F
14.	KTAA-F	(?)	17/ 1.9	----	0.3	----	----	0.6	17/154	154/ 2.8	0.0	0.0				KTAA-F
	KKDJ-F	(AOR)	17/ 1.9	3.5	3.1	3.7	2.4	3.0	47/789	369/ 6.8	9.9	7.9				KKDJ-F
	KGST	(SP)	17/ 1.9	4.7	2.5	3.4	3.7	3.1	17/367	359/ 6.6	8.1	6.4				KGST
	KFIG-F	(AC)	17/ 1.9	2.3	2.5	2.2	2.0	2.2	22/464	380/ 7.0	8.1	7.7				KFIG-F
18.	KEYQ	(BB)	16/ 1.8	0.9	3.7	2.9	2.8	2.3	20/280	211/ 3.9	2.0	3.8				KEYQ
19.	KXEX	(SP)	14/ 1.6	1.1	1.3	1.4	0.9	1.4	14/199	191/ 3.5	4.5	3.1				KXEX
20.	KYNO	(O)	12/ 1.4	0.8	1.4	2.3	0.6	1.5	13/239	219/ 4.0	5.0	3.5				KYNO
	KCML-F	(C)	12/ 1.4	1.5	0.9	0.5	3.2	1.1	33/572	203/ 3.7	4.0	7.1				KCML-F
22.	KOQO	(SP)	11/ 1.2	1.2	0.6	2.0	1.5	1.3	14/254	172/ 3.2	4.0	3.1				KOQO
23.																
24.																
25.																

12+ FM SHARE (METRO): 70.18% (513 of 731) (WIN 91: 66.54%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBOS-F›	1 KRZR-F	1 KNAX-F	1 KMJ	1 KMJ	1 KMJ ›	1 KMJ ›	1 KMJ ›	1 KMJ	1 KBOS-F	1 KMJ ›
2 KQPW-F››	2 KBOS-F	2 KMJ	2 KNAX-F	2 KNAX-F	2 KNAX-F›	2 KNAX-F›	2 KNAX-F›	2 KNAX-F	2 KMJ ›	2 KQPW-F
3 KTHT-F	3 KTHT-F	3 KRZR-F‹	3 KFSO-F	3 KFSO-F›	3 KFSO-F›	3 KBOS-F	3 KFSO-F	3 KBOS-F	3 KTHT-F	3 KRZR-F
4 KRZR-F	4 KSKS-F	4 KFSO-F	4 KJFX-F	4 KJOI-F‹	4 KJOI-F	4 KRZR-F	4 KRZR-F	4 KRZR-F	4 KRZR-F	4
5 KTAA-F	KJFX-F	5 KBOS-F	5 KJOI-F	5 KJFX-F	5	5 KFSO-F‹	KJOI-F‹	KQPW-F‹	5 KQPW-F	5
KSKS-F	6 KQPW-F	6	6	6	6	6 KQPW-F	6 KJFX-F	6 KFSO-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KRZR-F	1 KSKS-F	1 KJOI-F	1 KNAX-F	1 KNAX-F›
2 KTHT-F	KQPW-F	2 KSKS-F	2 KJOI-F›	2 KJOI-F
KQPW-F	KJOI-F	3 KTHT-F	3 KTHT-F	3 KMJ
KBOS-F	KBOS-F	KNAX-F	4 KFSO-F	KFSO-F›
5 KTAA-F	5 KNAX-F	5 KQPW-F	5 KBOS-F	5 KSKS-F
6 KSKS-F	6 KRZR-F	KFIG-F	6 KSKS-F	6
		KBOS-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRZR-F	1 KRZR-F›	1 KRZR-F	1 KMJ	1 KMJ ›
2 KBOS-F›	2 KBOS-F	2 KJFX-F›	2 KRZR-F›	2 KFSO-F
3 KTHT-F	3 KJFX-F›	3 KBOS-F	3 KJFX-F	3 KJFX-F
KKDJ-F	4 KTHT-F	4 KMJ	KFSO-F	4 KRZR-F
5 KXMX-F	5 KXMX-F	5	5 KBOS-F	5 KNAX-F
KQPW-F	KKDJ-F	6	6	6

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KIRV	1510	Fresno	0.5/1.0/ 4/ 71
KSEQ-F	97.1	Visalia	0.8/3.0/ 45/ 571
KWDO	1430	Fresno	0.5/2.0/ 5/ 136
KJUG	1270	Tulare	0.2/0.4/ 2/ 120
KJUG-F	106.7	Tulare	0.5/2.1/ 72/ 872
KNBR	680	San Francisco	0.3/1.2/ 14/ 297

American Radio Winter 1992 Supplement, Copyright 1992

FRESNO

RADIO STATIONS

KEYQ	980,	500 W/48 W	Nostalgia	UNISUP UNIULT, $13.00	(CBS)	Americom
KFRE	940,	50 KW (DA-2)	Country	ABC UNISUP, $32.00	(HNWH)	EBE
KGST	1600,	5 KW (DA-N)	Hispanic	, $28.00	(Lotus)	Lotus
KMJ	580,	5 KW	News/Talk	NBC-T NBC, $82.00	(Katz)	Henry
KOQO	790,	5 KW/2.5 KW (DA-2)	Hispanic	CRC, $14.00	(Cabellero)	
KXEX	1550,	5 KW/2.5 KW (DA-2)	Hispanic	, $18.00	(---)	
KYNO	1300,	5 KW/1 KW (DA-N),	Oldies	, $16.00	(Banner)	Brown

KBOS-F	94.9,	17 KW @ 850	CHR	ABC, $37.00	(CBS)	(TULARE)
KCML-F	107.5,	21 KW @ 790	Country	, $20.00	(Eastman)	(HANFORD)
KEZL-F	96.7,	25 KW @ 298	Jazz/NAC	, $22.00	(K & P)	Americom (FOWLER)
KFIG-F	101.1,	4.7 KW @ 1076	AC	, $27.00	(Torbet)	
KFSO-F	92.9,	19 KW @ 820	Oldies	, $43.00	(CBS)	Americom (VISALIA)
KJFX-F	95.7,	50 KW @ 321	Classic AOR	, $38.00	(Banner)	Brown
KJOI-F	98.9,	19 KW @ 820	Soft AC	, $31.00	(MMR)	(DINUBA)
KKDJ-F	105.9,	2.4 KW @ 1958	AOR	, $36.00	(Durpetti)	
KNAX-F	97.9,	48 KW @ 289	Country	ABC, $55.00	(HNWH)	EBE
KQPW-F	101.9,	2.3 KW @ 1948	CHR	ABC, $28.00	(Mc-Guild)	
KRZR-F	103.7,	50 KW @ 500	AOR	, $29.00	(Christal)	(HANFORD)
KSKS-F	93.7,	68 KW @ 1909	Country	, $26.00	(Katz)	Henry
KTHT-F	102.7,	50 KW @ 500	Soft AC	, $30.00	(Christal)	
KXMX-F	92.1,	25 KW @ 1050	Hispanic	UPI, $19.00	(Katz Hisp)	(MADERA)

********** F O R M A T C O D E S **********

- AC - Adult Contemporary
- AOR - Album Oriented Rock
- B - Black (audience predominately black - over 75%)
- BB - Big Band, Nostalgia
- C - Country
- CHR - Contemporary Hit Radio, Top 40, Contemporary
- CL - Classical
- CL AOR - Classic AOR, Classic Rock
- E - Ethnic
- EZ - EZ Listening, Beautiful Music, Some Very soft AC
- G --Gospel
- J/NAC- Jazz and New Adult Contemporary
- M/FS - Middle of Road, (MOR) Full Service
- N - News
- O - Oldies (1955 to current)
- R - Religion, Christian
- SAC - Soft Adult Contemporary
- SP - Hispanic/Spanish
- T - Talk
- U - Urban (majority of audience is non-white)
- ? - Others or Unknown

American Radio Winter 1992 Supplement, Copyright 1992

GRAND RAPIDS

Arbitron Rank/Pop (12+): 66/560,900

MSA Rank/Pop: 74/673,000
ADI # 37 (w/Kalamazoo)
Average Person Ratings: 16.4
Market TSL: 21.75 hours

Stations: 21/17
Diaries: 976/575:1/58.1%
Sample Target: 1020
% Below Line: 9.6
% Not Listed: 17.3

1991 Revenue: $32,100,000
HH Inc.: $34,367
Retail $: 5.8 Bil
Pop per Station: 32,994
#1 Biller: WCUZ-AF $3,600,000

12+ METRO		1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. WLHT-F	(AC)	93/10.1	6.0	8.8	6.4	8.3	7.8	101/1319	1029/18.3	15.8	15.7				WLHT-F
2. WCUZ-F	(C)	83/ 9.0	9.4	7.7	8.8	8.1	8.7	139/1794	1152/20.5	18.3	16.4				WCUZ-F
3. WKLQ-F	(AOR)	82/ 8.9	9.9	10.4	6.8	9.2	9.0	149/1949	1045/18.6	20.2	19.7				WKLQ-F
4. WOOD	(FS)	73/ 7.9	6.4	5.7	7.2	5.3	6.8	79/894	811/14.5	14.8	12.8				WOOD
5. WGRD-F	(CHR)	72/ 7.8	9.6	8.9	9.6	9.7	9.0	98/2126	1207/21.5	25.1	24.3				WGRD-F
6. WOOD-F	(EZ/SAC)	54/ 5.9	9.9	7.3	8.0	9.1	7.8	105/1646	750/13.4	18.6	19.4				WOOD-F
7. WODJ-F	(O)	52/ 5.6	7.2	6.3	7.3	4.5	6.6	82/1468	915/16.3	18.4	13.8				WODJ-F
8. WMUS-F	(C)	51/ 5.5	5.8	3.9	4.6	5.2	4.9	122/1436	659/11.7	11.6	12.1				WMUS-F
9. WJFM-F	(CL AOR)	37/ 4.0	2.5	6.1	3.9	3.6	4.1	86/1685	750/13.4	11.0	13.0				WJFM-F
10. WLAV-F	(AOR)	30/ 3.3	3.8	3.9	2.9	5.2	3.5	47/1106	691/11.8	10.7	14.1				WLAV-F
11. WSNX-F	(CHR)	28/ 3.0	2.4	2.7	2.9	2.5	2.8	83/1658	683/12.2	11.1	11.2				WSNX-F
12. WCUZ	(C)	26/ 2.8	2.7	3.3	3.1	1.8	3.0	27/352	300/ 5.3	8.1	6.1				WCUZ
13.															
14.															
15.															

12+ FM SHARE (METRO): 83.20% (634 of 762) (WIN 91: 89.21%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGRD-F>>	1 WKLQ-F	1 WLHT-F	1 WLHT-F	1 WLHT-F>	1 WOOD	1 WLHT-F	1 WLHT-F>	1 WLHT-F	1 WGRD-F>	1 WKLQ-F
2 WSNX-F	2 WLHT-F	2 WKLQ-F>	2 WKLQ-F	2 WKLQ-F	2 WCUZ-F.	2 WCUZ-F<	2 WOOD <	2 WGRD-F	2 WKLQ-F	2 WOOD
3	3 WGRD-F	3 WGRD-F	3 WODJ-F	3 WOOD	3 WLHT-F<	3 WKLQ-F<	3 WCUZ-F<	3 WKLQ-F	3 WOOD	3 WCUZ-F
4	4 WCUZ-F>	WCUZ-F	4 WCUZ-F	WCUZ-F	4 WOOD-F	4 WOOD	4 WKLQ-F	4 WCUZ-F	4 WCUZ-F	4 WGRD-F
5	5 WMUS-F	5 WODJ-F	5 WOOD	5 WODJ-F>	5 WODJ-F	5 WGRD-F	5 WOOD-F	5 WODJ-F	5 WJFM-F<	5 WLHT-F
6	WJFM-F	6 WOOD	6 WJFM-F	6 WOOD-F<	6	6 WODJ-F	6	6 WJOD-F<	6 WSNX-F	6
7	7 WLAV-F	7 WJFM-F	7 WOOD-F	7 WJFM-F	7	7	7	7 WMUS-F	WLHT-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGRD-F	1 WLHT-F>	1 WLHT-F>>	1 WLHT-F>	1 WLHT-F>>	1 WKLQ-F>>	1 WKLQ-F>>	1 WKLQ-F>	1 WKLQ-F>	1 WKLQ-F
2 WMUS-F	2 WGRD-F	2 WKLQ-F	2 WGRD-F	2 WOOD	2 WGRD-F>	2 WCUZ-F	2 WCUZ-F	2 WCUZ-F	2 WCUZ-F
3 WLHT-F	3 WKLQ-F	3 WGRD-F>	3 WKLQ-F	3 WOOD-F	3 WLHT-F	3 WLAV-F	3 WLAV-F	3 WODJ-F	3 WODJ-F
4 WKLQ-F>	4 WMUS-F>	4 WOOD-F	4 WCUZ-F	4 WCUZ-F	WCUZ-F	4 WJFM-F	WJFM-F>	WLHT-F	4 WOOD
5 WSNX-F	5 WCUZ-F	5 WCUZ-F	5 WMUS-F	5 WODJ-F	5 WLAV-F	5 WGRD-F	5 WLHT-F	WJFM-F	WLHT-F
6 WCUZ-F	6	6	6 WOOD-F	WGRD-F	6	6 WLHT-F	6 WOOD	6 WOOD	WJFM-F
7	7	7	WODJ-F	7 WKLQ-F	7	7	WODJ-F	7 WLAV-F	7

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WFUR	1570	Grand Rapids	0.2/1.3/ 2/ 75
WFUR-F	102.9	Grand Rapids	1.3/6.4/ 16/ 432
WGRD	1410	Grand Rapids	0.3/1.5/ 3/ 103
WHTC	1450	Holland	0.9/2.7/ 11/ 210
WJQK-F	99.3	Zeeland/Holland	2.3/5.7/ 31/ 379
WKWM	1140	Kentwood/GrRpds	1.3/2.5/ 12/ 138
WYXX-F	96.1	Holland	1.5/6.1/ 19/ 454
WGN	720	Chicago	0.4/1.6/ 13/ 181
WMHG-F	107.9	Muskegon	0.5/1.2/ 16/ 131

RADIO STATIONS

WCUZ ,	1230,	1 KW -- See WCUZ-FM			
WKWM ,	1140,	5 KW (DAYS, DA),	Black	SBN, $17.00 (Patt)	
WOOD ,	1300,	5 KW (DA-N) ,	Full Service	NBC, $40.00 (Katz)	
WCUZ-F,	101.3,	50 KW @ 420 ,	Country	ABC, $76.00 (Christal)	Federated
WFUR-F,	102.9,	48 KW @ 510 ,	Religion/EZ	, $16.00 (---)	Kuiper
WGRD-F,	97.9,	13 KW @ 590 ,	CHR	, $43.00 (Durpetti)	Regional
WJFM-F,	93.7,	320 KW @ 781 ,	CL AOR	CBS, $35.00 (Torbet)	
WKLQ-F,	94.5,	50 KW @ 500 ,	AOR	ABC, $50.00 (Eastman)	Bloomington (HOLLAND)
WLAV-F,	96.9,	50 KW @ 500 ,	AOR	SOURCE, $37.00 (MMR)	Adams
WLHT-F,	95.7,	40 KW @ 551 ,	AC	, $72.00 (Eastman)	Liggett
WODJ-F,	107.3,	50 KW @ 492 ,	Oldies	UNIULT, $59.00 (Banner)	Goodrich(GREENVILLE)
WOOD-F,	105.7,	265 KW @ 810 ,	EZ/SAC	, $54.00 (Katz)	
WYXX-F,	96.1,	50 KW @ 492 ,	AC	UNISUP, $23.00 (Patt)	(HOLLAND)
WMUS-F,	106.9,	50 KW @ 479 ,	Country	ABC, $38.00 (HNWH)	(MUSKEGON)
WSNX-F,	104.5,	50 KW @ 361 ,	CHR	UNIPWR, $30.00 (Banner)	Goodrich (MUSKEGON)

American Radio Winter 1992 Supplement, Copyright 1992

GREENSBORO-WS

Arbitron Rank/Pop (12+): 48/809,600

MSA Rank/Pop: 56/942,000
ADI # 49

Average Person Ratings: 17.0

Market TSL: 22.25 hours

Stations: 27/22
Diaries: 1338/605:1/55.8%
Sample Target: 1210
% Below Line: 4.4
% Not Listed: 15.1

1991 Revenue: $21,200,000
HH Inc.: $26,025
Retail $: 7.5 Bil
Pop per Station: 36,800
#1 Biller: WTQR-F $4,600,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. WTQR-F (C)	233/17.0	16.3	17.3	17.6	19.9	17.0	396/4405	2595/32.1	28.1	30.3				WTQR-F
2. WKRR-F (CL AOR)	133/ 9.7	9.9	8.1	8.2	8.8	9.0	170/2320	1681/20.8	20.3	19.4				WKRR-F
3. WSJS (FS)	99/ 7.2	5.5	4.2	5.8	5.6	5.7	99/1271	1184/14.6	12.0	12.7				WSJS
4. WWWB-F (AC)	79/ 5.8	5.3	4.9	5.1	4.5	5.3	117/1511	956/11.8	11.5	11.6				WWWB-F
5. WMAG-F (AC)	68/ 5.0	5.9	6.6	5.2	5.4	5.7	100/1515	1018/12.6	13.9	13.1				WMAG-F
WJMH-F (B)	68/ 5.0	5.5	7.3	6.7	6.3	6.1	115/2205	1241/15.3	15.6	17.5				WJMH-F
7. WQMG-F (B)	67/ 4.9	5.6	6.4	6.2	5.7	5.8	103/1636	1077/13.3	12.0	13.4				WQMG-F
8. WKSI-F (CHR)	57/ 4.2	3.4	4.0	3.6	4.5	3.8	102/1915	1116/13.8	11.2	13.4				WKSI-F
9. WMQX-F (O)	54/ 3.9	4.6	3.0	4.4	2.5	4.0	78/1515	993/12.3	11.9	8.4				WMQX-F
10. WKZL-F (CHR)	48/ 3.5	4.0	4.1	4.8	5.1	4.1	73/1630	1035/12.8	13.0	13.8				WKZL-F
11. WPCM-F (C)	36/ 2.6	2.5	1.7	1.8	1.8	2.2	161/1838	474/ 5.9	5.5	4.2				WPCM-F
12. WFMX-F (C)	34/ 2.5	2.0	1.6	2.2	1.3	2.1	90/1330	566/ 7.0	5.4	4.8				WFMX-F
13. WWGL-F (REL)	23/ 1.7	2.4	1.4	1.5	0.5	1.8	43/577	366/ 4.5	5.7	3.1				WWGL-F
14. WQMG (REL)	20/ 1.5	1.1	0.5	1.0	1.0	1.0	22/202	195/ 2.4	1.4	0.7				WQMG
WMKG-F (SAC)	20/ 1.5	2.6	2.3	1.4	1.8	1.9	30/688	430/ 5.3	6.3	5.3				WMKG-F
WMFR (BB)	20/ 1.5	1.4	1.4	1.6	1.6	1.5	20/227	227/ 2.8	2.7	3.1				WMFR
17.														
18.														
19.														
20.														

12+ FM SHARE (METRO): 83.09% (968 of 1165) (WIN 91: 83.92%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKSI-F	1 WKRR-F>	1 WTQR-F	1 WTQR-F>	1 WTQR-F>	1 WTQR-F>	1 WTQR-F>	1 WTQR-F>	1 WTQR-F>	1 WTQR-F	1 WTQR-F>>
2 WJMH-F>	2 WTQR-F>	2 WKRR-F>	2 WKRR-F>	2 WKRR-F>	2 WSJS >	2 WSJS <	2 WKRR-F	2 WKRR-F>	2 WQMG-F	2 WSJS
3 WKRR-F	3 WWWB-F	3 WWWB-F	3 WWWB-F	3 WWWB-F	3 WMAG-F	3 WKRR-F>	3 WWWB-F	3 WWWB-F	3 WKSI-F	WQMG-F
4 WTQR-F	4 WJMH-F<	4 WQMG-F<	4 WMAG-F	4 WMAG-F	4 WWWB-F<	4 WMAG-F	4 WSJS	4 WJMH-F	WKRR-F	4 WKRR-F
WQMG-F	5 WQMG-F	5 WMAG-F<	5 WQMG-F	5 WQMG-F	5 WMQX-F	5 WWWB-F	5 WMAG-F	5 WMAG-F	5 WJMH-F	5 WMQX-F
6	6	6 WJMH-F	6 WMQX-F	6	6	6	6	6 WQMG-F	6 WSJS	6 WKZL-F
										7 WHPE-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WKRR-F>	1 WKRR-F<	1 WTQR-F>	1 WTQR-F>	1 WTQR-F>>
2 WJMH-F	2 WTQR-F>	2 WKRR-F	2 WKRR-F	2 WWWB-F
3 WQMG-F	3 WJMH-F	3 WWWB-F>	3 WMAG-F<	WMAG-F>
WKZL-F	4 WWWB-F	4 WMAG-F	4 WWWB-F	4 WQMG-F
5 WTQR-F	5 WQMG-F	WJMH-F	WQMG-F<	5 WKRR-F
WKSI-F	WKZL-F	6 WQMG-F	6 WJMH-F	6 WJMH-F
		WKZL-F	7 WKZL-F	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKRR-F>>	1 WKRR-F>	1 WKRR-F>	1 WKRR-F<	1 WTQR-F
2 WTQR-F>	2 WTQR-F>>	2 WTQR-F>>	2 WTQR-F>>	2 WKRR-F>>
3 WWWB-F	3 WWWB-F	3 WPCM-F>	3 WWWB-F>	3 WWWB-F
WKSI-F	4 WPCM-F	4 WWWB-F	4 WMQX-F	4 WMQX-F<
5	5	5	5	5 WSJS
6	6	6	6	6

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAAA	980	Winston-Salem	0.6/2.2/ 8/ 178
WGLD	1320	Greensboro	1.2/2.9/ 16/ 256
WHPE-F	95.5	High Point	1.2/4.3/ 32/ 675
WKEW	1400	Greensboro	0.9/2.7/ 13/ 248
WLXN	1440	Lexington	0.7/1.6/ 10/ 130
WTHP-F	98.3	Thomasville	0.4/1.1/ 5/ 88
WTNC	790	Thomasville	0.8/2.2/ 11/ 177
WRDX-F	106.5	Salisbury/Chrlt	0.4/2.6/ 9/ 297
WRFX-F	99.7k	Annapolis	0.4/1.0/ 40/ 626
WROV-F	96.3	Charlotte	0.4/2.1/ 58/ 635
WSOC-F	103.7	Charlotte	0.7/2.4/101/1161

American Radio Winter 1992 Supplement, Copyright 1992

GREENSBORO-WS

RADIO STATIONS

WAAA ,	980,	1 KW/69 W	,	Black	NBN, $16.00	(---)	
WMFR ,	1230,	1 KW	,	Nostalgia	ABC APR, $21.00	(Christal)	Voyager
WSJS ,	600,	5 KW (DA-2)	,	Full Service	NBC MBS, $42.00	(Mc-Guild)	New Market
WHPE-F,	95.5,	100 KW @ 440	,	Religion	, $15.00	(---)	
WJMH-F,	102.1,	106 KW @ 1204	,	Black	, $43.00	(HNWH)	Beasley (REIDSVILLE)
WKRR-F,	92.3,	100 KW @ 1289	,	Classic AOR	, $71.00	(Katz)	Dick
WKSI-F,	98.7,	100 KW @ 718	,	CHR	, $38.00	(Eastman)	Bahakel
WKZL-F,	107.5,	100 KW @ 500	,	CHR	ABC, $42.00	(Katz)	
WMAG-F,	99.5,	100 KW @ 1499	,	AC	, $68.00	(Christal)	Voyager
WMKG-F,	94.5,	100 KW @ 981	,	Soft AC	UNIULT, $28.00	(Christal)	Ragan Henry (EDEN)
WMQX-F,	93.1,	100 KW @ 1099	,	Oldies	, $38.00	(Durpetti)	EBE
WPCM-F,	101.1,	100 KW @ 1191	,	Country	MBS, $24.00	(Durpetti)	(BURLINGTON)
WQMG-F,	97.1,	100 KW @ 1233	,	Black	ABC CBS, $40.00	(Banner)	
WTQR-F,	104.1,	100 KW @ 1420	,	Country	MBS, $97.00	(Mc-Guild)	New Market
WWGL-F,	94.1,	100 KW @ 485	,	Religion	CNN, $17.00	(TN)	(LEXINGTON)
WWWB-F,	100.3,	100 KW @ 1046	,	AC	UNISUP UNIULT, $44.00	(MMR)	Mann

American Radio Winter 1992 Supplement, Copyright 1992

GREENVILLE, NC

Arbitron Rank/Pop (12+): 81/443,300

MSA Rank/Pop: NA
ADI # 105
Average Person Ratings: 17.2
Market TSL: 22.75 hours

Stations: 27/22
Diaries: 974/455:1/59.2%
Sample Target: 900
% Below Line: 9.3
% Not Listed: 13.5

1991 Revenue: NA
HH Inc.: $27,695
Retail $: 3.3 Bil
Pop per Station: 20,150
#1 Biller: NA

12+ METRO		1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1.	WRNS-F	(C)	162/21.2	17.4	19.9	18.7	17.5	19.3	215/2062	1342/20.3	27.4	25.2				WRNS-F
2.	WIKS-F	(B)	108/14.2	14.3	16.1	18.5	16.8	15.8	144/1597	1031/23.3	21.6	26.8				WIKS-F
3.	WNCT-F	(EZ)	42/ 5.5	5.3	5.6	5.8	5.3	5.6	71/1038	571/12.9	11.6	11.9				WNCT-F
4.	WSFL-F	(CL AOR)	41/ 5.4	4.8	----	----	0.6	2.6	47/715	624/14.1	12.0	2.0				WSFL-F
5.	WDLX-F	(AC)	37/ 4.8	6.7	5.6	8.0	7.2	6.3	55/1061	704/15.9	18.3	18.5				WDLX-F
6.	WRHT-F	(CHR)	35/ 4.6	2.6	3.2	3.2	2.6	3.4	35/390	390/ 8.8	8.3	5.6				WRHT-F
7.	WKOO-F	(O)	32/ 4.2	5.4	5.8	3.9	5.0	4.8	37/517	445/10.0	9.9	10.7				WKOO-F
8.	WVVY-F	(AC)	27/ 3.5	3.7	4.0	2.2	1.7	3.3	31/454	378/ 8.5	9.1	6.0				WVVY-F
9.	WRDU-F	(AOR)	22/ 2.9	3.2	2.1	2.2	1.4	2.6	47/739	284/ 6.4	6.6	5.6				WRDU-F
	WGTM	(REL)	22/ 2.9	2.6	1.1	2.2	1.3	2.2	36/396	175/ 3.9	4.4	2.7				WGTM
11.	WXQR-F	(AOR)	20/ 2.6	3.1	2.3	2.3	1.6	2.6	20/297	283/ 6.4	7.2	3.8				WXQR-F
12.	WKQT-F	(CHR)	18/ 2.4	2.5	4.4	4.2	6.8	3.4	20/410	386/ 8.7	10.2	13.2				WKQT-F
13.	WTRG-F	(AC)	16/ 2.1	1.9	3.7	1.3	3.3	2.3	61/862	296/ 6.7	5.8	7.2				WTRG-F
14.																
15.																

12+ FM SHARE (METRO): 90.91% (600 of 660) (WIN 91: 92.44%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIKS-F››	1 WRNS-F	1 WRNS-F›	1 WRNS-F››	1 WRNS-F››	1 WRNS-F››	1 WRNS-F›	1 WRNS-F››	1 WRNS-F›	1 WIKS-F›	1 WIKS-F‹
2 WRNS-F›	2 WIKS-F›	2 WIKS-F›	2 WIKS-F›	2 WIKS-F›	2 WNCT-F	2 WIKS-F››	2 WIKS-F›	2 WIKS-F››	2 WRNS-F››	2 WRNS-F
3 WRHT-F	3 WSFL-F	3 WSFL-F›	3 WKOO-F	3 WKOO-F	3 WIKS-F	3 WDLX-F‹	3 WNCT-F	3 WNCT-F	3 WSFL-F	3
4 WDLX-F	4 WRHT-F	4 WRHT-F	4 WDLX-F	4 WDLX-F	4 WKOO-F	4 WKOO-F	4 WSFL-F	4 WSFL-F	4 WVVY-F	4
5	5	WDLX-F	5 WVVY-F	5	5	5	5 WKOO-F‹	WDLX-F	WDLX-F	5
6	6	6	6	6	6	6	6 WDLX-F	6	6 WRHT-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WIKS-F›	1 WRNS-F‹	1 WRNS-F›	1 WRNS-F	1 WRNS-F›
2 WRNS-F›	2 WIKS-F››	2 WIKS-F››	2 WIKS-F››	2 WIKS-F››
3 WVVY-F	3 WVVY-F	3 WVVY-F	3 WDLX-F›	3 WKOO-F
WRHT-F	WRHT-F	WRHT-F	4 WVVY-F	WDLX-F
WDLX-F	WDLX-F	WDLX-F	WKOO-F 5	
6 WSFL-F	6	6	6	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WSFL-F	1 WRNS-F›	1 WRNS-F››	1 WRNS-F›	1 WRNS-F››
WIKS-F	2 WIKS-F‹	2 WIKS-F	2 WIKS-F	2 WIKS-F›
3 WRNS-F	3 WSFL-F›	3 WSFL-F	3 WSFL-F›	3 WKOO-F
4 WXQR-F›	4 WRHT-F	4 WRHT-F	4 WRHT-F	4 WVVY-F
5 WRHT-F›	5 WXQR-F	5 WVVY-F	5 WXQR-F	WSFL-F
6 WRDU-F	6 WRDU-F	WKQT-F	6	6
		7 WRDU-F		

OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME
WBTB	1400	Beaufort/Morhd	0.7/1.4/ 5/ 60
WCZI-F	98.3	Washington	1.2/1.6/ 10/ 90
WELS	1010	Kinston	0.4/1.9/ 3/ 85
WHTE-F	103.7	Willmstn	0.7/1.8/ 10/ 284
WJCV	1290	Jacksonville	0.8/1.5/ 6/ 68
WJNC	1240	Jacksonville	0.9/2.6/ 7/ 115
WKGK-F	102.9	Kinston	0.3/1.3/ 2/ 56
WMBL	740	Morehead City	0.8/1.1/ 9/ 89
WOOW	1340	Greenville	1.2/2.3/ 9/ 113
WQDW-F	97.7	Kinston	1.3/4.6/ 14/ 226
WRNS	960	Kinston	0.3/0.7/ 2/ 30
WRQR-F	94.3	Farmville/Grnvl	0.4/3.1/ 3/ 153
WDRP-F	98.9	Windsor/Wlmnstn	0.5/1.3/ 7/ 92
WKTC-F	96.9	Tarboro/Rky Mnt	0.9/5.0/ 47/1032

RADIO STATIONS

WELS, 1010, 1 KW/500 W (DA-N), COUNTRY , $ 9.00 (---) (KINSTON)

WIKS-F, 101.9, 100 KW @ 981, BLACK	ABC, UNIULT,	$ 33.00	(HNWH)	Taylor (NEW BERN)
WKOO-F, 98.7, 100 KW @ 298, OLDIES	MBS,	$ 19.00	(Durpetti)	(JACKSONVILLE)
WKQT-F, 103.3, 100 KW @ 459, CHR	ABC,	$ 15.00	(Christal)	(NEWPORT)
WNCT-F, 107.9, 100 KW @ 1699, EZ	ABC,	$ 22.00	(HMR)	Park (GREENVILLE)
WDLX-F, 93.3, 100 KW @ 1781, AC	ABC,	$ 30.00	(Banner)	(WASHINGTON)
WQDW-F, 97.7, 3 KW @ 249, BLACK	,	$ 13.00	(Republic)	(KINSTON)
WRHT-F, 96.3, 50 KW @ 472, CHR	CNN,	$ 16.00	(---)	(MOREHEAD)
WRNS-F, 95.1, 100 KW @ 1499, COUNTRY	ABC UNIULT,	$ 40.00	(McGuild)	Pinnacle (KINSTON)
WRQR-F, 94.3, 2 KW @ 407, AC	,	$ 12.00	(TN)	(FARMVILLE)
WSFL-F, 106.5, 100 KW @ 915, CLASSIC AOR	UNIPWR,	$ NA	(Eastman)	(NEW BERN)
WVVY-F, 99.5, 17 KW @ 843, AC	,	$ 19.00	(---)	Willis (GRIFTON)
WXQR-F, 105.5, 3 KW @ 298, AOR	ABC,	$ 14.00	(TN)	(JACKSONVILLE)

OTHER RANKED STATIONS -- See Raleigh

American Radio Winter 1992 Supplement, Copyright 1992

GREENVILLE-SPARTANBURG

Arbitron Rank/Pop (12+): 58/670,800

MSA Rank/Pop: 81/633,000
ADI # 35 (Asheville)
Average Person Ratings: 16.7
Market TSL: 21.75 hours

Stations: 27/20
Diaries: 1176/570:1/53.2%
Sample Target: 1120
% Below Line: 6.8
% Not Listed: 13.3

1991 Revenue: $20,000,000
HH Inc.: $26,955
Retail $: 4.9 Bil
Pop per Station: 33,540
#1 Biller: WESC-AF $4,100,000

12+ METRO		1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. WSSL-F	(C)	155/13.8	15.4	9.9	11.4	10.8	12.6	291/3244	1841/27.0	25.6	22.1				WSSL-F
2. WESC-F	(C)	135/12.0	12.7	12.2	15.4	13.0	13.1	243/3203	1587/23.7	24.4	23.1				WESC-F
3. WROQ-F	(AOR)	96/ 8.5	8.0	8.5	6.7	6.1	7.9	130/1806	1182/17.6	16.7	13.3				WROQ-F
WMYI-F	(AC)	96/ 8.5	9.5	11.8	12.8	12.4	10.6	158/2653	1463/21.8	21.6	25.8				WMYI-F
5. WSPA-F	(SAC/EZ)	90/ 8.0	7.6	7.6	6.5	6.4	7.4	148/1656	1091/16.3	15.2	13.1				WSPA-F
6. WLWZ-AF	(B)	67/ 6.0	4.9	4.6	6.0	6.6	5.4	68/706	673/10.0	9.1	11.1				WLWZ-AF
7. WFBC-F	(O)	52/ 4.6	4.3	5.6	6.0	5.6	5.1	91/1662	939/14.0	14.7	12.9				WFBC-F
8. WMUU-F	(EZ)	34/ 3.0	2.7	2.7	1.2	1.2	2.4	47/593	393/ 5.9	6.2	3.7				WMUU-F
WBBO-F	(CHR)	34/ 3.0	3.9	3.7	4.1	2.3	3.7	51/1263	780/11.6	12.0	4.3				WBBO-F
10. WSPA	(FS)	31/ 2.8	1.0	1.9	1.7	1.7	1.9	31/356	341/ 5.1	3.3	5.3				WSPA
WFBC	(N/T)	31/ 2.8	2.5	2.4	1.5	2.0	2.3	32/416	392/ 5.8	6.2	5.0				WFBC
12. WPEG-F	(B)	21/ 1.9	0.8	0.9	1.7	2.0	1.3	33/362	224/ 3.3	3.0	2.3				WPEG-F
13. WWMM-F	(AC)	18/ 1.6	1.8	1.9	1.8	4.4	1.8	30/601	437/ 6.5	7.9	14.4				WWMM-F
14. WBFM-F	(BB)	16/ 1.4	0.7	0.5	0.5	2.0	0.8	17/246	206/ 3.1	2.0	2.3				WBFM-F
15. WCKZ-F	(B)	15/ 1.3	1.3	1.1	2.2	2.1	1.5	25/637	317/ 4.7	6.3	6.8				WCKZ-F
16. WHYZ	(B)	13/ 1.2	1.1	1.1	1.6	2.3	1.3	13/203	203/ 3.0	3.3	6.1				WHYZ
WESC	(C)	13/ 1.2	0.9	1.0	0.3	0.8	0.9	17/245	193/ 2.9	1.7	3.0				WESC
18.															
19.															

12+ FM SHARE (METRO): 87.89% (856 of 974) (WIN 91: 89.45%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WSSL-F	1 WROQ-F>	1 WSSL-F	1 WSSL-F	1 WSSL-F	1 WESC-F	1 WSSL-F<	1 WSSL-F<	1 WSSL-F	1 WSSL-F>	1 WESC-F
2 WESC-F	2 WSSL-F>	2 WROQ-F	2 WMYI-F	2 WMYI-F	2 WSSL-F	2 WMYI-F<	2 WESC-F	2 WESC-F	2 WESC-F	2 WSSL-F
3 WLWZ-AF	3 WMYI-F	3 WMYI-F	3 WROQ-F	3 WESC-F	3 WSPA-F>	3 WESC-F>	3 WSPA-F	3 WROQ-F	3 WROQ-F	3 WLWZ-F
WBBO-F	4 WLWZ-AF>	4 WESC-F	WESC-F>	4 WROQ-F	4 WMYI-F>	4 WROQ-F	4 WROQ-F	4 WSPA-F<	4 WLWZ-AF	4 WROQ-F
5	5 WESC-F	5 WLWZ-AF	5 WLWZ-AF<	5 WSPA-F	5 WFBC-F	5 WSPA-F	WMYI-F>	5 WMYI-F>	5	WFBC
6	6	6 WSPA-F	6 WSPA-F	6 WFBC-F	6	6 WFBC-F	6 WFBC	6 WLWZ-AF	6	6
7	7	7 WFBC-F	WFBC-F	7 WLWZ-AF	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WSSL-F	1 WSSL-F	1 WMYI-F	1 WMYI-F	1 WMYI-F	1 WROQ-F>	1 WROQ-F>>	1 WROQ-F>>	1 WROQ-F	1 WSSL-F
2 WROQ-F>	2 WROQ-F	2 WSSL-F>	2 WSSL-F>	2 WSSL-F	2 WSSL-F>>	2 WSSL-F>	2 WLWZ-AF	2 WSSL-F>	2 WROQ-F
3 WWMM-F	WMYI-F	3 WESC-F	3 WESC-F	3 WESC-F	3 WMYI-F	3 WLWZ-AF	WSSL-F>	3 WESC-F	3 WESC-F
WBBO-F	4 WLWZ-AF	4 WLWZ-AF	4 WSPA-F	4 WSPA-F>	4 WCKZ-F	4 WMYI-F	4 WMYI-F	4 WMYI-F>	4 WMYI-F
5 WLWZ-AF	WESC-F>	5 WROQ-F>	5 WLWZ-AF	5 WFBC-F<	WBBO-F	5	5	5 WLWZ-AF	5 WFBC-F
WMYI-F	6 WBBO-F	6 WSPA-F	6 WROQ-F	6 WLWZ-AF	6	6	6	6 WFBC-F	6 WLWZ-AF
7 WESC-F									

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WASC	1530	Spartanburg	0.6/2.1/ 7/ 143
WORD	910	Spartanburg	0.4/1.6/ 4/ 107
WPJM	800	Greer	0.4/1.3/ 5/ 87
WRIX	1020	Homeland Park	0.9/0.8/ 10/ 57
WRIX-F	103.1	HoneaPath/Ander	0.6/2.4/ 9/ 201
WFGW	1010	Black Mountain	0.3/0.0/ 0/ 0
WFQX-F	97.1	Gainsville	1.1/1.9/ 37/ 473
WKSF-F	99.9	Asheville/Hndrs	0.5/3.6/ 93/1347
WMIT-F	106.9	Black Mountain	0.3/2.2/ 31/ 488

RADIO STATIONS

WESC ,	660,	50 KW (DAYS, DA),	SEE WESC-FM					
WFBC ,	1330,	5 KW (DA-N) ,	News/Talk	NBC SUN,	$21.00	(Katz)	Multimedia	
WHYZ ,	1070,	50 KW/1.5 KW (DA-1)	Black	,	$19.00	(K & P)		
WPJM ,	800,	1 KW/438 W ,	Gospel	,	$15.00	(Keystone)	(GREER)	
WSPA ,	950,	5 KW (DA-N) ,	Full Serivce	CBS,	$17.00	(Christal)		
WBBO-F,	93.3,	93 KW @ 2030 ,	CHR	,	$29.00	(Torbet)	(FOREST CITY)	
WESC-F,	92.5,	100 KW @ 2001 ,	Country	ABC,	$90.00	(Banner)		
WFBC-F,	93.7,	100 KW @ 1850 ,	Oldies	ABC,	$56.00	(Katz)	Multimedia	
WLWZ-F,	103.9,	3 KW @ 328 ,	Black	,	$30.00	(HNWH)	Voyager (EASLEY)	
WMUU-F,	94.5,	100 KW @ 1200 ,	EZ	APR,	$18.00	(---)		
WMYI-F,	102.5,	20 KW @ 1778 ,	AC	,	$87.00	(Eastman)	AmCom (HNDRSNVLE)	
WROQ-F,	101.1,	100 KW @ 987 ,	AOR	ABC,	$40.00	(Banner)	ABS (ANDERSON)	
WSPA-F,	98.9,	100 KW @ 1909 ,	Soft AC/EZ	,	$39.00	(Christal)		
WSSL-F,	100.5,	100 KW @ 1240 ,	Country	MBS UNIPWR,	$71.00	(Mc-Guild)	CF (GRAY COURT)	
WWMM-F,	107.3,	100 KW @ 1010 ,	AC	ABC,	$32.00	(Chrirstal)	(ANDERSON)	

American Radio Winter 1992 Supplement, Copyright 1992

HARRISBURG

Arbitron Rank/Pop (12+): 75/500,200

MSA Rank/Pop: 89/597,000
ADI # 48 (w/Lancaster)
Average Person Ratings: 17.7
Market TSL: 23.00 hours

Stations: 30/18
Diaries: 990/505:1/60.7%
Sample Target: 970
% Below Line: 15.9
% Not Listed: 12.6

1991 Revenue: $14,100,000
HH Inc.: $34,026
Retail $: 5.0 Bil
Pop per Station: 27,788
#1 Biller: WWNK-AF $4,700,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. WTPA-F (AOR)	94/10.6	8.2	10.6	12.4	7.6	10.4	134/1657	1009/20.2	16.7	16.3				WTPA-F
2. WNNK-AF (CHR)	93/10.5	14.8	11.3	13.3	15.4	12.5	121/1950	1464/29.3	30.7	32.5				WNNK-AF
3. WWKL-F (O)	66/ 7.4	8.5	10.0	7.2	7.1	8.3	100/1700	1022/20.4	16.2	14.5				WWKL-F
WRKZ-F (C)	66/ 7.4	9.3	7.9	9.5	6.2	8.5	161/1986	832/16.6	15.1	13.8				WRKZ-F
5. WHP (FS)	58/ 6.5	7.9	6.3	5.3	6.9	6.5	77/1044	715/14.3	13.2	14.2				WHP
6. WIMX-F (AC)	52/ 5.9	5.5	4.5	5.0	5.1	5.2	59/814	684/13.7	15.1	11.6				WIMX-F
7. WHYL (BB)	48/ 5.4	2.4	5.3	3.8	3.3	4.2	66/670	432/ 8.6	6.3	7.0				WHYL
8. WHYL-F (C)	37/ 4.2	2.5	4.3	5.0	2.5	4.0	42/418	356/ 7.1	6.4	6.6				WHYL-F
9. WRVV-F (EZ)	36/ 4.1	3.3	3.3	3.2	2.3	3.5	42/845	616/12.3	7.8	8.6				WRVV-F
WQXA-F (CHR)	36/ 4.1	3.5	4.9	4.5	6.0	4.3	86/1471	711/14.2	14.1	15.8				WQXA-F
11. WNCE-F (EZ)	24/ 2.7	3.4	4.4	3.0	4.1	3.4	125/1584	411/ 8.2	9.6	11.4				WNCE-F
12. WLBR (FS)	21/ 2.4	2.9	1.4	2.3	2.5	2.3	23/445	398/ 8.0	6.4	6.7				WLBR
13. WHTF-F (AOR)	19/ 2.1	2.4	2.8	1.8	1.7	2.3	80/1402	437/ 8.7	8.4	7.3				WHTF-F
14.														

12+ FM SHARE (METRO): 78.45% (608 of 775) (WIN 91: 79.42%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNNK-AF	1 WTPA-F>>	1 WTPA-F	1 WTPA-F>	1 WTPA-F	1 WRKZ-F<	1 WNNK-AF	1 WTPA-F>	1 WTPA-F<	1 WNNK-AF>	1 WLBR
2 WQXA-F	2 WNNK-AF>>	2 WNNK-AF>	2 WWKL-F<	2 WWKL-F<	2 WHP	2 WTPA-F>	2 WNNK-AF<	2 WNNK-AF	2 WQXA-F	2 WNNK-F
3	3 WIMX-F	3 WWKL-F	3 WNNK-AF	3 WNNK-AF	3 WHYL	3 WHP	3 WRKZ-F	3 WWKL-F	3 WTPA-F	3 WRKZ-F
4	4 WQXA-F	4 WIMX-F>	4 WIMX-F	4 WRKZ-F	4 WWKL-F	4 WWKL-F<	4 WHP	4 WRKZ-F	4 WWKL-F	4 WTPA-F
5	WWKL-F	5 WRKZ-F	5 WRKZ-F	5 WIMX-F	5 WNNK-AF	5 WRKZ-F	5 WHYL <	5 WHYL	5 WRKZ-F	5
6	6 WHTF-F	6	6	6	6 WIMX-F	6 WIMX-F	6 WIMX-F<	6 WIMX-F	6	6
							7 WWKL-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WNNK-AF>>	1 WNNK-AF>>	1 WNNK-AF	1 WNNK-AF>	1 WNNK-AF
2 WQXA-F>	2 WTPA-F	2 WTPA-F	2 WIMX-F>	2 WIMX-F
3 WTPA-F	3 WIMX-F>	3 WIMX-F>	3 WWKL-F	3 WWKL-F>
4 WIMX-F	4 WQXA-F	4 WWKL-F>	4 WTPA-F	4 WRKZ-F
5 WRVV-F	5 WWKL-F	5 WRKZ-F	5 WQXA-F	5 WTPA-F
6	6 WRVV-F	6	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WTPA-F>>	1 WTPA-F>>	1 WTPA-F>>	1 WTPA-F>>	1 WTPA-F>
2 WNNK-AF	2 WHTF-F	2 WHTF-F>	2 WWKL-F>	2 WWKL-F
WQXA-F>	3 WNNK-AF	3 WWKL-F	3 WNNK-AF	3 WRKZ-F>
4 WHTF-F	4 WWKL-F	4 WNNK-AF	4 WRKZ-F	4 WNNK-AF
WHYL-F	5 WQXA-F	5 WRKZ-F	5 WHTF-F	5 WHP
6	6	6	6	6

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCTX-F	92.1	Palmyra/Lncstr	0.6/2.0/ 5/ 118
WIMX	1460	Harrisburg	0.5/2.3/ 5/ 131
WKBO	1230	Harrisburg	1.5/5.2/ 15/ 304
WQIN	1290	Lykens	1.1/2.1/ 10/ 107
WUFM-F	100.1	Lebanon	1.5/2.3/ 18/ 150
WWII	720	Shirmnstwn/Hrsb	1.2/2.3/ 12/ 141
WYGL-F	100.5	Elizabeth	0.8/1.6/ 9/ 135
WARM-F	103.3	York	1.4/6.0/164/1943
WDAC-F	94.5	Lancaster	1.4/4.8/ 79/1003
WGRX-F	100.7	Westmnstr	0.3/3.2/ 37/ 658
WGTY-F	107.7	Gettysburg	1.1/2.3/ 74/ 894
WIOV-F	105.1	Ephrata/Lncstr	0.6/1.2/ 75/1038
WLAN-F	96.9	Lancaster	0.6/4.9/ 52/1063
WQKX-F	94.1	Sunbury	0.3/1.7/ 20/ 329
WWMD-F	104.7	Hagerstown	0.3/2.0/ 8/ 233
WYCR-F	98.5	York/Hanover	1.0/6.3/ 55/1307

RADIO STATIONS

WHP ,	580, 5 KW (DA-N) ,	Full Service	CBS, NBC-T, $28.00	(MMR)	Dame
WHYL ,	960, 5 KW/22 W (DA-1),	Nostalgia	UNIULT, $16.00	(---)	(CARLISLE)
WKBO ,	1230, 1 KW ,	Talk/News	UNISUP CNN, $14.00	(Banner)	
WLBR ,	1270, 5 KW/1 KW (DA-2) ,	Full Service	ABC, $15.00	(K & P)	(LEBANON)
WHP -F,	97.3, 17 KW @ 840 ,	Soft AC/EZ	CBS, $27.00	(MMR)	Dame
WHYL-F,	102.3, 3 KW @ 328 ,	Country	CNN, $25.00	(---)	(CARLISLE)
WIMX-F,	99.3, 3 KW @ 328 ,	AC	UNIPWR, $28.00	(Mc-Guild)	
WNNK-F,	104.1, 23 KW @ 725 ,	CHR	APR, $88.00	(Christal)	Keymarket
WRKZ-F,	106.7, 14 KW @ 827 ,	Country	ABC, $75.00	(Torbat)	TMZ (HERSHEY)
WTPA-F,	93.5, 1.8 KW @ 620 ,	AOR	ABC, $56.00	(Banner)	
WWKL-F,	94.9, 25 KW @ 699 ,	Oldies	UNIULT, $58.00	(Katz)	Barnstable

Other Ranked Stations -- See York or Lancaster

American Radio Winter 1992 Supplement, Copyright 1992

HARTFORD

Arbitron Rank/Pop (12+): 41/990,500
MSA Rank/Pop: 44/1,130,000
ADI # 24 (w/New Haven)
Average Person Ratings: 16.8
Market TSL: 22.00 hours

Stations: 26/15
Diaries: 1357/730:1/50.9%
Sample Target: 1360
% Below Line: 17.0
% Not Listed: 14.3

1991 Revenue: $37,400,000
HH Inc.: $42,925
Retail $: 9.6 Bil
Pop per Station: 66,033
#1 Biller: WTIC $7,900,000

12+ METRO		1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. WTIC	(FS)	267/16.1	15.2	15.7	16.2	15.0	15.8	347/3882	2834/28.6	28.0	27.5				WTIC
2. WTIC-F	(CHR)	135/ 8.1	7.7	9.1	8.8	9.3	8.4	225/4559	2491/25.1	24.8	27.4				WTIC-F
3. WWYZ-F	(C)	123/ 7.4	7.8	7.1	5.6	6.7	7.0	194/2743	1553/15.7	18.2	14.0				WWYZ-F
4. WHCN-F	(AOR)	108/ 6.5	6.1	6.9	5.6	5.5	6.3	156/2961	1602/16.2	15.6	15.6				WHCN-F
5. WRCH-F	(SAC)	106/ 6.4	7.3	6.3	7.8	6.6	7.0	171/2482	1481/15.0	15.9	17.5				WRCH-F
6. WDRC-F	(O)	93/ 5.6	6.6	5.7	4.3	5.3	5.6	178/3261	1549/15.6	16.2	15.7				WDRC-F
7. WCCC-F	(AOR)	89/ 5.4	5.4	4.7	5.4	6.1	5.2	126/2400	1483/15.0	16.3	17.5				WCCC-F
8. WZMX-F	(AC)	84/ 5.1	4.5	4.6	4.6	2.8	4.7	127/2410	1529/15.4	13.1	7.7				WZMX-F
9. WKSS-F	(CHR)	68/ 4.1	5.1	5.4	5.4	6.1	5.0	170/3960	1798/18.2	17.5	19.2				WKSS-F
10. WIOF-F	(AC)	61/ 3.7	3.9	3.5	4.2	4.3	3.6	112/2035	1144/11.5	11.5	12.9				WIOF-F
11. WDRC	(AC)	52/ 3.1	3.3	1.1	0.6	1.0	2.0	58/862	761/ 7.7	6.5	3.6				WDRC
12. WPOP	(N/T)	40/ 2.4	3.1	2.4	2.8	3.9	2.7	43/1099	1016/10.3	10.3	10.6				WPOP
13. WAQY-F	(AOR)	37/ 2.2	1.8	2.2	2.1	1.8	2.1	117/2384	892/ 9.0	9.9	7.6				WAQY-F
14.															
15.															

12+ FM SHARE (METRO): 69.99% (996 of 1423) (WIN 91: 71.83%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTIC-F	1 WHCN-F	1 WTIC-F‹	1 WTIC-F	1 WTIC	1 WTIC ››	1 WTIC ››	1 WTIC ›	1 WTIC ›	1 WTIC ›	1 WTIC ››
2 WKSS-F››	2 WTIC-F	2 WHCN-F›	2 WHCN-F	2 WTIC-F	2 WWYZ-F	2 WTIC-F›	2 WRCH-F	2 WTIC-F	2 WTIC-F›	2 WRCH-F‹
3 WCCC-F	3 WCCC-F›	3 WCCC-F	3 WDRC-F	3 WRCH-F	3 WRCH-F	3 WWYZ-F‹	3 WWYZ-F‹	WHCN-F	3 WCCC-F	3 WHCN-F
4	4 WZMX-F›	4 WZMX-F‹	4 WZMX-F	WDRC-F‹	4 WDRC-F	4 WCCC-F‹	4 WHCN-F‹	4 WWYZ-F‹	4 WKSS-F‹	4 WPOP
5	5 WWYZ-F‹	5 WDRC-F	5 WRCH-F	5 WWYZ-F	5	5 WHCN-F	5 WTIC-F	5 WRCH-F	5 WHCN-F‹	WDRC-F
6	6 WKSS-F	6 WWYZ-F‹	6 WWYZ-F	6 WHCN-F	6	6 WRCH-F	6 WDRC-F	6 WDRC-F	6 WRCH-F	6 WCCC-F
7	7 WAQY-F	7 WRCH-F	WTIC	7 WZMX-F	7	7	7 WZMX-F	7 WZMX-F	7	7
8	8 WDRC-F	8 WTIC	8 WCCC-F	8 WCCC-F	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WTIC-F››	1 WTIC-F›	1 WTIC-F	1 WRYM ›	1 WRCH-F
2 WKSS-F	2 WZMX-F	2 WRCH-F	2 WTIC	2 WTIC-F
WHCN-F	3 WCCC-F‹	3 WZMX-F	3 WDRC-F	3 WTIC
WCCC-F	4 WRCH-F	4 WWYZ-F	4 WHCN-F‹	4 WDRC-F‹
5 WZMX-F	WHCN-F	5 WCCC-F	5 WWYZ-F	5 WZMX-F
6 WAQY-F	6 WKSS-F	6 WHCN-F	WKSS-F‹	6 WWYZ-F
7 WDRC-F	7 WWYZ-F	7	7 WRCH-F	7 WIOF-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHCN-F››	1 WHCN-F	1 WCCC-F	1 WHCN-F›	1 WHCN-F
2 WCCC-F›	2 WCCC-F›	2 WHCN-F›	2 WCCC-F	2 WTIC
3 WTIC-F›	3 WTIC-F›	3 WTIC-F	3 WTIC-F	WCCC-F‹
4 WKSS-F	4 WZMX-F	4 WZMX-F	4 WWYZ-F	4 WWYZ-F
5 ,	5 WAQY-F	5 WWYZ-F	5 WDRC-F	5 WDRC-F‹
6	6 WWYZ-F	6 WAQY-F	6 WZMX-F	6 WTIC-F
7	7	WDRC-F	7 WTIC	7 WZMX-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WKND	1480	Windsor	0.8/1.4/ 13/ 134
WLAT	1230	Manchester	0.5/1.3/ 9/ 127
WMMW	1470	Meriden	0.5/1.4/ 18/ 276
WRYM	840	New Britain	0.4/1.0/ 7/ 110
WAAF-F	107.3	Worcester	0.8/2.2/ 60/ 995
WFAN	660	New York	1.5/6.1/ 74/1570
WHYN	560	Springfield	0.4/1.1/ 59/ 846
WHYN-F	93.1	Springfield	0.5/2.8/ 88/1508
WKCI-F	101.3	Hamden	0.7/6.6/ 98/2497
WMAS-F	94.7	Springfield	0.7/2.8/ 70/1214
WPKX-F	97.9	Enfield	1.1/3.7/116/1403
WPLR-F	99.1	New Haven	1.3/7.6/109/2201
WWRX-F	103.7	Westerly/Prvdnc	0.4/1.7/ 52/ 885

RADIO STATIONS

WDRC, 1300, 5 KW (DA-N)	, SEE WDRC-F				
WNEZ, 910, 5 KW (DA-N)	, EZ		, $ 22.00 (Banner)	DeDominicus	
WPOP, 1410, 5 KW (DA-2)	, NEWS/TALK	ABC ,	$ 35.00 (Eastman)	Merv Griffin	
WTIC, 1080, 50 KW (DA-N)	, FULL SERVICE	CBS ,	$ 160.00 (CBS)	Chase	
WCCC-F, 106.9, 23 KW @ 731, AOR		ABC, SOURCE,	$ 40.00 (Durpetti)		
WDRC-C, 102.9, 20 KW @ 810, OLDIES		,	$ 95.00 (McGuild)	Buckley	
WHCN-F, 105.9, 16 KW @ 869, AOR		ABC ,	$ 77.00 (Christal)	Beck-Ross	
WIOF-F, 104.1, 18 KW @ 836, AC		CBS ,	$ 61.00 (Eastman)	Merv Griffin (WATERBURY)	
WKSS-F, 95.7, 17 KW @ 879, CHR		APR ,	$ 57.00 (NMR)	Precision	
WRCH-F, 100.5, 8 KW @ 1250, SOFT AC		,	$ 57.00 (Banner)	DeDominicus	
WTIC-F, 96.5, 20 KW @ 810, CHR		,	$ 105.00 (HNWH)	Chase	
WWYZ-F, 92.5, 18 KW @ 859, COUNTRY		UNIULT ,	$ 65.00 (Banner)	(WATERBURY)	
WZMX-F, 93.7, 21 KW @ 774, AC		,	$ 52.00 (Torbet)		

American Radio Winter 1992 Supplement, Copyright 1992

HONOLULU

Arbitron Rank/Pop (12+): 56/704,500
MSA Rank/Pop: 63/860,000
No ADI
Average Person Ratings: 16.7
Market TSL: 22.25 hours

Stations: 25/25
Diaries: 1309/538:1/53.9%
Sample Target: 1150
% Below Line: 0.0
% Not Listed: 7.3

1991 Revenue: $19,400,000
HH Inc.: $42,864
Retail $: 8.7 Bil
Pop per Station: 28,180
#1 Biller: KSSK $3,800,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. KSSK-F (AC)	139/11.8	11.8	9.3	9.7	9.2	10.6	139/1775	1775/25.2	25.8	22.9				KSSK-F
2. KIKI-F (CHR)	117/10.0	8.2	10.3	12.7	9.3	10.3	117/1696	1696/24.1	23.0	23.4				KIKI-F
3. KCCN-F (E)	116/ 9.9	11.4	13.3	10.9	9.2	11.4	116/1404	1404/19.9	21.4	18.6				KCCN-F
4. KUMU-AF (EZ)	111/ 9.5	8.9	8.1	8.8	8.3	8.8	111/1244	1244/17.7	17.5	16.5				KUMU-AF
5. KSSK (FS)	109/ 9.3	11.0	6.6	10.5	11.5	9.4	109/1277	1277/18.1	18.6	20.0				KSSK
6. KQMQ-AF (CHR)	98/ 8.3	8.1	9.6	6.6	8.7	8.2	98/1584	1584/20.2	25.0	25.7				KQMQ-AF
7. KPOI-F (AOR)	52/ 4.4	3.6	3.6	5.1	5.7	4.2	52/796	796/11.3	11.0	14.1				KPOI-F
8. KRTR-F (AC)	51/ 4.3	4.6	5.8	4.8	5.3	4.9	51/1042	1042/14.8	14.7	17.8				KRTR-F
9. KGU (N/T)	49/ 4.2	5.1	2.3	3.8	2.9	3.8	49/786	786/11.2	13.6	8.5				KGU
10. KHHH-F (AOR)	39/ 3.3	2.0	1.8	1.6	1.2	2.2	39/552	552/ 7.8	5.7	3.7				KHHH-F
11. KHVH (N/T)	30/ 2.6	2.7	2.4	3.2	2.3	2.7	30/705	705/10.0	9.3	8.8				KHVH
12. KCCN (E)	29/ 2.5	2.9	3.5	2.3	3.9	2.8	29/415	415/ 5.9	7.5	9.5				KCCN
13. KINE-F (?)	26/ 2.2	1.6	2.5	3.5	4.8	2.5	26/469	469/ 6.7	6.0	9.5				KINE-F
14. KDEO-F (C)	24/ 2.0	2.6	2.6	2.0	1.3	2.3	24/415	415/ 5.9	5.8	4.5				KDEO-F
15. KIKI (O)	22/ 1.9	2.1	3.6	3.3	3.6	2.7	22/418	418/ 5.9	5.7	8.0				KIKI
KDEO (C)	22/ 1.9	0.7	2.5	0.7	0.6	1.5	22/267	267/ 3.8	3.1	2.1				KDEO
17.														
18.														

12+ FM SHARE (METRO): 68.17% (741 of 1087) (WIN 91: 68.22%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KIKI-F>>	1 KIKI-F	1 KSSK-F	1 KSSK-F>	1 KSSK-F>	1 KUMU-AF	1 KSSK-F<	1 KSSK-F	1 KSSK-F	1 KIKI-F>	1 KZOO
2 KQMQ-AF	2 KCCN-F>	2 KCCN-F	2 KCCN-F	2 KSSK <	KSSK-F	2 KSSK >	2 KUMU-AF	2 KIKI-F<	2 KCCN-F	KSSK
3 KCCN-F	3 KQMQ-AF	3 KIKI-F	3 KSSK <	3 KCCN-F	3 KSSK >>	3 KQMQ-AF	3 KCCN-F<	3 KCCN-F	3 KUMU-AF	3 KUMU-F
4	4 KSSK-F	4 KQMQ-AF	4 KQMQ-AF	4 KQMQ-AF	4 KGU	4 KIKI-F	4 KSSK	4 KQMQ-AF	4 KQMQ-AF	4 KSSK-F
5	5 KPOI-F	5 KSSK	5 KIKI-F	5 KUMU-AF	5	5 KCCN-F	5 KIKI-F<	5 KUMU-AF	5 KSSK-F	5 KIKI-F
6	6 KHHH-F	6 KPOI-F<	6 KRTR-F	6 KIKI-F<	6	6 KUMU-AF	6 KQMQ-AF	6 KSSK	6 KRTR-F	KHVH
7	7	7 KRTR-F	7 KPOI-F	7 KRTR-F	7	7	7	7	7	KCCN-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KIKI-F>	1 KIKI-F>	1 KSSK-F	1 KQMQ-AF>	1 KSSK-F>	1 KIKI-F>	1 KCCN-F	1 KCCN-F	1 KSSK-F<	1 KSSK-F>
2 KQMQ-AF	2 KQMQ-AF	2 KIKI-F	2 KSSK-F>	2 KSSK	2 KHHH-F	2 KIKI-F	2 KPOI-F	2 KCCN-F	2 KCCN-F
3 KCCN-F>	KCCN-F	3 KCCN-F	3 KIKI-F	3 KQMQ-AF	KCCN-F	3 KPOI-F	3 KIKI-F	3 KPOI-F	3 KSSK
4 KSSK-F	4 KSSK-F>	4 KQMQ-AF	4 KCCN-F	4 KCCN-F	4 KPOI-F	KHHH-F>	4 KHHH-F	KIKI-F	4 KPOI-F
5 KDEO-F	5 KRTR-F	5 KRTR-F>	5 KSSK	5 KUMU-AF	5 KQMQ-AF>	5 KQMQ-AF	5 KSSK-F	5 KHHH-F	5 KUMU-AF<
6	6 KPOI-F	6 KPOI-F	6 KRTR-F	KRTR-F	6 KDEO-F	6 KSSK-F	6 KQMQ-AF	6 KSSK <	6 KQMQ-AF
7	7	7 KSSK	7	7 KIKI-F	7	7	7	7 KQMQ-AF	7

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KAIM	870	Honolulu	0.3/2.1/ 4/ 146
KAIM-F	95.5	Honolulu	0.6/2.7/ 7/ 189
KNDI	1270	Honolulu	1.0/1.4/ 12/ 102
KOHO	1170	Honolulu	0.9/3.5/ 10/ 248
KULA	1460	Maunawili	0.5/1.2/ 6/ 83
KWAI	1080	Honolulu	0.3/1.6/ 4/ 116
KZOO	1210	Honolulu	0.9/2.8/100/ 200

RADIO STATIONS

KCCN ,	1420, 5 KW	, Ethnic	, $ NA	(K & P)			
KDEO ,	940, 10 KW	-- See KDEO-FM					
KGU ,	760, 10 KW	, News/Talk	NBC-T ARC,	$26.00	(Banner)	Givens	
KHVH ,	990, 5 KW	, News/Talk	NBC ABC,	$20.00	(HNWH)		
KIKI ,	830, 10 KW	, Oldies	UNISUP UNIULT,	$19.00	(Christal)		
KSSK ,	590, 7.5 KW	, Full Service	,	$82.00	(Eastman)	Bedford	
KAIM-F,	95.5, 100 KW @ -23	, Religion	,	$13.00	(---)	Billy Graham	
KCCN-F,	100.3, 100 KW @ 1965	, Ethnic	,	$38.00	(K & P)		
KDEO-F,	102.7, 61 KW @ 1893	, Country	MBS,	$22.00	(K & P)	(WAIPAHU)	
KHFX-F,	105.1, 100 KW @ 1948	, Oldies	,	$20.00	(MMR)		
KHHH-F,	98.5, 100 KW @ 1073	, AOR	SMN,	$22.00	(HNWH)		
KIKI-F,	93.9, 100 KW @ -144	, CHR	,	$40.00	(Christal)		
KPOI-F,	97.5, 80 KW @ 46	, AOR	,	$38.00	(Banner)		
KQMQ-F,	93.1, 54 KW @ -118	, CHR	,	$59.00	(Katz)		
KRTR-F,	96.3, 75 KW @ 2139	, AC	,	$31.00	(Katz)	Mt. Wilson (KAILUA)	
KSSK-F,	92.3, 100 KW @ 1948	, AC	,	$43.00	(Eastman)	Bedford (WAIPAHU)	
KUMU-F,	94.7, 100 KW @ 79	, EZ	,	$40.00	(Banner)		

American Radio Winter 1992 Supplement, Copyright 1992

HOUSTON

Arbitron Rank/Pop (12+): 10/3,015,300

MSA Rank/Pop: 8/3,700,000
ADI # 10

Average Person Ratings: 18.0

Market TSL: 23.75 hours

Stations: 33/33
Diaries: 2496/1208:1/47.2%
Sample Target: 2330
% Below Line: 0.0
% Not Listed: 12.4

1991 Revenue: $126,000,000
HH Inc.: $33,870
Retail $: 27.6 Bil
Pop per Station: 91,372
#1 Biller: KILT-AF $15,300,000

12+ METRO		1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. KILT-F	(C)	473/ 8.7	8.9	8.2	9.5	7.5	8.8	504/6721	6193/20.5	20.7	17.3				KILT-F
2. KIKK-F	(C)	387/ 7.1	6.6	8.1	7.0	8.2	7.2	442/6677	5748/19.1	17.7	19.5				KIKK-F
3. KLOL-F	(AOR)	316/ 5.8	5.4	5.1	5.1	5.3	5.3	350/4495	3867/12.8	12.6	14.5				KLOL-F
4. KHMX-F	(AC)	264/ 4.9	6.2	4.9	5.3	4.2	5.3	272/5047	4790/15.9	16.0	14.2				KHMX-F
5. KTRH	(N)	262/ 4.8	5.3	4.7	4.4	5.4	4.8	285/5456	4879/16.2	18.2	17.6				KTRH
6. KODA-F	(SAC)	257/ 4.7	5.7	5.8	5.5	5.3	5.4	278/4113	3854/12.8	14.6	11.3				KODA-F
7. KRBE-AF	(CHR)	254/ 4.7	4.0	4.2	3.8	3.3	4.2	272/5080	4730/15.7	15.4	14.8				KRBE-AF
KBXX-F	(CHR)	254/ 4.7	6.1	4.8	3.6	2.3	4.8	265/4018	3769/12.5	13.3	8.2				KBXX-F
9. KQUE-F	(BB)	252/ 4.6	3.4	4.5	3.8	4.6	4.1	255/2569	2496/ 8.3	6.9	7.3				KQUE-F
10. KMJQ-F	(B)	206/ 3.8	4.1	5.1	7.0	6.6	5.0	227/3484	3263/10.8	11.8	14.0				KMJQ-F
11. KLDE-F	(O)	205/ 3.8	3.8	4.1	3.7	3.2	3.8	229/3716	3411/11.3	13.0	9.7				KLDE-F
12. KLTR-F	(AC)	192/ 3.5	2.6	2.5	3.3	3.5	3.0	202/3516	3403/11.3	8.8	10.9				KLTR-F
13. KHYS-F	(B/AC)	185/ 3.4	2.7	2.6	2.3	2.9	2.8	217/2450	2166/ 7.2	6.1	8.2				KHYS-F
14. KZFX-F	(CL AOR)	181/ 3.3	2.6	3.9	3.5	3.5	3.3	190/3469	3156/10.5	9.1	11.0				KZFX-F
15. KKBQ-F	(C)	145/ 2.7	2.2	2.4	3.4	4.5	2.7	156/3416	3099/10.2	10.3	15.9				KKBQ-F
16. KPRC	(T)	120/ 2.2	2.7	2.9	3.1	2.6	2.7	125/2428	2327/ 7.7	7.8	9.7				KPRC
17. KQQK-F	(SP)	101/ 1.9	2.3	1.3	1.2	2.2	1.7	101/1738	1723/ 5.7	6.0	5.6				KQQK-F
18. KEYH	(SP)	96/ 1.8	1.8	1.5	1.2	0.5	1.6	99/844	784/ 2.6	2.6	1.5				KEYH
19. KSEV	(T)	82/ 1.5	1.4	0.7	1.0	0.9	1.1	85/1280	1244/ 4.1	3.3	2.8				KSEV
KLAT	(SP)	82/ 1.5	1.2	1.5	1.7	2.4	1.5	82/1208	1208/ 4.0	3.9	3.7				KLAT
21. KXYZ	(SP)	67/ 1.2	1.5	1.0	0.8	1.1	1.1	67/1050	1050/ 3.5	3.9	2.8				KXYZ
22.															
23.															
24.															
25.															

12+ FM SHARE (METRO): 80.05% (3808 of 4757) (WIN 91: 79.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBXX-F›	1 KLOL-F›	1 KILT-F	1 KILT-F›	1 KILT-F›	1 KILT-F	1 KILT-F›	1 KILT-F	1 KILT-F	1 KBXX-F	1 KTRH ›
2 KRBE-AF›	2 KHMX-F	2 KLOL-F	2 KLOL-F‹	2 KIKK-F	2 KQUE-F	2 KIKK-F	2 KIKK-F	2 KIKK-F	2 KRBE-AF	2 KILT-F
3 KMJQ-F	3 KILT-F	3 KIKK-F	3 KHMX-F‹	3 KLOL-F	3 KTRH	3 KTRH ‹	3 KQUE-F‹	3 KLOL-F‹	3 KMJQ-F	3 KIKK-F
4 KIKK-F	4 KIKK-F	4 KHMX-F	4 KIKK-F	KHMX-F	4 KIKK-F	4 KLOL-F›	4 KODA-F‹	4 KHMX-F	4 KIKK-F	4 KHYS-F›
5	5 KRBE-AF›	5	5 KLDE-F‹	5 KODA-F‹	5 KODA-F	5 KHMX-F	5 KLOL-F	5 KBXX-F	5 KLOL-F	5 KLOL-F
6	6 KZFX-F	6	6 KODA-F‹	6 KLDE-F	6	6 KRBE-AF‹	6 KLTR-F	6 KODA-F	6 KTRH ‹	6 KODA-F
7	7 KMJQ-F	7	7 KZFX-F	7	7	7 KQUE-F	7 KHMX-F	7 KRBE-AF	7 KILT-F	7
8	KBXX-F‹									
	9 KLTR-F									

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KRBE-AF	1 KHMX-F	1 KHMX-F›	1 KILT-F	1 KILT-F›
2 KIKK-F›	2 KIKK-F	2 KLTR-F	2 KHMX-F‹	2 KODA-F
3 KBXX-F	3 KRBE-AF›	3 KILT-F	3 KIKK-F	3 KHMX-F
4 KLOL-F	4 KILT-F	4 KODA-F	4 KODA-F	4 KIKK-F
KHMX-F›	5 KLTR-F	5 KIKK-F	5 KLTR-F	5 KLTR-F
6 KHYS-F	6 KODA-F	6 KHYS-F‹	6 KHYS-F‹	6 KHYS-F››
7 KILT-F	7 KHYS-F	7 KMJQ-F	7 KRBE-AF	7 KLDE-F
8 KQQK-F	8 KBXX-F	8 KLDE-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KLOL-F›	1 KLOL-F››	1 KLOL-F›	1 KLOL-F›	1 KLOL-F
2 KRBE-AF›	2 KZFX-F	2 KZFX-F	2 KILT-F‹	2 KILT-F
3 KMJQ-F	3 KILT-F	3 KILT-F›	3 KZFX-F	3 KZFX-F
KBXX-F›	4 KRBE-AF	4 KHMX-F	4 KIKK-F	4 KIKK-F
5 KIKK-F	5 KHMX-F‹	5 KIKK-F	5 KLDE-F	5 KLDE-F‹
6 KILT-F	6 KIKK-F	6	6	6 KTRH
7	7	7	7	7

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KCOH	1430	Houston	0.5/2.1/ 25/ 635
KHCB-F	105.7	Houston	1.1/3.0/ 61/ 920
KIKX	650	Pasadena	0.4/1.2/ 23/ 397
KILT	610	Houston	0.6/1.8/ 36/ 593
KKHU-F	106.9	Conroe/Houston	0.9/2.7/ 57/ 939
KLVL	1480	Pasadena/Houstn	0.7/2.2/ 37/ 675
KMPQ	980	Rosenberg/Hstn	0.4/0.9/ 23/ 297
KNUZ	1230	Houston	0.4/1.2/ 24/ 369
KRTS-F	92.1	Seabrook/Houstn	0.6/2.8/ 35/ 859
KWWJ	1360	Baytown	0.6/1.5/ 33/ 441
KYOK	1590	Houston	0.6/2.4/ 35/ 712

American Radio Winter 1992 Supplement, Copyright 1992

HOUSTON

RADIO STATIONS

AM STATIONS

KCOH, 1430, 5 KW/55W	, BLACK	SBN, NBN,	$ 45.00	(Roslin)	
KEYH, 850, 10 KW (DAYS)	, HISPANIC	,	$ 44.00	(---)	
KIKK, 650, 250 W (DAYS)	, COUNTRY OLDIES	,	$ N/A	(Torbet)	Viacom
KILT, 610, 5 KW (DA-2)	, COUNTRY OLDIES	UNISUP,	$ N/A	(Group W)	Westinghouse
KLAT, 1010, 5 KW (DA-2)	, HISPANIC	,	$ 61.00	(Katz Hisp)	Tichenor
KNUZ, 1230, 1 KW	, OLDIES	,	$ N/A	(Banner)	
KPRC, 950, 5 KW (DA-N)	, TALK	CBS,	$ 75.00	(Banner)	
KSEV, 700,2.6 KW/1 KW (DA-1)	, TALK	NBC, BRN,	$ 40.00	(Banner)	
KTRH, 740, 50 KW (DA-1)	, NEWS	ABC, MBS,	$ 181.00	(CBS)	Rusk
KXYZ, 1320, 5 KW (DA-N)	, HISPANIC	,	$ 43.00	(Caballero)	Infinity
KYOK, 1590, 5 KW (DA-N)	, BLACK	SMN,	$ 46.00	(McGuild)	Noble

FM STATIONS

KBXX, 97.9, 100 KW @ 1919, CHR		,	$ 100.00	(Katz)	Cook Inlet
KHCB, 105.7, 100 KW @ 1614, RELIGION		,	$ 33.00	(---)	
KHMX, 96.5, 97 KW @ 1919, AC		,	$ 145.00	(Mc-Guild)	Nationwide
KHYS, 98.5, 100 KW @ 417, BLACK AC		UNIPWR, CBS,	$ 65.00	(Christal)	Clear Channel (BEAUMONT)
KIKK, 95.7, 95 KW @ 1919, COUNTRY		,	$ 225.00	(Torbet)	Viacom
KILT, 100.3, 100 KW @ 1919, COUNTRY		UNISUP ,	$ 225.00	(Group W)	Westinghouse
KJZS, 106.9, 100 KW @ 1125, JAZZ		,	$ 50.00	(Banner)	(CONROE)
KKBQ, 92.9, 97 KW @ 1919, COUNTRY		,	$ 120.00	(McGuild)	Gannett
KLDE, 94.5, 95 KW @ 1919, OLDIES		UNIULT ,	$ 160.00	(Durpetti)	Entercom
KLOL, 101.1, 95 KW @ 1919, AOR		SOURCE ,	$ 192.00	(CBS)	Rusk
KLTR, 93.7, 100 KW @ 1719, AC		CBS ,	$ 136.00	(CBS)	CBS
KMJQ, 102.1, 100 KW @ 1719, BLACK		,	$ 191.00	(Mc-Guild)	Noble
KODA, 99.1, 100 KW @ 1919, SOFT AC		,	$ 154.00	(MMR)	Legacy
KQUE, 102.9, 100 KW @ 971, NOSTALGIA		ABC,	$ 75.00	(Banner)	
KRBE, 104.1, 100 KW @ 1909, CHR		,	$ 130.00	(Eastman)	Susquehanna
KRTS, 92.1, 33 KW @ 604, CLASSICAL		,	$ 70.00	(CMBS)	(SEABROOK)
KZFX, 107.5, 95 KW @ 1971, CLASSIC AOR		,	$ 140.00	(Katz)	Shamrock
KQQK, 106.5, 100 KW @ 699, HISPANIC		,	$ 60.00	(Caballero)	(GALVESTON)

American Radio Winter 1992 Supplement, Copyright 1992

HUNTSVILLE

Arbitron Rank/Pop (12+): 109/335,800

MSA Rank/Pop: 182/356,000 (e)
ADI # 80 (w/Decatur)
Average Person Ratings: 16.7
Market TSL: 22.00 hours

Stations: 19/15
Diaries: 843/398:1/57.7%
Sample Target: 800
% Below Line: 5.2
% Not Listed: 15.7

1991 Revenue: $9,800,000
HH Inc.: $31,600
Retail $: 2.9 Bil
Pcp per Station: 22,386
#1 Biller: WDRM-AF $3,300,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. WDRM-F (C)	139/24.8	21.7	25.3	24.7	25.2	24.1	224/2223	1317/39.2	33.5	37.9				WDRM-F
2. WZYP-F (CHR)	82/14.6	12.4	12.9	13.5	17.6	13.4	119/1829	1101/32.8	34.1	34.3				WZYP-F
3. WRSA-F (EZ/SAC)	61/10.9	10.2	7.2	9.5	11.8	9.4	83/861	540/16.1	18.3	18.5				WRSA-F
4. WAHR-F (EZ)	47/ 8.4	6.5	5.7	8.0	6.1	7.1	48/737	660/19.7	17.0	12.1				WAHR-F
5. WTAK (AOR)	27/ 4.8	8.0	7.8	6.7	2.9	6.8	27/233	224/ 6.7	8.4	4.6				WTAK
6. WENN-F (B)	22/ 3.9	3.9	3.0	2.9	4.0	3.4	25/370	286/ 8.5	9.2	10.1				WENN-F
7. WBHP (C)	21/ 3.8	3.2	2.4	3.8	5.0	3.3	21/356	356/10.6	9.5	11.1				WBHP
8. WEUP (B)	16/ 2.9	4.8	6.3	6.4	5.0	5.1	17/269	255/ 7.6	10.2	10.7				WEUP
9. WQLT-F (AC/O)	10/ 1.8	2.3	3.9	1.4	1.5	2.3	45/773	271/ 8.1	9.4	5.0				WQLT-F
WHVK-F (C)	10/ 1.8	3.4	1.3	2.2	4.2	2.2	22/413	241/ 7.2	8.3	11.7				WHVK-F
11. WVNN (T)	9/ 1.6	3.0	1.3	1.4	2.0	1.8	9/217	203/ 6.0	8.5	8.8				WVNN
12. WNDA-F (REL)	8/ 1.4	2.1	1.8	1.0	2.0	1.6	10/184	145/ 4.3	5.8	5.2				WNDA-F
13.														
14.														
15.														

12+ FM SHARE (METRO): 81.78% (386 of 472) (WIN 91: 73.45%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZYP-F››	1 WDRM-F	1 WDRM-F››	1 WDRM-F››	1 WDRM-F››	1 WDRM-F›	1 WDRM-F››	1 WDRM-F››	1 WDRM-F›	1 WDRM-F	1 WDRM-F
2 WENN-F›	2 WZYP-F››	2 WZYP-F›	2 WZYP-F	2 WAHR-F‹	2 WRSA-F››	2 WZYP-F›	2 WRSA-F	2 WZYP-F›	2 WZYP-F››	2 WZYP-F›
3 WDRM-F	3 WAHR-F	3 WAHR-F›	3 WZYP-F›	3 WAHR-F	3 WRSA-F	3 WZYP-F	3 WRSA-F	3 WENN-F›	3 WRSA-F	
4	4 WTAK	4 WTAK	4 WTAK	4 WTAK	4 WBHP	4 WAHR-F›	4 WAHR-F››	4 WAHR-F››	4 WAHR-F	WAHR-F
5	5	5	5	5 WRSA-F	5 WZYP-F	5 WBHP	5	5	5 WRSA-F	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WZYP-F››	1 WDRM-F	1 WDRM-F››	1 WDRM-F››	1 WDRM-F››
2 WDRM-F››	2 WZYP-F››	2 WZYP-F	2 WZYP-F›	2 WAHR-F
3 WAHR-F›	3 WAHR-F	3 WAHR-F››	3 WAHR-F	3 WZYP-F›
4 WHVK-F	4	4 WTAK	4	4 WRSA-F
5	5	5	5	5

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WDRM-F	1 WDRM-F›	1 WDRM-F›	1 WDRM-F››	1 WDRM-F››
2 WZYP-F››	2 WZYP-F	2 WTAK	2 WZYP-F	2 WZYP-F
3 WTAK ›	3 WTAK ›	3 WZYP-F	3 WTAK	3 WAHR-F
4 WENN-F	4 WAHR-F	4 WAHR-F	4 WAHR-F	4 WTAK
5	5	5	5	5

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAJF	1490	Decatur	0.9/2.4/ 6/ 96
WAVD	1400	Decatur	0.4/1.9/ 2/ 73
WKAC	1080	Athens	0.5/1.5/ 3/ 50
WKGL	1450	Huntsville	0.5/2.5/ 3/ 85
WAPI-F	94.5	Birmingham	0.4/1.8/ 20/ 372
WQEN-F	103.7	Gadsden	0.5/2.1/ 11/ 318
WVNA-F	100.3	Tuscumbia	0.4/1.3/ 29/ 511

RADIO STATIONS

WBHP, 1230, 1 KW , COUNTRY	ABC , $ 25.00 (Katz)				
WEUP, 1600, 5 KW/500 W (DA-N), BLACK	SBN , $ 13.00 (---)				
WTAK, 1000, 10 KW (DAYS,DA) , AOR	, $ 21.00 (Regional)				
WVNN, 770, 10 KW/250 W (DA-N), TALK	ABC BRN , $ 12.00 (Christal)			Athens (ATHENS)	
WAHR-F, 99.1, 100 KW @ 984, AC	NBC , $ 30.00 (Torbet)				
WDRM-F, 102.1, 100 KW @ 728, COUNTRY	, $ 70.00 (Katz)			(DECATUR)	
WHVK-F, 93.3, 100 KW @ 984, COUNTRY	ABC , $ 15.00 (Christal)			(TULLAHOMA, TN)	
WNDA-F, 95.1, 50 KW @ 112, RELIGION	, $ 11.00 (---)				
WQLT-F, 107.3, 100 KW @ 1000, AC/OLDIES	ABC , $ 14.00 (Torbet)			(FLORENCE)	
WRSA-F, 96.9, 100 KW @ 830, EZ/SOFT AC	CBS , $ 20.00 (---)			(DECATUR)	
WZYP-F, 104.3, 100 KW @ 1115, CHR	ABC , $ 47.00 (Christal)			Athens (ATHENS)	

American Radio Winter 1992 Supplement, Copyright 1992

INDIANAPOLIS

Arbitron Rank/Pop (12+): 37/1,035,500
MSA Rank/Pop: 40/1,260,000
ADI # 26
Average Person Ratings: 17.0
Market TSL: 22.25 hours

Stations: 22/20
Diaries: 1678/617:1/54.7%
Sample Target: 1650
% Below Line: 1.5
% Not Listed: 7.7

1991 Revenue: $47,000,000
HH Inc.: $32,434
Retail $: 11.0 Bil
Pop per Station: 51,775
#1 Biller: WFBQ-F $10,000,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. WFMS-F (C)	249/14.1	10.8	12.4	11.0	13.1	12.1	330/3596	2524/24.4	21.9	22.2				WFMS-F
2. WFBQ-F (AOR)	218/12.4	15.0	12.1	13.4	10.6	13.2	402/5128	2778/26.8	26.4	23.2				WFBQ-F
3. WIBC (FS)	211/12.0	12.4	11.5	14.9	13.4	12.7	235/2701	2287/22.1	24.6	22.4				WIBC
4. WZPL-F (CHR)	173/ 9.8	10.2	9.8	10.4	11.6	10.1	244/3637	2450/23.7	24.2	25.2				WZPL-F
5. WENS-F (AC)	124/ 7.0	6.7	6.9	7.4	8.0	7.0	171/2450	1768/17.1	17.8	19.2				WENS-F
6. WTPI-F (SAC)	113/ 6.4	5.6	6.5	6.3	7.3	6.2	136/1837	1476/14.3	12.1	14.8				WTPI-F
7. WTLC-F (B)	96/ 5.5	6.6	8.2	7.4	9.2	6.9	111/1340	1144/11.0	12.2	13.7				WTLC-F
8. WHHH-F (CHR)	88/ 5.0	2.2	----	----	----	1.8	93/1297	1181/11.4	4.4	0.0				WHHH-F
9. WKLR-F (O)	73/ 4.1	4.8	7.2	5.9	5.5	5.5	104/2117	1354/13.1	14.5	14.8				WKLR-F
10. WTUX (BB)	63/ 3.6	4.4	3.5	3.8	3.0	3.8	74/894	681/ 6.6	7.7	6.4				WTUX
11. WFXF-F (CL AOR)	62/ 3.5	4.4	5.1	4.7	4.1	4.4	81/1756	1314/12.7	12.9	12.4				WFXF-F
12. WNDE (T)	36/ 2.0	2.0	1.5	1.5	1.5	1.8	42/917	799/ 7.7	6.8	5.6				WNDE
13. WTTS-F (AOR)	28/ 1.6	1.1	1.1	0.6	1.0	1.1	67/1438	656/ 6.3	4.5	4.3				WTTS-F
14.														
15.														

12+ FM SHARE (METRO): 79.75% (1296 of 1625) (WIN 91: 78.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZPL-F››	1 WFBQ-F››	1 WFBQ-F	1 WFBQ-F	1 WFMS-F‹	1 WIBC	1 WFBQ-F	1 WFMS-F	1 WFMS-F	1 WZPL-F	1 WIBC ›
2 WHHH-F	2 WZPL-F	2 WFMS-F›	2 WFMS-F›	2 WFBQ-F›	2 WFMS-F›	2 WIBC	2 WFBQ-F	2 WFBQ-F	2 WFMS-F›	2 WFMS-F››
3	3 WFMS-F›	3 WZPL-F	3 WENS-F	3 WENS-F	3 WTPI-F›	3 WFMS-F›	3 WIBC	3 WZPL-F‹	3 WIBC	3 WTLC-F
4	4 WENS-F	4 WENS-F›	4 WTPI-F	4 WTPI-F	4 WFBQ-F‹	4 WZPL-F›	4 WENS-F	4 WIBC	4 WENS-F	4 WZPL-F
5	5 WHHH-F	5 WTPI-F	5 WZPL-F	5 WIBC	5 WTUX ‹	5 WTPI-F	5 WZPL-F	5 WENS-F	5 WHHH-F	5 WFBQ-F
6	6 WTLC-F	6 WHHH-F‹	6 WKLR-F	6 WZPL-F	6 WENS-F	6 WENS-F	WTPI-F	6 WTPI-F	6 WFBQ-F	6 WENS-F
7	WFXF-F	7 WKLR-F	7	7 WKLR-F	7	7	7	7 WHHH-F	7 WTLC-F‹	7
									8 WTPI-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WZPL-F››	1 WZPL-F	1 WFMS-F	1 WFMS-F	1 WFMS-F
2 WFBQ-F	2 WFBQ-F	WFBQ-F	2 WZPL-F‹	2 WTPI-F
WENS-F	3 WENS-F	3 WENS-F‹	3 WENS-F	3 WENS-F
4 WTLC-F›	4 WFMS-F›	4 WZPL-F	4 WFBQ-F	4 WFBQ-F
5 WFMS-F›	5 WTLC-F	5 WTPI-F›	5 WTPI-F	5 WZPL-F
6 WHHH-F	6 WTPI-F	6 WFXF-F	6 WTLC-F	6 WIBC ‹
7	7	7 WTLC-F	7 WKLR-F	7 WKLR-F
		WKLR-F		8 WTLC-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFBQ-F››	1 WFBQ-F››	1 WFBQ-F››	1 WFBQ-F››	1 WFBQ-F›
2 WZPL-F	2 WFMS-F›	2 WFMS-F›	2 WFMS-F››	2 WFMS-F››
WFMS-F	3 WZPL-F	3 WHHH-F	3 WZPL-F	3 WIBC
4 WHHH-F›	WHHH-F	WFXF-F	4 WFXF-F‹	4 WFXF-F
5 WFXF-F	5 WFXF-F	5 WZPL-F	5 WHHH-F	5 WENS-F‹
6	6	WTTS-F	6 WENS-F	6 WZPL-F
7	7	7	7	7

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCBK-F	102.3	Martinsville	0.3/1.4/ 8/ 178
WFXF	1430	Indianapolis	0.1/2.3/ 2/ 265
WPZZ-F	95.9	Franklin/Indy	0.9/2.1/ 15/ 219
WSYW-F	107.1	Danville/Indy	0.9/2.6/ 16/ 292
WXIR-F	98.3	Plainfield/Indy	0.8/3.4/ 14/ 404
WXLW	950	Anderson	0.4/1.7/ 7/ 196
WXXP-F	97.9	Anderson	0.3/1.2/ 15/ 304
WKKG-F	101.5	Columbus	0.9/2.4/115/1196
WLW	700	Cincinnati	0.6/1.7/ 45/ 650

RADIO STATIONS

WIBC, 1070, 50 KW/10 KW (DA-2), FULL SERVICE	NBC T, NBC,	$ 140.00 (Durpetti)	Sconnix
WNDE, 1260, 5 KW (DA-N) , TALK	MBS,	$ 33.00 (Katz)	Broadcast Alchemy
WTUX, 1310, 5 KW/1 KW (DA-2) , NOSTALGIA	CBS UNISUP,	$ 30.00 (MMR)	Panache
WENS-F 97.1, 23 KW @ 738, AC	,	$ 94.00 (McGuild)	Emmis
WFMS-F, 95.5, 13 KW @ 991, COUNTRY	,	$ 108.00 (Eastman)	Susquehanna
WFXF-F, 103.3, 18 KW @ 850, CL AOR	ABC,	$ 52.00 (Banner)	ML/WIN
WHHH-F, 96.3, 0.6 KW @ 705, CHR	,	$ 34.00 (---)	
WKLR-F, 93.1, 13 KW @ 1023, OLDIES	,	$ 80.00 (Durpetti)	Sconnix
WFBQ-F, 94.7, 52 KW @ 850, AOR	SOURCE,	$ 175.00 (Katz)	Broadcast Alchemy
WPZZ-F, 95.9, 3 KW @ 298, GOSPEL	SBN NBN,	$ 17.00 (Regional)	Willis (FRANKLIN)
WSYW-F, 107.1, 3 KW @ 298, CLASSICAL	UPI,	$ 25.00 (CMBS)	Universal (DANVILLE)
WTLC-F, 105.7, 50 KW @ 449, BLACK	,	$ 56.00 (MMR)	Panache
WTPI-F, 107.9, 22 KW @ 761, SOFT AC	,	$ 68.00 (Torbet)	Mystar
WZPL-F, 99.5, 13 KW @ 991, CHR	APR,	$ 92.00 (HNWH)	Booth
WTTS-F, 92.3, 37 KW @ 1089, AOR	,	$ 32.00 (Banner)	Sarkes Tarzian (BLOOMINGTON)

American Radio Winter 1992 Supplement, Copyright 1992

JACKSON

Arbitron Rank/Pop (12+): 116/323,200

MSA Rank/Pop: 121/406,000
ADI # 86

Average Person Ratings: 17.3
Market TSL: 23.25 hours

Stations: 19/19
Diaries: 863/374:1/51.4%
Sample Target: 800
% Below Line: 0.0
% Not Listed: 13.4

1991 Revenue: $12,100,000
HH Inc.: $28,902
Retail $: 3.0 Bil
Pop per Station: 17,010
#1 Biller: WMSI-F $3,600,000

12+ METRO		1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. WMSI-F	(C)	105/18.8	19.4	16.1	18.2	16.9	18.1	194/2133	974/30.1	30.2	29.5				WMSI-F
2. WKXI-F	(B)	60/10.7	8.0	9.5	4.6	2.5	8.2	98/1106	616/19.1	18.9	10.6				WKXI-F
3. WJMI-F	(B)	56/10.0	7.5	12.6	11.6	14.2	10.4	121/1413	670/20.7	18.1	26.3				WJMI-F
4. WSTZ-F	(AOR)	45/ 8.0	6.0	6.7	4.8	8.5	6.4	59/542	400/12.4	12.7	11.2				WSTZ-F
5. WOAD	(G/B)	33/ 5.9	5.7	11.1	9.7	7.7	8.1	38/399	377/11.7	13.3	13.6				WOAD
6. WJDX-F	(AC)	30/ 5.4	7.1	4.3	4.3	3.2	5.3	56/910	471/14.6	18.5	11.4				WJDX-F
7. WLIN-F	(SAC)	23/ 4.1	4.1	2.4	4.9	3.4	3.9	24/343	308/ 9.5	8.9	6.1				WLIN-F
8. WTYX-F	(O)	22/ 3.9	4.1	4.5	5.6	3.8	4.5	42/913	425/13.1	15.4	12.5				WTYX-F
9. WSLI	(T)	18/ 3.2	2.3	2.2	2.0	2.3	2.4	18/278	256/ 7.9	8.2	6.6				WSLI
WOAD-F	(G/B)	18/ 3.2	1.4	----	----	----	1.1	24/186	176/ 5.4	4.1	0.0				WOAD-F
11. WOHT-F	(CHR)	17/ 3.0	3.7	3.3	5.6	4.5	3.9	38/901	431/13.3	15.1	14.6				WOHT-F
12. WZRX	(BB)	13/ 2.3	0.5	0.9	0.7	0.4	1.1	13/122	122/ 3.8	2.0	1.8				WZRX
13. WMGO	(AC)	11/ 2.0	1.1	2.2	0.7	0.7	1.5	11/95	62/ 1.9	2.3	2.1				WMGO
14.															
15.															

12+ FM SHARE (METRO): 80.41% (390 of 485) (WIN 91: 73.17%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKXI-F	1 WJMI-F<	1 WMSI-F	1 WMSI-F>	1 WMSI-F>	1 WMSI-F>>	1 WMSI-F>>	1 WMSI-F>>	1 WMSI-F>	1 WJMI-F	1 WKXI-F
WJMI-F>	2 WSTZ-F<	2 WKXI-F	2 WKXI-F	2 WKXI-F	2 WOAD	2 WKXI-F	2 WKXI-F<	2 WKXI-F	2 WKXI-F>	2 WJMI-F
3 WMSI-F	3 WMSI-F<	3 WJMI-F	3 WSTZ-F	3 WSTZ-F	WKXI-F	3 WJMI-F	3 WJMI-F	3 WJMI-F<	3 WMSI-F	3 WMSI-F
WJDX-F>	4 WKXI-F>>	4 WSTZ-F>	4 WJMI-F	4 WJMI-F	4 WLIN-F	4 WSLI	4 WSTZ-F>	4 WSTZ-F>	4 WSTZ-F	
5 WOHT-F	5 WJDX-F	5 WOAD	5 WOAD	5 WOAD	5	5 WSTZ-F	5 WJDX-F	5 WJDX-F	5 WJDX-F	5
6	6	6	6	6	6	6 WOAD	6 WLIN-F	6 WOAD	6 WOAD	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WJMI-F>	1 WKXI-F	1 WKXI-F	1 WMSI-F	1 WMSI-F>
2 WSTZ-F	2 WJMI-F	2 WMSI-F>	2 WKXI-F>	2 WKXI-F>
WKXI-F>	3 WSTZ-F	3 WJMI-F	3 WJMI-F	3 WOAD >
4 WTYX-F>	WMSI-F	4 WSTZ-F	4 WSTZ-F	4 WJDX-F
5 WOHT-F	5 WJDX-F	WJDX-F>	5 WOAD	5 WLIN-F
WJDX-F	6	6 WOAD	6 WJDX-F	WJMI-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WJMI-F>>	1 WSTZ-F<	1 WMSI-F	1 WMSI-F	1 WMSI-F>
2 WSTZ-F	2 WMSI-F<	2 WSTZ-F>>	2 WSTZ-F<	2 WSTZ-F>
3 WOHT-F	3 WJMI-F>	3 WJMI-F	3 WJMI-F>	3 WJMI-F>
WKXI-F	4 WKXI-F	4 WKXI-F	4 WKXI-F	4 WKXI-F
5 WMSI-F	5	5	5	5 WTYX-F
6	6	6	6	6

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WHJT-F	93.5	Clinton/Jackson	0.5/3.3/ 4/ 111
WIIN-F	98.7	Vicksburg	1.4/4.5/ 13/ 273
WJNT	1180	Pearl/Jackson	1.6/5.0/ 13/ 200
WJXN	1450	Jackson	0.4/2.6/ 2/ 84
WKXI	1300	Jackson	1.6/4.9/ 12/ 198
WRJH-F	97.7	Brandon/Jackson	0.5/1.9/ 5/ 154

RADIO STATIONS

WJNT ,	1180, 50 KW/500W (DA-2),	Talk	CBS ABC, $14.00	(---)		
WKXI ,	1300, 5 KW/1 KW ,	Black	UNISUP SBN, $13.00	(Banner)	Opus	
WMGO ,	1370, 1 KW (DAYS) ,	AC	UNIULT, $10.00	(Bunchez)		
WOAD ,	1400, 1 KW ,	Gospel/Black	ABC, $18.00	(Durpetti)	Holt	
WSLI ,	930, 5 KW (DA-N) ,	Talk	NBC-T MBS, $19.00	(Eastman)	Spur	
WJDX-F,	96.3, 100 KW @ 1410 ,	AC	, $29.00	(Eastman)	Spur	
WJMI-F,	99.7, 100 KW @ 1059 ,	Black	ABC CBS, $44.00	(Durpetti)	Holt	
WKXI-F,	107.5, 100 KW @ 951 ,	Black	, $22.00	(Banner)	(MAGEE)	
WLIN-F,	101.7, 6 KW @ 298 ,	Soft AC	UNIULT, $16.00	(Regional)	(GLUCKSTADT)	
WMSI-F,	102.9, 100 KW @ 1800 ,	Country	ABC, $82.00	(Mc-Guild)	CF	
WOAD-F,	92.9, 2 KW @ 574 ,	Gospel/Black	, $ NA	(---)	(UTICA)	
WOHT-F,	95.5, 100 KW @ 1086 ,	CHR	UNIPWR, $21.00	(HNWH)	Jenne	
WSTZ-F,	106.7, 100 KW @ 1063 ,	AOR	, $28.00	(HNWH)	Lewis (VICKSBURG)	
WTYX-F,	94.7, 100 KW @ 1115 ,	Oldies	ABC, $42.00	(Banner)	Opus	

American Radio Winter 1992 Supplement, Copyright 1992

JACKSONVILLE

Arbitron Rank/Pop (12+): 50/791,600

MSA Rank/Pop: 57/947,000
ADI # 54
Average Person Ratings: 15.7
Market TSL: 21.25 hours

Stations: 24/23
Diaries: 1206/656:1/47.9%
Sample Target: 1200
% Below Line: 0.4
% Not Listed: 17.3

1991 Revenue: $24,200,000
HH Inc.: $31,660
Retail $: 7.5 Bil
Pop per Station: 34,417
#1 Biller: WAPE-F $4,300,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. WQIK-F (C)	164/13.2	11.9	10.4	13.7	11.4	12.3	225/2562	1931/24.4	22.7	19.6				WQIK-F
2. WAPE-F (CHR)	121/ 9.7	11.7	9.6	10.2	9.5	10.3	126/2089	1860/23.5	26.4	24.7				WAPE-F
3. WEJZ-F (SAC)	92/ 7.4	9.8	7.4	6.5	6.4	7.8	104/1549	1368/17.3	19.8	17.2				WEJZ-F
4. WROO-F (C)	91/ 7.3	5.4	5.7	5.0	5.7	5.8	100/1468	1328/16.8	13.3	11.9				WROO-F
5. WFYV-F (AOR)	86/ 6.9	8.2	8.1	7.2	9.5	7.6	99/1532	1319/16.7	15.2	17.2				WFYV-F
6. WKQL-F (O)	66/ 5.3	6.7	6.6	6.3	4.5	6.2	76/1170	982/12.4	14.7	12.9				WKQL-F
7. WHJX-F (B)	61/ 4.9	5.1	7.6	5.9	7.4	5.9	68/893	753/ 9.5	10.5	11.6				WHJX-F
8. WIVY-F (AC)	59/ 4.7	4.8	7.0	7.1	5.4	5.9	69/1106	1014/12.8	14.1	15.3				WIVY-F
9. WOKV (N/T)	57/ 4.6	3.7	3.2	3.5	4.5	3.8	57/755	755/ 9.5	10.9	10.4				WOKV
10. WSVE (G)	32/ 2.6	1.4	2.1	2.1	1.9	2.0	32/304	304/ 3.8	3.5	4.1				WSVE
11. WOKV-F (N/T)	30/ 2.4	1.5	1.1	0.3	0.8	1.3	30/557	510/ 6.4	5.0	4.8				WOKV-F
12. WAIA-F (CL AOR)	29/ 2.3	3.1	3.1	2.8	1.9	2.8	33/734	592/ 7.5	9.1	4.8				WAIA-F
13. WJBT-F (B)	27/ 2.2	1.6	1.4	3.4	3.1	2.2	27/565	552/ 7.0	6.7	6.9				WJBT-F
14. WAYR (?)	19/ 1.5	----	----	----	0.5	0.4	19/107	96/ 1.2	0.0	1.2				WAYR
15. WCGL (G)	17/ 1.4	1.6	1.5	2.1	2.8	1.6	17/246	246/ 3.1	3.5	3.2				WCGL

12+ FM SHARE (METRO): 82.62% (851 of 1030) (WIN 91: 82.19%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAPE-F>>	1 WAPE-F<	1 WQIK-F>	1 WQIK-F>	1 WQIK-F>	1 WQIK-F>	1 WQIK-F>	1 WQIK-F>	1 WQIK-F>	1 WQIK-F<	1 WQIK-F
2 WHJX-F	2 WQIK-F	2 WAPE-F	2 WFYV-F	2 WEJZ-F	2 WEJZ-F	2 WAPE-F	2 WEJZ-F	2 WAPE-F	2 WAPE-F	2 WFYV-F
3 WQIK-F	3 WFYV-F>	3 WFYV-F	3 WEJZ-F	3 WFYV-F	3 WKQL-F<	3 WROO-F	3 WOKV <	3 WEJZ-F	3 WFYV-F	3 WROO-F
4 WJBT-F	4 WIVY-F	4 WROO-F	WAPE-F	4 WAPE-F<	4 WROO-F	4 WEJZ-F	4 WAPE-F	4 WFYV-F	4 WHJX-F	4 WAPE-F
5 WFYV-F	5 WROO-F	WEJZ-F	5 WKQL-F	5 WKQL-F	5 WOKV	5 WFYV-F	5 WROO-F	5 WROO-F	5 WROO-F	5
6	6 WHJX-F	6 WKQL-F	6 WROO-F	6 WROO-F	6	6 WKQL-F	6 WKQL-F	6 WKQL-F	6 WJBT-F	6
7	7 WEJZ-F	7 WIVY-F	7 WIVY-F<	7 WIVY-F	7	7	WFYV-F	7	7	7
			8 WHJX-F							

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WAPE-F	1 WAPE-F>	1 WAPE-F>	1 WQIK-F	1 WQIK-F<
2 WQIK-F>	2 WQIK-F>	2 WQIK-F	2 WAPE-F	2 WEJZ-F>
3 WROO-F	3 WIVY-F	3 WIVY-F	3 WEJZ-F>	3 WAPE-F
4 WEJZ-F	4 WEJZ-F	4 WEJZ-F	4 WKQL-F	4 WKQL-F<
5 WIVY-F	5 WHJX-F	5 WHJX-F	WHJX-F	5 WIVY-F
WHJX-F	6 WROO-F	6 WFYV-F	6 WROO-F	6 WHJX-F
7 WFYV-F	7 WFYV-F	7 WROO-F	WIVY-F	7 WROO-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFYV-F	1 WFYV-F	1 WFYV-F	1 WQIK-F	1 WQIK-F
2 WAPE-F	2 WQIK-F	2 WQIK-F>	WFYV-F>	2 WFYV-F>
3 WROO-F>	3 WAPE-F>	3 WAPE-F>	3 WROO-F<	3 WOKV <
4 WQIK-F	4 WROO-F	4 WIVY-F	4 WAPE-F	4 WROO-F
5	5 WIVY-F	5 WHJX-F	5 WKQL-F	5 WKQL-F
6	6 WAIA-F	WAIA-F	6 WOKV	6 WAPE-F
7	7	7 WOKV	7	7 WIVY-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WFOY	1240	St. Augustine	0.6/1.0/ 8/ 88
WNZS	930	Jacksonville	0.8/2.0/ 10/ 159
WPDQ	690	Jacksonville	0.9/3.9/ 11/ 319
WQIK	1320	Jacksonville	0.3/1.9/ 6/ 172
WROS	1050	Jacksonville	0.6/1.7/ 7/ 135
WSOS-F	105.5	St. Augustine	0.9/1.4/ 11/ 134
WUVU-F	97.7	St Augustine	0.7/1.5/ 9/ 128
WZAZ	1400	Jacksonville	1.2/3.1/ 15/ 244
WNFI-F	99.9	Palatka	0.4/2.2/ 12/ 400

RADIO STATIONS

WCGL ,	1360, 5 KW (DAYS)	, Gospel	SBN, $ 16.00	(K & P)		
WOKV ,	600, 5 KW (DA-N)	, News/Talk	NBC T, CBS, $ 34.00	(HMR)	EZ	
WPDQ ,	690, 50 KW/10 KW(DA-2),	Talk	ABC, $ 18.00	(---)	Genesis	
WSVE ,	1280, 5 KW/132 W	, Gospel	NBN UNIPWR, $ 15.00	(Republic)		
WAIA-F,	93.3, 50 KW @ 462	, Classic AOR	, $ 21.00	(---)	(ST. MARYS)	
WAPE-F,	95.1, 100 KW @ 459	, CHR	, $ 90.00	(HNWH)	Evergreen	
WEJZ-F,	96.1, 100 KW @ 830	, Soft AC	, $ 55.00	(Katz)	Bands	
WFYV-F,	104.5, 100 KW @ 1014	, AOR	NBC, $ 71.00	(Mc-Guild)	Metroplex	
WHJX-F,	101.5, 100 KW @ 1463	, Black	ABC, $ 40.00	(Durpetti)	(BRUNSWICK, GA)	
WIVY-F,	102.9, 98 KW @ 1014	, AC	, $ 60.00	(Durpetti)	Taylor	
WJBT-F,	92.7, 6 KW @ 298	, Black	CBS, $ 22.00	(K & P)	(GREEN COVE)	
WKQL-F,	96.9, 100 KW @ 1014	, Oldies	, $ 61.00	(HMR)	EZ	
WOKV-F,	100.7, 100 KW @ 453	, News/Talk	NBC-T, CBS, $ NA	(---)	Osborn (BRUNSWICK, GA)	
WQIK-F,	99.1, 100 KW @ 1014	, Country	ABC, $ 94.00	(Eastman)	Jacor	
WROO-F,	107.3, 100 KW @ 705	, Country	, $ 42.00	(Banner)	Paxson	

American Radio Winter 1992 Supplement, Copyright 1992

JOHN CITY-KINGSPORT

Arbitron Rank/Pop (12+): 94/374,000

MSA Rank/Pop: 109/454,000
ADI # 87

Average Person Ratings: 15.3
Market TSL: 20.75 hours

Stations: 23/20
Diaries: 858/436:1/58.5%
Sample Target: 860
% Below Line: 7.2
% Not Listed: 12.2

1991 Revenue: $9,600,000
HH Inc.: $27,034
Retail $: 2.6 Bil
Pop per Station: 18,700
#1 Biller: WXBQ-F $1,950,000

12+ METRO		1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. WXBQ-F	(C)	144/25.2	24.9	20.9	22.7	19.3	23.4	188/2192	1493/39.9	41.4	32.2				WXBQ-F
2. WQUT-F	(CHR)	93/16.3	14.9	21.1	18.0	20.0	17.6	147/1962	1322/35.3	31.4	35.0				WQUT-F
3. WTFM-F	(AC)	69/12.1	13.2	10.9	14.2	11.9	12.6	75/1214	1071/28.6	28.1	26.0				WTFM-F
4. WUSJ-F	(C)	31/ 5.4	5.6	4.4	5.9	6.6	5.3	31/480	480/12.8	11.8	13.1				WUSJ-F
5. WIMZ-F	(AOR)	27/ 4.7	4.2	4.4	4.3	3.8	4.4	62/697	333/ 8.9	8.9	8.7				WIMZ-F
6. WKPT	(EZ)	19/ 3.3	2.2	2.0	2.1	2.5	2.4	19/262	262/ 7.0	7.1	5.8				WKPT
WJCW	(FS)	19/ 3.3	3.8	5.1	4.3	6.0	4.1	23/417	382/10.2	11.7	11.9				WJCW
8. WKOS-F	(O)	14/ 2.4	2.4	2.0	2.9	2.1	2.4	16/284	258/ 6.9	8.0	8.0				WKOS-F
9. WZAP	(REL)	13/ 2.3	0.7	3.3	0.9	3.0	1.8	16/255	182/ 4.9	2.1	4.4				WZAP
10. WBEJ	(C)	11/ 1.9	0.9	0.9	0.5	0.5	1.0	11/199	199/ 5.3	3.3	2.9				WBEJ
11. WIVK-F	(C)	10/ 1.7	2.4	1.1	2.1	1.8	1.8	44/599	151/ 4.0	5.7	3.4				WIVK-F
12. WMEV-F	(C)	9/ 1.6	1.5	0.7	----	----	0.9	46/525	156/ 4.2	4.2	0.0				WMEV-F
WETB	(REL)	9/ 1.6	0.9	2.4	2.1	2.3	1.8	11/193	162/ 4.3	3.9	6.2				WETB
14. WMCH	(REL)	8/ 1.4	0.7	1.3	----	1.3	0.8	8/113	113/ 3.0	1.9	2.4				WMCH
15.															

12+ FM SHARE (METRO): 80.68% (405 of 502) (WIN 91: 79.31%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQUT-F>>	1 WQUT-F>	1 WXBQ-F>	1 WXBQ-F>>	1 WXBQ-F>>	1 WXBQ-F>>	1 WXBQ-F>	1 WXBQ-F>>	1 WXBQ-F	1 WXBQ-F>	1 WXBQ-F>>
2 WXBQ-F	2 WXBQ-F>	2 WQUT-F>	2 WQUT-F<	2 WTFM-F	2 WTFM-F>	2 WQUT-F>	2 WQUT-F	2 WQUT-F>	2 WQUT-F>>	2 WQUT-F
WTFM-F	3 WTFM-F	3 WTFM-F>	3 WTFM-F	WQUT-F	3 WUSJ-F<	3 WTFM-F>	3 WTFM-F>>	3 WTFM-F>>	3 WTFM-F>	3 WUSJ-F
4	4 WIMZ-F	4 WIMZ-F	4	4	4 WQUT-F	4 WUSJ-F	4 WUSJ-F	4 WUSJ-F	4 WIMZ-F	WTFM-F
5	5	5	5	5	5	5	5	5 WIMZ-F	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WQUT-F>>	1 WQUT-F	1 WXBQ-F>	1 WXBQ-F>>	1 WXBQ-F>>
2 WXBQ-F>>	2 WXBQ-F>>	2 WTFM-F	2 WQUT-F	2 WTFM-F>
3 WIMZ-F	3 WTFM-F>>	WQUT-F	3 WTFM-F	3 WQUT-F
4 WTFM-F	4 WIMZ-F	4	4	
5	5 WUSJ-F	5	5	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WQUT-F>	1 WQUT-F>>	1 WQUT-F>>	1 WXBQ-F	1 WXBQ-F>>
2 WIMZ-F	2 WXBQ-F	2 WXBQ-F>	2 WQUT-F>>	2 WQUT-F>
3 WXBQ-F>>	3 WIMZ-F>	3 WTFM-F	3 WTFM-F	3 WTFM-F
4 WTFM-F	4 WTFM-F	4 WIMZ-F	4 WIMZ-F	4
5	5	5	5	5

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WEMB	1420	Erwin	0.9/1.6/ 5/ 60
WEYE-F	104.3	Surgoinsville	0.3/1.8/ 2/ 75
WGAT	1050	Gate City	0.3/1.4/ 2/ 52
WIKQ-F	94.9	Greenville	0.3/3.6/ 9/ 280
WJTZ	640	Blountville	0.3/1.6/ 2/ 61
WKIN	1320	Kingsport	0.3/2.6/ 2/ 96
WOPI	1490	Bristol	0.3/1.1/ 2/ 42
WXBQ	980	Bristol	0.9/4.0/ 6/ 186
WMIT-F	106.9	Black Mountain	0.7/1.9/ 16/ 198

RADIO STATIONS

WJCW ,	910, 5 KW/1 KW (DA-N) ,	Full Service	CBS MBS, $19.00	(Katz)	Bloomington
WKPT ,	1400, 1 KW ,	EZ	ABC, $13.00	(Eastman)	Home News
WFHG ,	980, 5 KW/1 KW (DA-N) ,	Oldies	ABC SMN, $10.00	(Mc-Guild)	Nininger
WKOS-F,	104.9, 1.4 KW @ 479 ,	Oldies	, $13.00	(Katz)	Bahakel
WQUT-F,	101.5, 100 KW @ 1499 ,	CHR	UNIPWR, $43.00	(Katz)	Bloomington
WTFM-F,	98.5, 100 KW @ 1260 ,	AC	ABC, $40.00	(Eastman)	Home News
WUSJ-F,	99.3, .4 KW @ ? ,	Country	NBC, $20.00	(Durpetti)	
WXBQ-F,	96.9, 67 KW @ 2240 ,	Country	ABC, $46.00	(Mc-Guild)	Nininger

Other Ranked Stations - See Knoxville

American Radio Winter 1992 Supplement, Copyright 1992

KANSAS CITY

Arbitron Rank/Pop (12+): 27/1,307,900
MSA Rank/Pop: 29/1,600,000
ADI # 29
Average Person Ratings: 16.5
Market TSL: 21.75 hours

Stations: 24/25
Diaries: 1696/771:1/55.3%
Sample Target: 1560
% Below Line: 0.7
% Not Listed: 7.5

1991 Revenue: $40,800,000
HH Inc.: $35,265
Retail $: 12.9 Bil
Pop per Station: 52,316
#1 Biller: KFKF-F $5,100,000

	12+ METRO		1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91		Birch Share	Birch AQH	Birch Cume	
1.	WDAF	(C/FS)	254/11.8	12.7	10.4	10.3	14.1	11.3	387/4559	2871/22.0	20.3	23.5					WDAF
2.	KFKF-F	(C)	252/11.7	10.6	10.5	11.2	9.7	11.0	305/3556	2905/22.2	20.0	21.9					KFKF-F
3.	KYYS-F	(AOR)	149/ 6.9	7.8	9.2	9.0	7.1	8.2	195/2944	2253/17.2	17.3	17.0					KYYS-F
4.	KPRS-F	(B)	146/ 6.8	7.5	6.2	6.1	6.1	6.7	152/1587	1418/10.8	11.4	10.2					KPRS-F
5.	KLTH-F	(SAC/EZ)	124/ 5.8	4.7	3.2	4.5	6.0	4.6	148/1951	1629/12.5	11.6	12.6					KLTH-F
6.	KMBZ	(N/T)	113/ 5.2	5.0	7.5	6.8	3.4	6.1	120/2053	1910/14.6	13.1	10.4					KMBZ
7.	KCFX-F	(CL AOR)	104/ 4.8	5.0	4.8	3.9	4.8	4.6	124/2409	1991/15.2	18.1	13.9					KCFX-F
8.	KUDL-F	(AC)	101/ 4.7	3.2	4.0	3.9	4.0	4.0	108/2276	1972/15.1	11.7	12.9					KUDL-F
9.	KCMO	(T/N)	91/ 4.2	4.6	4.2	4.9	4.7	4.5	138/2188	1596/12.2	14.0	12.0					KCMO
10.	KBEQ-F	(CHR)	86/ 4.0	5.4	5.2	4.7	5.2	4.8	109/2724	2158/16.5	18.2	19.1					KBEQ-F
11.	KCMO-F	(O)	81/ 3.8	4.1	4.7	3.8	5.3	4.1	131/1905	1363/10.4	11.3	14.2					KCMO-F
12.	KMXV-F	(AC)	76/ 3.5	4.1	3.4	3.0	5.3	3.5	82/1730	1603/12.3	11.7	13.6					KMXV-F
13.	KKCJ-F	(C)	68/ 3.2	2.9	4.0	3.7	3.4	3.5	85/1706	1380/10.6	10.1	12.3					KKCJ-F
14.	KJLA	(BB)	57/ 2.6	1.6	----	----	----	1.0	59/655	614/ 4.7	5.1	0.0					KJLA
15.	KRVK-F	(AOR/AC)	54/ 2.5	2.4	3.6	4.7	2.5	3.3	59/1442	1209/ 9.2	9.3	11.1					KRVK-F
16.	KXTR-F	(CL)	48/ 2.2	2.4	2.0	2.8	2.2	2.3	54/984	830/ 6.3	6.3	6.1					KXTR-F
17.	KNHN	(N)	31/ 1.4	1.0	1.1	1.4	2.5	1.2	32/708	691/ 5.3	5.3	7.8					KNHN
18.	WHB	(O)	30/ 1.4	1.4	1.4	2.3	1.8	1.6	46/1074	710/ 5.4	6.0	7.1					WHB
19.																	
20.																	

12+ FM SHARE (METRO): 66.60% (1328 of 1994) (WIN 91: 69.25%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	KKCJ-F	KFKF-F<	KFKF-F	KFKF-F>	KFKF-F>	WDAF >	WDAF >	KFKF-F	KFKF-F>	KPRS-F>	WDAF >
2	KPRS-F	KYYS-F	KYYS-F	KPRS-F	WDAF	KFKF-F	KFKF-F>	KYYS-F	WDAF	KFKF-F	KMBZ
3	KBEQ-F	KPRS-F	KPRS-F	KYYS-F<	KPRS-F	KMBZ	KYYS-F	KLTH-F	KYYS-F	KMBZ	KPRS-F
4	KFKF-F	KCFX-F	KCFX-F	WDAF	KYYS-F	KCMO <	KCMO	KYYS-F	KLTH-F	KUDL-F<	KFKF-F
5		KBEQ-F	WDAF <	KCFX-F	KLTH-F<	KLTH-F	KLTH-F<	KMBZ	KPRS-F	KKCJ-F	KLTH-F
6		KUDL-F	KLTH-F<	KLTH-F	KCFX-F		KPRS-F	KPRS-F		KBEQ-F	KYYS-F
7		KLTH-F	KUDL-F							WDAF	
										KYYS-F	

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	KPRS-F	KFKF-F<	KFKF-F	KFKF-F	KFKF-F>	KYYS-F>>	KYYS-F	KFKF-F	KYYS-F	KFKF-F
2	KYYS-F	KPRS-F	KUDL-F	KPRS-F	KLTH-F	KFKF-F>	KFKF-F>	KYYS-F	KFKF-F	WDAF
3	KFKF-F	KUDL-F	KLTH-F<	KLTH-F	KPRS-F	KBEQ-F	KCFX-F	KCFX-F>	KCFX-F	KYYS-F<
4	KBEQ-F	KYYS-F	KPRS-F	KUDL-F	KMXV-F<	KPRS-F>	KPRS-F>	WDAF	WDAF	KCFX-F>
5	KCFX-F	KLTH-F<	KMXV-F>	KMXV-F	KUDL-F	KUDL-F	WDAF	KPRS-F	KPRS-F	KCMO-F<
6	KUDL-F	KBEQ-F	KBEQ-F	KYYS-F	WDAF	KKCJ-F	KBEQ-F		KCMO-F	KPRS-F
7	KKCJ-F	KMXV-F								

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KBEA	1480	Mission/KC	0.5/1.8/ 10/ 229
KBZR	1030	Blue Sprg/KCty	1.1/2.2/ 23/ 293
KCCV	760	Overland Park	1.2/2.8/ 34/ 413
KCXL	1140	Liberty/KC	0.4/1.0/ 9/ 130
KPRT	1590	Kansas City	1.0/3.3/ 22/ 426
KXXR-F	107.3	Lexington/KC	1.1/5.4/ 48/1013
KMZU-F	100.7	Carrollton	0.7/0.9/ 34/ 428

American Radio Winter 1992 Supplement, Copyright 1992

KANSAS CITY

AM STATIONS

KBZR,	1030,	1 KW/500 W (DA-1)	,	AOR	CBS,	$ 19.00	(MMR) (BLUE SPG)
KCCV,	760,	6 KW/(DAYS)	,	Religion	,	$ 18.00	(---) Bott
KCMO,	810,	50 KW/5 KW (DA-2)	,	Talk/News	CBS MBS,	$ 68.00	(Mc-Guild) Gannett
KCNW,	1380,	2.5 KW	,	Religion	,	$ 19.00	(---) Marsh
KJLA,	1190,	5 KW/250 W (DA-N)	,	Nostalgia	MBS,	$ 21.00	(Roslin)
KMBZ,	980,	5 KW (DA-2)	,	News/Talk	NBC,	$ 64.00	(Durpetti) Bonneville
KNHN,	1340,	1 KW	,	News	CNN UNISUP,	$ 22.00	(---)
KPRT,	1590,	1 KW/47 W	,	Gospel	MBS,	$ 20.00	(Eastman)
WDAF,	610,	5 KW	,	Country/FS	ABC,	$ 94.00	(Katz) Great American
WHB ,	710,	10 KW/5 KW (DA-2)	,	Oldies	APR,	$ NA	(Christal) Shamrock

FM STATIONS

KBEQ,	104.3,	100 KW @ 987	,	CHR	ABC,	$ 70.00	(CBS) Noble
KCFM,	107.3,	100 KW @ 1184	,	Country	,	$ 25.00	(Torbet) (LEXINGTON)
KCFX,	101.1,	97 KW @ 1056	,	Classic AOR	UNIPWR,	$ 70.00	(MMR) Hoker
KCMO,	94.9,	100 KW @ 1056	,	Oldies	,	$ 47.00	(Mc-Guild) Gannett
KFKF,	94.1,	100 KW @ 994	,	Country	,	$108.00	(HNWH) Sconnix
KLTH,	99.7,	100 KW @ 987	,	Soft AC/EZ	UNIULT,	$ 49.00	(Durpetti) Bonneville
KMXV,	93.3,	100 KW @ 1066	,	AC	,	$ 50.00	(MMR) Apollo
KPRS,	103.3,	100 KW @ 994	,	Black	SBN ABC,	$ 48.00	(Eastman)
KRVK,	98.9,	100 KW @ 1056	,	AOR/AC	,	$ 49.00	(HNWH) Journal Co
KUDL,	98.1,	100 KW @ ?	,	AC	APR,	$ 60.00	(Christal) Shamrock
KXTR,	96.5,	99 KW @ 984	,	Classical	UNIULT,	$ 41.00	(CMBS)
KXXR,	106.5,	100 KW @ 982	,	Country (w/KFKF)	,	$ NA	(---)
KYYS,	102.1,	100 KW @ 1000	,	AOR	SOURCE,	$ 96.00	(Katz) Great American

********** F O R M A T C O D E S **********

- AC - Adult Contemporary
- AOR - Album Oriented Rock
- B - Black (audience predominately black - over 75%)
- BB - Big Band, Nostalgia
- C - Country
- CHR - Contemporary Hit Radio, Top 40, Contemporary
- CL - Classical
- CL AOR - Classic AOR, Classic Rock
- E - Ethnic
- EZ - EZ Listening, Beautiful Music, Some Very soft AC
- G - Gospel
- J/NAC - Jazz and New Adult Contemporary
- M/FS - Middle of Road, (MOR) Full Service
- N - News
- O - Oldies (1955 to current)
- R - Religion, Christian
- SAC - Soft Adult Contemporary
- SP - Hispanic/Spanish
- T - Talk
- U - Urban (majority of audience is non-white)
- ? - Others or Unknown

American Radio Winter 1992 Supplement, Copyright 1992

KNOXVILLE

Arbitron Rank/Pop (12+): 70/518,200
MSA Rank/Pop: 84/612,000
ADI # 62
Average Person Ratings: 15.9
Market TSL: 21.50 hours

Stations: 19/18
Diaries: 1019/508:1/54.9%
Sample Target: 950
% Below Line: 0.6
% Not Listed: 10.8

1991 Revenue: $13,800,000
HH Inc.: $28,176
Retail $: 1.9 Bil
Pop per Station: 28,788
#1 Biller: WIVK-AF $7,000,000

	12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1.	WIVK-F	(C)	254/30.8	32.1	33.4	32.0	29.8	32.1	368/4041	2575/49.7	54.0	47.2				WIVK-F
2.	WEZK-F	(SAC)	99/12.0	13.1	10.9	14.2	13.4	12.6	137/1965	1222/23.6	29.9	25.4				WEZK-F
3.	WOKI-F	(CHR)	74/ 9.0	7.2	9.7	9.1	10.9	8.8	183/2434	933/18.0	18.4	23.4				WOKI-F
	WMYU-F	(AC)	74/ 9.0	8.8	9.6	9.6	11.5	9.3	109/1757	1192/23.0	25.6	28.1				WMYU-F
5.	WIMZ-F	(AOR)	61/ 7.4	8.2	7.0	9.3	8.1	8.0	138/1840	935/17.9	18.0	18.9				WIMZ-F
6.	WEMQ-F	(?)	27/ 3.3	0.4	----	----	----	0.9	51/506	465/ 9.0	1.7	0.0				WEMQ-F
7.	WQBB	(EZ)	22/ 2.7	2.6	4.1	3.9	4.0	3.3	0/0	0/ 0.0	4.7	4.4				WQBB
8.	WIVK	(C)	21/ 2.5	2.9	2.4	2.1	2.8	2.5	24/506	432/ 8.3	8.4	8.9				WIVK
9.	WWZZ-F	(AOR)	20/ 2.4	3.9	4.1	3.8	2.9	3.5	21/408	393/ 7.6	7.7	6.3				WWZZ-F
	WJBZ-F	(G)	20/ 2.4	1.8	2.5	1.3	----	2.0	23/366	268/ 5.2	5.7	0.0				WJBZ-F
11.	WXST-F	(?)	14/ 1.7	----	0.5	----	----	0.6	20/332	192/ 3.7	0.0	0.0				WXST-F
	WRJZ	(REL)	14/ 1.7	1.2	2.4	1.2	1.1	1.6	15/274	247/ 4.8	4.4	4.0				WRJZ
13.																
14.																
15.																

12+ FM SHARE (METRO): 88.71% (652 of 735) (WIN 91: 85.13%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	WOKI-F››	1 WIVK-F››	1 WIVK-F››	1 WIVK-F››	1 WIVK-F››	1 WIVK-F››	1 WIVK-F››	1 WIVK-F››	1 WIVK-F››	1 WIVK-F››	1 WIVK-F››
2		2 WIMZ-F	2 WEZK-F	2 WEZK-F	2 WEZK-F	2 WEZK-F›	2 WEZK-F	2 WEZK-F	2 WEZK-F	2 WOKI-F	2 WEZK-F
3		3 WEZK-F‹	3 WMYU-F	3 WMYU-F›	3 WMYU-F›	3 WEMQ-F›	3 WMYU-F	3 WMYU-F›	3 WMYU-F	3 WEZK-F	3 WOKI-F
4		4 WMYU-F‹	4 WIMZ-F›	4 WIMZ-F›	4 WIMZ-F›	4 WMYU-F	4 WOKI-F	4 WIMZ-F›	4 WOKI-F	4 WIMZ-F›	4
5		5 WOKI-F	5 WOKI-F	5 WOKI-F	5 WOKI-F	5	5 WIMZ-F››	5 WOKI-F›	5 WIMZ-F››	5 WMYU-F	5

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	WIVK-F›	1 WIVK-F›	1 WIVK-F›	1 WIVK-F››	1 WIVK-F››	1 WIVK-F	1 WIVK-F›	1 WIVK-F››	1 WIVK-F››	1 WIVK-F››
2	WOKI-F	2 WMYU-F‹	2 WMYU-F	2 WEZK-F	2 WEZK-F	2 WIMZ-F››	2 WIMZ-F›	2 WIMZ-F	2 WIMZ-F	2 WEZK-F
	WEZK-F	3 WEZK-F‹	3 WEZK-F	3 WMYU-F›	3 WMYU-F››	3 WOKI-F	3 WEZK-F	3 WEZK-F	3 WEZK-F	3 WMYU-F
4	WIMZ-F›	4 WOKI-F	4 WOKI-F	4 WOKI-F	4 WOKI-F	4 WWZZ-F›	4 WOKI-F	4 WMYU-F	4 WMYU-F›	WIMZ-F
5	WMYU-F	5 WIMZ-F	5 WIMZ-F	5 WIMZ-F	5 WEMQ-F	5 WMYU-F	5 WMYU-F	5 WOKI-F	5 WOKI-F	5
6		6	6	6	6		WEZK-F	6 WWZZ-F	6	6

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WDLY-F	105.5	Gatlinburg	0.5/1.5/ 5/ 106
WGAP	1400	Maryville	0.4/1.6/ 3/ 83
WKXV	900	Knoxville	0.4/1.5/ 5/ 104
WSEV	930	Sevierville	0.6/1.4/ 5/ 71
WUTK	850	Knoxville	1.2/3.0/ 11/ 178
WYSH	1380	Clinton	0.6/1.5/ 5/ 80
WNOX-F	99.1	Loudon	0.6/2.8/ 7/ 188

RADIO STATIONS

WIMZ ,	1240, 1 KW	, SEE WIMZ-FM				
WIVK ,	990, 10 KW (DA-1)	, SEE WIVK-FM				
WEZK-F,	97.5, 100 KW @ 1138	, Soft AC	UNISUP,	$40.00	(Durpetti)	South Central
WIMZ-F,	103.5, 100 KW @ 1719	, AOR	SOURCE,	$41.00	(Christal)	Stoner
WIVK-F,	107.7, 100 KW @ 1968	, Country	ABC,	$146.00	(Katz)	Dick
WJBZ-F,	96.3, 1.2 KW @ 479	, Gospel	,	$12.00	(---)	(SEYMOUR)
WMYU-F,	102.1, 15 KW @ 1978	, AC	CNN UNIPWR,	$68.00	(Eastman)	Jacor
WOKI-F,	100.3, 100 KW @ 2001	, CHR	ABC CBS,	$30.00	(HNWH)	(OAK RIDGE)
WWZZ-F,	93.1, 2.4 KW @ 512	, Country	,	$15.00	(Schubert)	(KARNS)

American Radio Winter 1992 Supplement, Copyright 1992

LANSING

Arbitron Rank/Pop (12+): 98/359,000

MSA Rank/Pop: 110/436,000
ADI # 103

Average Person Ratings: 16.9

Market TSL: 22.25 hours

Stations: 19/13
Diaries: 853/421:1/55.7%
Sample Target: 860
% Below Line: 9.0
% Not Listed: 19.1

1991 Revenue: $11,400,000
HH Inc.: $32,649
Retail $: 3.5 Bil
Pop per Station: 27,615
#1 Biller: WITL-AF $3,100,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. WITL-F (C)	115/18.9	15.1	14.4	17.6	13.4	16.5	207/2014	1121/31.2	27.9	23.9				WITL-F
2. WVIC-F (CHR)	74/12.2	10.4	9.6	12.7	14.4	11.2	114/1838	1222/33.7	29.4	35.1				WVIC-F
3. WJXQ-F (AOR)	65/10.7	9.7	10.3	10.1	7.6	10.2	97/1253	818/22.8	16.9	15.3				WJXQ-F
4. WJIM-F (SAC)	39/ 6.4	5.8	8.5	7.0	8.1	6.9	48/834	586/16.3	15.5	16.9				WJIM-F
5. WJR (MOR)	34/ 5.6	5.1	4.3	5.7	4.6	5.2	134/1517	460/12.8	12.7	12.9				WJR
WFMK-F (AC)	34/ 5.6	8.8	5.4	5.1	8.5	6.2	52/1016	689/19.2	19.9	19.7				WFMK-F
7. WIBM-F (O)	31/ 5.1	5.3	5.1	4.6	5.9	5.0	80/1234	581/15.9	16.3	16.0				WIBM-F
8. WMMQ-F (CL AOR)	22/ 3.6	3.7	2.7	3.1	4.9	3.3	22/532	518/14.4	12.1	12.1				WMMQ-F
9. WJIM (T)	15/ 2.5	1.9	1.4	1.0	2.2	1.7	16/331	292/ 8.1	7.0	7.5				WJIM
10. WXMX-F (CHR)	13/ 2.1	4.2	4.5	4.7	3.7	3.9	13/283	269/ 7.5	14.8	14.8				WXMX-F
WQHH-F (B)	13/ 2.1	2.5	1.4	----	----	1.5	14/184	152/ 4.2	4.7	0.0				WQHH-F
12. WILS-F (B)	9/ 1.5	1.6	1.3	1.6	1.5	1.5	18/304	237/ 6.6	7.2	8.4				WILS-F
13. WCUZ-F (?)	8/ 1.3	----	----	0.3	0.3	0.4	44/434	74/ 2.1	0.0	1.4				WCUZ-F
14.														
15.														

12+ FM SHARE (METRO): 88.62% (436 of 492) (WIN 91: 90.43%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WVIC-F››	1 WJIM-F›	1 WITL-F‹	1 WITL-F›	1 WITL-F›	1 WITL-F››	1 WITL-F	1 WITL-F›	1 WITL-F›	1 WVIC-F	1 WITL-F
2	2 WITL-F‹	2 WJXQ-F	2 WVIC-F	2 WVIC-F	2 WJR	2 WVIC-F›	2 WJXQ-F	2 WJXQ-F‹	2 WJXQ-F	2 WIBM-F
3	3 WVIC-F››	3 WVIC-F›	WJXQ-F	3 WJXQ-F	WJIM-F›	3 WJXQ-F	3 WJIM-F	3 WVIC-F›	3 WITL-F››	3 WJXQ-F
4	4 WJXQ-F	4 WFMK-F	4 WIBM-F	4 WJIM-F	4 WIBM-F	4 WJIM-F	4 WVIC-F	4 WFMK-F‹	4 WMMQ-F	4 WJR
5	5 WFMK-F	5 WIBM-F	5 WJIM-F	WIBM-F	5 WFMK-F‹	5 WJR	5 WFMK-F	5 WJIM-F‹	WJIM	WVIC-F
6	6	6 WJIM-F	6 WFMK-F	6 WFMK-F	6 WVIC-F	6 WFMK-F	6 WIBM-F	6 WIBM-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WJXQ-F›	1 WVIC-F	1 WITL-F	1 WITL-F	1 WITL-F›
2 WVIC-F›	WJXQ-F‹	2 WVIC-F›	2 WVIC-F	2 WJIM-F
3 WITL-F	3 WITL-F›	3 WJXQ-F	3 WFMK-F	WFMK-F
4 WFMK-F›	4 WFMK-F	4 WCUZ-F	4 WJXQ-F	4 WVIC-F›
5 WMMQ-F	5	WJIM-F	5 WJIM-F	5 WIBM-F
6	6	6 WFMK-F	6 WIBM-F	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WJXQ-F››	1 WJXQ-F››	1 WJXQ-F››	1 WJXQ-F	1 WITL-F
2 WITL-F	2 WITL-F	2 WVIC-F	2 WITL-F›	2 WJXQ-F›
3 WVIC-F›	3 WVIC-F	WMMQ-F	3 WVIC-F	3 WIBM-F
4 WMMQ-F	4 WMMQ-F	WITL-F›	4 WIBM-F	4 WVIC-F
5	5	5 WIBM-F	5 WMMQ-F	5
6	6	6	6	6

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WILS	1320	Lansing	1.0/4.4/ 6/ 199
WITL	1010	Lansing	0.2/1.9/ 2/ 115
WIOG-F	102.5	Bay City/Flint	0.5/3.4/ 34/ 601
WJFM-F	93.7	Gr Rapids/Klmzo	0.5/2.8/ 12/ 320
WOOD-F	105.7	Grand Rapids	0.7/3.0/ 17/ 436
WRIF-F	101.1	Detroit	0.5/2.5/ 5/ 184

RADIO STATIONS

WILS ,	1320,	5 KW/1 KW (DA-3),	Black	ABC, $10.00	(Christal)	MacDonald
WJIM ,	1240,	1 KW ,	Talk	NBC, $12.00	(Torbet)	Double L
WFMK-F,	99.1,	28 KW @ 600 ,	AC	, $41.00	(Eastman)	Liggett
WIBM-F,	94.1,	40 KW @ 551 ,	Oldies	, $26.00	(MMR)	CR (JACKSON)
WITL-F,	100.7,	27 KW @ 643 ,	Country	ABC, $65.00	(Banner)	
WJIM-F,	97.5,	28 KW @ 440 ,	Soft AC	, $24.00	(Torbet)	Double L
WJXQ-F,	106.1,	50 KW @ 489 ,	AOR	ABC, $27.00	(Durpetti)	(JACKSON)
WLYY-F,	101.7,	2.1 KW @ 377 ,	AC	ABC, $19.00	(Christal)	MacDonald
WMMQ-F,	92.7,	1.5 KW @ 466 ,	Classic AOR	SOURCE NBC, $21.00	(HNWH)	(CHARLOTTE)
WVIC-F,	94.9,	49 KW @ 500 ,	CHR	UNIPWR, $53.00	(Katz)	Goodrich
WQHH-F,	96.5,	3 KW @ 328 ,	Black	, $17.00	(Patt)	(DE WITT)
WXMX-F,	92.1,	4 KW @ 400 ,	Jazz/NAC	ABC, $18.00	(HNWH)	(ST. JOHNS)

WJR - See Detroit

American Radio Winter 1992 Supplement, Copyright 1992

LAS VEGAS

Arbitron Rank/Pop (12+): 60/661,700
MSA Rank/Pop: 72/670,000
ADI # 91
Average Person Ratings: 17.5
Market TSL: 23.00 hours

Stations: 24/24
Diaries: 1026/645:1/48.3%
Sample Target: 1010
% Below Line: 0.0
% Not Listed: 14.7

1991 Revenue: $22,000,000
HH Inc.: $31,781
Retail $: 6.1 Bil
Pop per Station: 27,570
#1 Biller: KFMS-AF $3,400,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. KOMP-F (AOR)	97/ 8.4	7.8	4.7	6.4	4.4	6.8	98/1100	1088/16.4	15.2	12.3				KOMP-F
2. KWNR-F (C)	96/ 8.3	3.9	4.7	4.7	3.9	5.4	96/950	943/14.3	10.8	10.7				KWNR-F
3. KFMS-AF (C)	92/ 7.9	10.4	10.1	8.9	8.7	9.3	100/1112	1036/15.7	20.4	17.6				KFMS-AF
4. KLUC-AF (CHR)	90/ 7.8	9.0	9.0	8.1	9.0	8.5	91/1433	1403/21.2	24.3	26.1				KLUC-AF
5. KXTZ-F (EZ/SAC)	85/ 7.3	5.8	5.9	7.4	6.7	6.6	87/841	822/12.4	10.2	11.6				KXTZ-F
KMZQ-F (AC)	85/ 7.3	6.3	8.1	5.6	7.0	6.8	85/1125	1117/16.9	15.5	15.5				KMZQ-F
7. KKLZ-F (CL AOR)	61/ 5.3	7.2	5.8	6.5	5.4	6.2	61/972	972/14.7	15.2	12.0				KKLZ-F
8. KYRK-F (CHR)	54/ 4.7	3.3	3.9	3.9	4.7	4.0	58/1077	997/15.1	14.3	16.9				KYRK-F
KRLV-F (SAC)	54/ 4.7	4.2	4.7	4.7	4.7	4.0	54/840	836/12.6	11.3	10.5				KRLV-F
10. KORK (BB)	36/ 3.1	3.2	2.3	2.4	4.1	2.8	36/369	369/ 5.6	6.1	7.2				KORK
11. KDWN (N/T)	32/ 2.8	2.5	1.3	3.8	2.8	2.6	34/564	535/ 8.1	7.3	8.2				KDWN
12. KUDA-F (O)	29/ 2.5	3.6	4.6	5.3	4.9	4.0	32/580	553/ 8.4	10.7	11.9				KUDA-F
13. KEYV-F (J/NA)	28/ 2.4	1.9	4.1	2.5	1.7	2.7	30/431	407/ 6.2	6.1	6.9				KEYV-F
14. KMTW (AOR)	25/ 2.2	1.0	1.8	0.6	1.6	1.4	25/181	181/ 2.7	2.0	2.3				KMTW
15. KRRI-F (O)	24/ 2.1	1.6	1.3	1.7	1.3	1.7	24/402	402/ 6.1	4.9	5.2				KRRI-F
KMMK-F (AC/CHR)	24/ 2.1	3.8	3.2	4.5	4.2	3.4	24/460	460/ 7.0	9.0	10.1				KMMK-F
17.														
18.														

12+ FM SHARE (METRO): 84.41% (834 of 988) (WIN 91: 86.30%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KYRK-F››	1 KOMP-F›	1 KOMP-F	1 KMZQ-F‹	1 KWNR-F	1 KXTZ-F›	1 KLUC-AF‹	1 KOMP-F	1 KOMP-F	1 KOMP-F	1 KXTZ-F‹
2 KLUC-AF	2 KLUC-AF	2 KMZQ-F	2 KWNR-F	2 KMZQ-F	2 KFMS-AF	2 KFMS-AF	2 KWNR-F‹	2 KWNR-F	2 KLUC-AF	2 KWNR-F
3	3 KMZQ-F	3 KLUC-AF	3 KOMP-F	3 KOMP-F	3 KWNR-F›	3 KWNR-F	3 KXTZ-F‹	3 KMZQ-F	3 KWNR-F	KLUC-F‹
4	4 KKLZ-F‹	4 KWNR-F	4 KKLZ-F	4 KKLZ-F‹	4 KORK ‹	4 KMZQ-F‹	4 KMZQ-F‹	4 KLUC-AF‹	4 KRLV-F	4 KRLV-F
5	5 KWNR-F	5 KKLZ-F	5 KLUC-AF	5 KLUC-AF	5 KMZQ-F	5 KKLZ-F‹	5 KFMS-AF	5 KFMS-AF	5 KYRK-F	KFMS-F
6	6	6	6 KRLV-F	6 KFMS-AF	6	6 KOMP-F‹	6 KLUC-AF	6 KXTZ-F	6 KFMS-AF	6
7	7	7	7	7	7	7 KXTZ-F	7 KKLZ-F	7 KRLV-F	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KLUC-AF	1 KLUC-AF	1 KMZQ-F›	1 KMZQ-F	1 KMZQ-F	1 KOMP-F››	1 KOMP-F››	1 KOMP-F›	1 KOMP-F›	1 KOMP-F
KOMP-F›	KMZQ-F	2 KLUC-AF	2 KLUC-AF	2 KWNR-F	2 KMTW ›	2 KKLZ-F	2 KKLZ-F	2 KKLZ-F›	2 KWNR-F
3 KMZQ-F	3 KOMP-F	KWNR-F›	3 KWNR-F	3 KLUC-AF	3 KLUC-AF	3 KLUC-AF	3 KWNR-F›	3 KLUC-AF	KKLZ-F›
4 KYRK-F›	4 KWNR-F	4 KFMS-AF	4 KRLV-F	4 KRLV-F	4 KKLZ-F›	4 KMTW	4 KMZQ-F	KWNR-F	4 KMZQ-F
5 KFMS-AF	5 KFMS-AF	KRLV-F	5 KOMP-F	5 KFMS-AF	5 KYRK-F	5 KWNR-F	5 KLUC-AF	KMZQ-F	5 KFMS-AF
KRLV-F	KRLV-F	KMMK-F	6	6 KRRI-F	KMZQ-F	6 KMZQ-F	6 KFMS-AF	6	6 KLUC-AF
7 KWNR-F	7	7 KOMP-F	7	7	7	7	7	7	7

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KDOL	1260	Henderson/LV	0.8/1.1/ 9/ 72
KJUL-F	104.3	N. Las Vegas	1.9/6.3/ 25/ 456
KLAV	1230	Las Vegas	0.3/1.4/ 4/ 91
KNUU	970	Las Vegas	1.6/7.2/ 18/ 475
KOWA	870	Laughlin/E LasV	1.5/2.4/ 18/ 182
KVEG	840	N Las Vegas	0.5/2.2/ 6/ 145

RADIO STATIONS

KDWN ,	720,	50 KW (DA-N) ,	Talk	, $20.00	(Roslin)		
KENO ,	1460,	5 KW/1 KW(DA-2),	Oldies	UNISUP UNIULT, $12.00	(Christal)	Lotus	
KMTW ,	1340,	1 KW ,	AOR	SMN, $13.00	(Banner)		
KNUU ,	970,	5 KW/500 W (DA-2),	News/Talk	MBS CBS, $16.00	(---)		
KORK ,	920,	5 KW/500 W (DA-2),	Nostalgia	ABC, $18.00	(Banner)	Anchor	
KEYV-F,	93.1,	25 KW @ 3726 ,	Jazz/NAC	, $25.00	(HNWH)		
KFMS-F,	101.9,	100 KW @ 1181 ,	Country	, $73.00	(Katz)		
KJUL-F,	104.3,	25 KW @ 3726 ,	Nostalgia	UNISUP UNIULT, $21.00	(---)	Amer Bdcst System	
KKLZ-F,	96.3,	100 KW @ 1175 ,	Classic AOR	, $44.00	(Banner)		
KLUC-F,	98.5,	100 KW @ 1181 ,	CHR	APR, $60.00	(Mc-Guild)	Nationwide	
KMMK-F,	103.5,	100 KW @ 1210 ,	AC/CHR	CNN UNISUP, $24.00	(Schubert)		
KMZQ-F,	100.5,	100 KW @ 1105 ,	AC	, $50.00	(Eastman)	Commonwealth	(HENDERSON)
KOMP-F,	92.3,	100 KW @ 1519 ,	AOR	, $46.00	(Christal)	Lotus	
KRLV-F,	106.5,	100 KW @ 1155 ,	Soft AC	CBS, $32.00	(HMR)		
KRRI-F,	105.5,	3.7 KW @ 1476 ,	Oldies	NBC, $18.00	(Roslin)	(BOULDER)	
KUDA-F,	107.5,	25 KW @ 3726 ,	Oldies	, $38.00	(CBS)	Americom	(PAHRUMP)
KWNR-F,	95.5,	100 KW @ 1161 ,	Country	UNIULT, $23.00	(Banner)	(HENDERSON)	
KXTZ-F,	94.1,	100 KW @ 1210 ,	EZ/Soft AC	, $35.00	(Durpetti)	Parker	(HENDERSON)
KYRK-F,	97.1,	100 KW @ 1919 ,	CHR	, $27.00	(Banner)	Anchor	

American Radio Winter 1992 Supplement, Copyright 1992

LITTLE ROCK

Arbitron Rank/Pop (12+): 83/425,800

MSA Rank/Pop: 97/523,000
ADI # 57

Average Person Ratings: 15.7
Market TSL: 20.75 hours

Stations: 18/18
Diaries: 1014/420:1/54.6%
Sample Target: 910
% Below Line: 0.0
% Not Listed: 9.9

1991 Revenue: $13,500,000
MM Inc.: $30,766
Retail $: 4.4 Bil
Pop per Station: 23,655
#1 Biller: KSSN-F $4,200,000

12+ METRO		1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. KSSN-F	(C)	172/25.7	24.7	17.3	20.1	21.0	22.0	329/3395	1607/37.7	38.9	35.2				KSSN-F
2. KMJX-F	(AOR)	67/10.0	7.7	11.2	9.2	10.7	9.5	113/1178	755/17.7	13.7	19.2				KMJX-F
3. KIPR-F	(B)	63/ 9.4	7.4	8.9	8.9	6.5	8.6	99/1067	654/15.4	16.5	11.4				KIPR-F
4. KARN	(N/T)	48/ 7.2	5.2	6.1	6.3	8.2	6.2	60/915	719/16.9	13.4	19.3				KARN
5. KURB-F	(CHR)	45/ 6.7	6.2	8.6	4.9	4.7	6.6	66/1507	868/20.2	20.9	16.7				KURB-F
6. KEZQ-F	(SAC)	42/ 6.3	8.4	8.5	10.2	9.9	8.4	66/951	611/14.3	16.0	18.6				KEZQ-F
7. KOLL-F	(O)	31/ 4.6	3.2	5.2	5.7	4.3	4.7	62/959	487/11.4	10.2	12.7				KOLL-F
8. KKYK-F	(CHR)	26/ 3.9	5.1	5.5	4.3	5.3	4.7	63/1235	560/13.2	13.7	15.5				KKYK-F
9. KMZX-F	(B)	22/ 3.3	3.5	3.2	2.1	2.1	3.0	24/328	289/ 6.8	7.1	4.6				KMZX-F
10. KHLT-F	(AC)	19/ 2.8	4.2	4.6	4.3	5.0	4.0	46/865	404/ 9.5	12.3	14.7				KHLT-F
11. KXIX-F	(C)	18/ 2.7	3.3	3.6	2.8	1.3	3.1	23/531	392/ 9.2	10.5	5.8				KXIX-F
12. KLRG	(G)	13/ 1.9	2.0	2.2	2.9	3.2	2.3	14/196	183/ 4.3	4.6	6.2				KLRG
13. KITA	(REL)	12/ 1.8	2.2	0.7	0.5	1.1	1.3	12/184	184/ 4.3	3.8	4.3				KITA
14.															
15.															

12+ FM SHARE (METRO): 84.88% (511 of 602) (WIN 91: 82.06%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KIPR-F›	1 KSSN-F	1 KSSN-F››	1 KSSN-F››	1 KSSN-F››	1 KSSN-F››	1 KSSN-F››	1 KSSN-F››	1 KSSN-F››	1 KSSN-F	1 KSSN-F››
2 KSSN-F›	2 KMJX-F›	2 KMJX-F›	2 KMJX-F›	2 KMJX-F›	2 KARN	2 KMJX-F	2 KMJX-F	2 KIPR-F‹	2 KIPR-F›	2 KIPR-F
3 KKYK-F	3 KIPR-F›	3 KIPR-F	3 KURB-F	3 KURB-F	3 KEZQ-F›	3 KIPR-F‹	3 KARN ‹	3 KMJX-F	3 KMJX-F	3 KARN
4	4 KURB-F›	4 KURB-F›	4 KIPR-F	4 KARN ‹	4 KURB-F	4 KARN ›	4 KEZQ-F	4 KURB-F›	4 KARN	4 KEZQ-F
5	5 KKYK-F	5 KOLL-F	5 KOLL-F	5 KOLL-F	5	5 KURB-F	5 KIPR-F	5 KEZQ-F	5 KEZQ-F‹	5 KKYK-F
6	6	6	6	KIPR-F	6	6 KEZQ-F	6 KURB-F	6	6 KURB-F	6
							7 KOLL-F		7 KKYK-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KSSN-F	1 KSSN-F	1 KSSN-F	1 KSSN-F››	1 KSSN-F››
KIPR-F›	2 KIPR-F	2 KURB-F	2 KURB-F‹	2 KURB-F›
3 KMJX-F›	3 KMJX-F	3 KMJX-F	3 KIPR-F	3 KEZQ-F
4 KKYK-F›	4 KURB-F›	4 KIPR-F›	4 KMJX-F	4 KMJX-F
5 KURB-F	5 KKYK-F	5 KOLL-F	5	5 KIPR-F
KLRG	6	KMZX-F	6	6 KOLL-F
		KHLT-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KSSN-F›	1 KMJX-F	1 KMJX-F››	1 KSSN-F	1 KSSN-F›
2 KMJX-F›	2 KSSN-F››	2 KSSN-F›	2 KMJX-F››	2 KMJX-F›
3 KIPR-F›	3 KIPR-F›	3 KIPR-F	3 KIPR-F	3 KARN
4 KKYK-F	4 KURB-F›	4 KARN	4 KARN	4 KOLL-F
5 KURB-F	5 KARN	5 KURB-F	5 KURB-F	5 KURB-F
6	6	6	KOLL-F	KIPR-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KAAY	1090	Little Rock	0.6/3.0/ 7/ 219
KBIS	1010	Little Rock	0.7/3.5/ 5/ 192
KMTL	760	Sherwood/LtlRck	0.6/1.7/ 8/ 165

RADIO STATIONS

KAAY, 1090, 50 KW (DA-1)	, RELIGION		, $ 15.00 (---)	Beasley	
KARN, 920, 5 KW (DA-2)	, NEWS/TALK	CBS	, $ 25.00 (Katz)		
KBIS, 1010, 10 KW/5 KW (DA-N)	, BUSINESS NEWS	BRN NBC	, $ 14.00 (Christal)	Signal	
KGKO, 850, 1 KW (DAYS)	, NOSTALGIA	UNISUP CNN	, $ 12.00 (---)		(BENTON)
KITA, 1440, 5 KW/249W	, RELIGION		, $ 10.00 (---)		
KLRG, 1150, 5 KW/1 KW (DA-N)	, GOSPEL	MBS	, $ 13.00 (K & P)	Willis	
KEZQ-F, 100.3, 44 KW @ 1368,	SOFT AC	CBS,	$ 36.00 (McGuild)		
KHLT-F, 94.1, 100 KW @ 771,	AC		, $ 34.00 (Christal)	Signal	
KIPR-F, 92.3, 100 KW @ 938,	BLACK		, $ 24.00 (Katz)		(PINE BLUFF)
KKYK-F, 103.7, 100 KW @ 1509,	CHR		, $ 25.00 (Banner)		
KMJX-F, 105.1, 79 KW @ 1053,	AOR	ABC	, $ 45.00 (HNWH)		(CONWAY)
KMZX-F, 106.3, 3 KW @ 289,	BLACK	NBS	, $ 17.00 (K & P)	Willis	(LONOKE)
KOLL-F, 94.9, 96 KW @ 1843,	OLDIES	UNIPWR,	$ 35.00 (McGuild)		(PINE BLUFF)
KSSN-F, 95.7, 92 KW @ 1663,	COUNTRY	ABC	, $ 94.00 (Katz)	South. Skies	
KURB-F, 98.5, 99 KW @ 879,	CHR	SOURCE,	$ 32.00 (Eastman)	GHB (Buck)	
KXIX-F, 102.9, 50 KW @ 495,	COUNTRY		, $ 16.00 (---)		(SHERIDAN)

American Radio Winter 1992 Supplement, Copyright 1992

LOS ANGELES

Arbitron Rank/Pop (12+): 2/9,483,100

MSA Rank/Pop: 2/12,100,000
ADI # 2

Average Person Ratings: 17.9

Market TSL: 23.50 hours

Stations: 47/44

Diaries: 4880/1943:1/47.2%

Sample Target: 4020

% Below Line: 1.1

% Not Listed: 10.0

1991 Revenue: $402,000,000

HH Inc.: $42,203

Retail $: 92.5 Bil

Pop per Station: 215,525

#1 Biller: KABC $35,000,000

12+ METRO		1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. KIIS-AF	(CHR)	849/ 5.0	4.9	5.2	4.7	4.7	4.9	996/21213	17863/18.8	19.0	17.2				KIIS-AF
2. KPWR-F	(CHR)	840/ 5.0	4.3	3.5	3.4	3.5	4.1	939/17338	15508/16.4	14.6	13.0				KPWR-F
3. KOST-F	(AC)	821/ 4.8	6.0	5.9	6.1	5.7	5.7	1033/19510	16008/16.9	18.4	16.2				KOST-F
4. KBIG-F	(AC)	714/ 4.2	3.2	3.8	4.1	3.5	3.8	866/14009	11521/12.1	10.5	9.4				KBIG-F
5. KWKW	(SP)	707/ 4.2	3.8	3.1	3.4	3.1	3.6	714/7051	6963/ 7.3	6.7	6.1				KWKW
6. KKBT-F	(B)	645/ 3.8	3.8	4.9	4.1	3.6	4.2	697/9494	8155/ 8.6	7.9	7.2				KKBT-F
7. KRTH-F	(O)	588/ 3.5	4.0	3.8	3.6	2.8	3.7	748/15141	11643/12.3	13.3	10.8				KRTH-F
KLOS-F	(AOR)	588/ 3.5	4.4	4.5	4.5	4.0	4.2	860/15337	11142/11.7	12.6	10.7				KLOS-F
9. KABC	(N/T)	569/ 3.4	4.2	4.7	5.1	4.3	4.3	628/9766	8687/ 9.2	10.1	9.9				KABC
10. KLVE-F	(SP)	567/ 3.3	4.0	3.5	2.8	3.1	3.4	638/8079	7268/ 7.7	7.9	7.1				KLVE-F
11. KFWB	(N)	543/ 3.2	2.5	3.1	3.1	4.3	3.0	591/15016	13660/14.4	12.5	16.2				KFWB
12. KXEZ-F	(SAC)	537/ 3.2	2.9	2.8	3.0	3.2	3.0	627/10496	9284/ 9.8	7.9	8.1				KXEZ-F
13. KTWV-F	(J/NA)	531/ 3.1	2.2	2.5	2.8	2.9	2.7	592/9951	8527/ 9.0	7.6	9.0				KTWV-F
KROQ-F	(AOR)	531/ 3.1	3.2	2.7	3.1	2.9	3.0	620/11191	9363/ 9.9	9.2	8.2				KROQ-F
15. KLSX-F	(CL AOR)	512/ 3.0	2.8	2.8	2.8	2.1	2.8	575/11218	9764/10.3	10.2	8.1				KLSX-F
16. KFI	(T)	425/ 2.5	2.7	2.1	2.3	2.4	2.4	705/10333	6738/ 7.1	8.2	6.9				KFI
17. KNX	(N)	409/ 2.4	2.8	2.6	2.7	4.0	2.6	555/13641	10581/11.2	12.2	13.6				KNX
18. KMPC	(SPTS)	406/ 2.4	2.8	2.6	2.6	2.4	2.6	457/7068	6151/ 6.5	7.0	6.2				KMPC
19. KZLA-F	(C)	396/ 2.3	2.4	2.6	1.6	2.8	2.2	435/5976	5251/ 5.5	5.5	6.1				KZLA-F
KTNQ	(SP)	396/ 2.3	3.0	2.4	2.7	2.7	2.6	412/5788	5490/ 5.8	6.6	5.6				KTNQ
21. KKHJ	(SP)	393/ 2.3	1.9	2.1	1.7	2.3	2.0	409/5337	5110/ 5.4	5.4	5.1				KKHJ
22. KQLZ-F	(AOR)	379/ 2.2	2.4	2.2	2.0	3.0	2.2	536/10583	7954/ 8.4	7.9	8.6				KQLZ-F
23. KCBS-F	(O)	315/ 1.9	1.4	1.4	1.9	1.6	1.6	405/9442	7245/ 7.6	5.2	5.7				KCBS-F
24. KKGO-F	(CL)	293/ 1.7	1.3	1.4	1.4	1.3	1.5	330/6116	5357/ 5.6	5.8	4.6				KKGO-F
25. KLIT-F	(SAC)	222/ 1.3	1.5	1.6	0.9	0.8	1.3	253/5958	5272/ 5.6	5.3	4.1				KLIT-F
26. KALI	(SP)	208/ 1.2	1.0	1.1	1.9	1.2	1.3	213/3297	3242/ 3.4	3.3	2.7				KALI
27. KJLH-F	(B)	187/ 1.1	1.2	1.4	1.3	1.1	1.3	187/3844	3809/ 4.0	3.9	3.5				KJLH-F
28. KLAC	(C)	149/ 0.9	0.6	0.6	1.1	0.8	0.8	180/3576	3058/ 3.2	3.1	3.3				KLAC
29. KNAC-F	(AOR)	148/ 0.9	0.9	0.8	0.8	1.1	0.9	152/3184	3027/ 3.2	3.0	2.9				KNAC-F
30. KGFJ	(B/O)	141/ 0.8	0.4	0.7	1.0	0.6	0.7	141/1543	1543/ 1.6	1.4	2.2				KGFJ
31. KACE-F	(J/NA)	128/ 0.8	0.8	0.9	0.7	0.8	0.8	128/2005	1976/ 2.1	2.0	2.5				KACE-F
32. KOCM-FF	(AOR)	125/ 0.7	0.5	----	----	----	0.3	128/2852	2802/ 3.0	2.3	0.0				KOCM-FF
33. KKLA-F	(REL)	116/ 0.7	0.4	0.4	0.7	0.5	0.6	125/2543	2224/ 2.3	1.8	2.2				KKLA-F
34. KEZY-F	(CHR)	112/ 0.7	0.6	0.6	0.7	0.5	0.6	114/2670	2420/ 2.6	2.3	2.2				KEZY-F
35.															

12+ FM SHARE (METRO): 66.91% (10503 of 15241) (WIN 91: 66.14%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPWR-F	1 KPWR-F	1 KOST-F	1 KBIG-F<	1 KBIG-F<	1 KABC	1 KLOS-F	1 KBIG-F	1 KPWR-F	1 KPWR-F<	1 KABC >
2 KIIS-AF>>	2 KOST-F<	2 KBIG-F<	2 KOST-F	2 KWKW	2 KFWB	2 KIIS-AF	2 KOST-F	2 KIIS-AF	2 KOST-F	2 KNX >
3 KKBT-F>	3 KROQ-F<	3 KIIS-AF	KLOS-F<	KOST-F<	3 KXEZ-F	3 KWKW	3 KRTH-F<	KOST-F	3 KIIS-AF<	3 KFWB >
4 KROQ-F	4 KLOS-F<	KWKW	4 KWKW	4 KLOS-F	4 KMPC	4 KFWB <	4 KWKW <	4 KBIG-F	4 KKBT-F	4 KOST-F
5 KQLZ-F	5 KIIS-AF	KLOS-F	5 KTWV-F	5 KRTH-F	5 KTWV-F	5 KABC	5 KIIS-AF	5 KKBT-F	5 KROQ-F	5 KWKW
6	6 KKBT-F<	6 KPWR-F	KRTH-F<	6 KTWV-F	KBIG-F	6 KPWR-F	6 KTWV-F	6 KRTH-F<	6 KWKW	6 KKBT-F>
7	7 KWKW <	7 KKBT-F	7 KLSX-F	7 KLSX-F	7 KNX <	KLVE-F	7 KXEZ-F<	7 KWKW	7 KABC	7 KKHJ
8	8 KLVE-F	8 KLSX-F	8 KKBT-F	8 KKBT-F	8 KOST-F	8 KLSX-F	8 KPWR-F	8 KTWV-F	8 KLVE-F<	8
9	9 KBIG-F	9 KRTH-F	9 KIIS-AF	9 KIIS-AF<	9 KRTH-F	9 KOST-F	KKBT-F	KROQ-F	9 KRTH-F	9
10	10 KLSX-F	KROQ-F	10 KLVE-F	10 KLVE-F	KFI	KNX	KFI	10 KFWB	KBIG-F	10
		KLVE-F				KKBT-F				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KPWR-F	1 KOST-F<	1 KBIG-F	1 KBIG-F<	1 KBIG-F
2 KIIS-AF<	2 KKBT-F<	2 KKBT-F	2 KOST-F	2 KOST-F
3 KOST-F	3 KBIG-F	3 KOST-F	3 KKBT-F	3 KKBT-F<
4 KROQ-F<	4 KPWR-F	4 KLOS-F	4 KIIS-AF<	4 KWKW <
5 KKBT-F	5 KIIS-AF	5 KLVE-F	5 KPWR-F	5 KRTH-F
6 KBIG-F	6 KROQ-F	6 KWKW	6 KWKW	6 KTWV-F
7 KLVE-F>	KLVE-F	7 KRTH-F	KRTH-F<	7 KLVE-F
8 KKHJ	8 KLOS-F	KPWR-F	8 KLVE-F	8 KIIS-AF<
9 KRTH-F<	9 KRTH-F<	9 KIIS-AF	9 KTWV-F	9 KZLA-F
10 KQLZ-F	10 KWKW	KKHJ	10	10 KXEZ-F
KLOS-F				KLOS-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KPWR-F	1 KLOS-F<	1 KLOS-F	1 KLOS-F	1 KLOS-F
2 KROQ-F>	2 KROQ-F	2 KLSX-F	2 KLSX-F	2 KLSX-F
3 KIIS-AF	3 KPWR-F	3 KWKW	3 KWKW	3 KWKW
4 KOST-F	4 KWKW	4 KROQ-F	4 KIIS-AF<	4 KRTH-F
5 KQLZ-F	KLSX-F	5 KOST-F	5 KROQ-F<	5 KOST-F
6 KWKW	6 KIIS-AF<	KLVE-F	6 KPWR-F	6 KIIS-AF
7 KTNQ <	7 KOST-F	7 KIIS-AF<	KOST-F	7 KFI
8 KLSX-F	8 KQLZ-F	8 KKHJ <	8 KRTH-F<	8 KLVE-F
9 KLVE-F	9 KLVE-F	9 KTNQ	9 KTNQ	KKHJ
10 KLOS-F	10 KTNQ	10 KQLZ-F	KLVE-F	10

American Radio Winter 1992 Supplement, Copyright 1992

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KFSG-F	96.3	Los Angeles	0.3/1.4/ 55/1464
KGRB	900	West Covina	0.4/1.0/ 69/1061
KIKF-F	94.3	Garden Grove/LA	0.4/1.3/ 71/1228
KRLA	1110	Pasadena	0.6/2.3/116/2544
KSKQ	1540	Los Angeles	0.5/2.1/ 86/1962
KSKQ-F	97.9	Long Beach	0.5/1.7/ 88/1609
KWIZ	1480	Santa Ana	0.3/1.0/ 51/ 958
KWVE-F	107.9	San Clemente	0.3/0.7/ 67/1011
KFRG-F	95.1	S Bernardino	0.3/1.1/330/4787
KGGI-F	99.1	Riverside	0.4/1.6/337/5728
XTRA	690	Tijuana/SnDiego	0.4/1.6/131/2566

RADIO STATIONS

AM STATIONS

KABC, 790, 5 KW (DA-N)	, TALK		ABC	, $ 425.00 (Katz)	Cap Cities/ABC
KALI, 1430, 5 KW (DA-2)	, HISPANIC			, $ 80.00 (Katz Hisp)	United
KFI , 640, 50 KW	, TALK		MBS	, $ 120.00 (Christal)	Cox
KFWB, 980, 5 KW	, NEWS	CNN	ABC	, $ 315.00 (Group W)	Westinghouse
KGFJ, 1230, 1 KW	, BLACK OLDIES	SBN,	MBS	, $ 65.00 (Roslin)	
KGIL, 1260, 5 KW (DA-2)	, TALK			, $ 55.00 (HNWH)	Buckley
KIEV, 870, 10 KW/1 KW (DA-2)	, VARIOUS			, $ NA (---)	
KKHJ, 930, 5 KW (DA-N)	, HISPANIC			, $ 100.00 (Katz Hisp)	
KLAC, 570, 5 KW (DA-N)	, COUNTRY		ABC	, $ 90.00 (Eastman)	Malrite
KMPC, 710, 50 KW/10 KW (DA-N)	, SPORTS		NBC	, $ 200.00 (Durpetti)	Golden West
KNX , 1070, 50 KW	, NEWS		CBS	, $ 315.00 (CBS)	CBS
KRLA, 1110, 50 KW/20 KW (DA-2)	, OLDIES			, $ 82.00 (MMR)	Greater Media
KSKQ, 1540, 50 KW/10 KW (DA-2)	, SEE KSKQ-FM				
KTNQ, 1020, 50 KW (DA-2)	, HISPANIC			, $ 160.00 (Caballero)	Heftel
KWKW, 1330, 5 KW (DA-N)	, HISPANIC			, $ 190.00 (Lotus)	Lotus

FM STATIONS

KACE, 103.9, 1.6 KW @ 371	, JAZZ/NAC	APR,	UNIULT	, $ 90.00 (K & P)	All Pro
KBIG, 104.3, 105 KW @ 2890	, AC			, $ 350.00 (CBS)	Bonneville
KCBS, 93.1, 29 KW @ 3496	, OLDIES		CBS	, $ 190.00 (CBS)	CBS
KFSG, 96.3, 54 KW @ 480	, RELIGION			, $ NA (---)	
KIIS, 102.7, 8 KW @ 2959	, CHR			, $ 450.00 (McGuild)	Gannett
KJLH, 102.3, 2.2 KW @ 338	, BLACK			, $ 100.00 (Roslin)	
KKBT, 92.3, 43 KW @ 2909	, BLACK			, $ 325.00 (MMR)	Evergreen
KKGO, 105.1, 18 KW @ 2886	, CLASSICAL		APR	, $ 125.00 (CMBS)	Mt. Wilson
KKLA, 99.5, 30 KW @ 669	, RELIGION			, $ NA (---)	
KLIT, 101.9, 2.5 KW @ 2831	, SOFT AC			, $ 105.00 (Banner)	Golden West
KLOS, 95.5, 61 KW @ 3129	, AOR		ABC	, $ 475.00 (Katz)	Cap Cities/ABC
KLSX, 97.1, 21 KW @ 3001	, CLASSIC AOR			, $ 300.00 (MMR)	Greater Media
KLVE, 107.5, 30 KW @ 2998	, HISPANIC			, $ 210.00 (Caballero)	Heftel
KMAX, 107.1, 3 KW @ ?	, ETHNIC/RELIG			, $ 60.00 (---)	Douglas
KNAC, 105.5, 1 KW @ 469	, AOR		ABC	, $ 101.00 (---)	
KOST, 103.5, 13 KW @ 3100	, AC			, $ 510.00 (Christal)	Cox
KPWR, 105.9, 72 KW @ 771	, CHR			, $ 350.00 (HNWH)	Emais
KQLZ, 100.3, 5 KW @ 3004	, AOR		SOURCE	, $ 240.00 (Durpetti)	Westwood One
KROQ, 106.7, 6 KW @ 1387	, AOR			, $ 270.00 (Torbet)	Infinity
KRTH, 101.1, 51 KW @ 3129	, OLDIES		UNIULT	, $ 384.00 (Banner)	Beasley
KSKQ, 97.9, 79 KW @ 410	, HISPANIC			, $ 100.00 (---)	SBS
KTWV, 94.7, 55 KW @ 2831	, JAZZ/NAC			, $ 340.00 (Group W)	Westinghouse
KXEZ, 98.7, 75 KW @ 1181	, SOFT AC/EZ			, $ 255.00 (Torbet)	Viacom
KZLA, 93.9, 19 KW @ 3136	, COUNTRY			, $ 290.00 (Eastman)	Malrite

American Radio Winter 1992 Supplement, Copyright 1992

LOUISVILLE

Arbitron Rank/Pop (12+): 51/791,500
MSA Rank/Pop: 52/968,000
ADI # 46
Average Person Ratings: 16.0
Market TSL: 21.25 hours

Stations: 16/16
Diaries: 1358/583:1/53.4%
Sample Target: 1320
% Below Line: 0.0
% Not Listed: 12.4

1991 Revenue: $25,500,000
HH Inc.: $30,273
Retail $: 7.6 Bil
Pop per Station: 49,468
#1 Biller: WHAS $7,000,000

12+ METRO		1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. WAMZ-F	(C)	271/21.4	22.9	17.9	19.5	17.1	20.4	405/3967	2642/33.4	33.4	29.0				WAMZ-F
2. WHAS	(FS)	184/14.6	14.5	14.3	14.3	17.3	14.4	238/3503	2534/32.0	30.4	34.9				WHAS
3. WDJX-F	(CHR)	108/ 8.5	7.6	8.0	8.9	6.8	8.3	147/2394	1736/21.9	20.4	22.5				WDJX-F
4. WQMF-F	(AOR)	95/ 7.5	7.1	10.4	7.8	8.4	8.2	127/1811	1292/16.3	17.3	16.9				WQMF-F
5. WRKA-F	(O)	78/ 6.2	5.0	6.7	4.9	6.9	5.7	80/1414	1294/16.3	16.1	17.0				WRKA-F
6. WGZB-F	(B)	74/ 5.9	5.9	5.8	6.7	6.3	6.1	76/902	819/10.3	9.5	8.8				WGZB-F
7. WVEZ-F	(SAC)	63/ 5.0	6.4	6.9	6.5	7.6	6.2	71/1348	1075/13.6	15.3	15.8				WVEZ-F
WAVG	(T/O)	63/ 5.0	3.1	2.2	2.1	2.3	3.1	63/769	723/ 9.1	8.3	7.4				WAVG
9. WLRS-F	(AC)	61/ 4.8	4.8	4.6	3.4	2.8	4.4	61/1045	1023/12.9	12.8	10.3				WLRS-F
10. WLOU	(B)	36/ 2.8	2.5	3.1	2.7	3.7	2.8	36/593	593/ 7.5	6.0	8.2				WLOU
11. WWKY	(C)	20/ 1.6	0.8	1.1	1.2	0.7	1.2	21/434	399/ 5.0	2.9	3.2				WWKY
12. WZKS-F	(CHR)	19/ 1.5	3.7	3.5	5.0	3.9	3.4	21/558	525/ 6.6	12.3	11.8				WZKS-F
13.															
14.															
15.															

12+ FM SHARE (METRO): 69.47% (769 of 1107) (WIN 91: 70.91%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDJX-F››	1 WAMZ-F›	1 WAMZ-F››	1 WAMZ-F››	1 WAMZ-F››	1 WHAS ‹	1 WHAS	1 WAMZ-F››	1 WAMZ-F››	1 WAMZ-F	1 WHAS ›
2 WQMF-F›	2 WQMF-F	2 WHAS	2 WHAS	2 WHAS ›	2 WAMZ-F››	2 WAMZ-F››	2 WHAS ›	2 WHAS	2 WHAS	2 WAMZ-F›
3 WGZB-F›	3 WDJX-F	3 WQMF-F	3 WRKA-F	3 WRKA-F›	3 WAVG	3 WDJX-F	3 WLRS-F‹	3 WDJX-F›	3 WDJX-F	3 WGZB-F
4 WAMZ-F	4 WLRS-F	4 WRKA-F	4 WQMF-F	4 WQMF-F	4 WRKA-F	4 WQMF-F›	4 WRKA-F	4 WRKA-F	4 WGZB-F‹	4
5	WGZB-F	5 WDJX-F	5 WLRS-F	5 WLRS-F	5 WVEZ-F	5 WRKA-F	WAVG ‹	WGZB-F‹	5 WQMF-F›	5
6	6	6 WLRS-F	6 WVEZ-F	6 WVEZ-F	6		6 WVEZ-F	6 WQMF-F	6 WRKA-F	6
7	7	WGZB-F	7	7	7	7	WQMF-F‹	7	7	7
							8 WDJX-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WAMZ-F›	1 WAMZ-F››	1 WAMZ-F››	1 WAMZ-F››	1 WAMZ-F››
2 WDJX-F›	2 WDJX-F›	2 WLRS-F	2 WHAS	2 WHAS ›
3 WGZB-F›	3 WLRS-F‹	WDJX-F	3 WDJX-F	3 WRKA-F
4 WLRS-F	4 WGZB-F›	4 WGZB-F	4 WRKA-F	4 WLRS-F
5 WVEZ-F	5 WRKA-F	5 WRKA-F	5 WLRS-F	WDJX-F
WQMF-F	WQMF-F	6 WHAS	6 WGZB-F	6 WVEZ-F
7	7 WVEZ-F	7 WQMF-F	7 WVEZ-F	7 WGZB-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WQMF-F	1 WQMF-F	1 WQMF-F	1 WAMZ-F›	1 WAMZ-F›
2 WAMZ-F	2 WAMZ-F››	2 WAMZ-F›	2 WQMF-F›	2 WHAS
3 WDJX-F	3 WGZB-F	3 WLRS-F›	3 WHAS ›	3 WQMF-F
4 WGZB-F	WDJX-F	4 WRKA-F	4 WRKA-F	4 WRKA-F
5	5 WLRS-F	WHAS	5 WGZB-F	5
6	6	6	6 WDJX-F	6
7	7	7	7	7

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WFIA	900	Louisville	0.4/2.1/ 5/ 212
WLLV	1240	Louisville	1.0/2.6/ 14/ 216
WTMT	620	Louisville	0.5/3.2/ 6/ 276
WXVW	1450	Jeffersonvl/Lvl	0.9/3.4/ 11/ 276

RADIO STATIONS

WAVG ,	970,	5 KW (DA-N) ,	Talk/Oldies	UNIULT	UNISUP,	$ 24.00	(Durpetti)	
WHAS ,	840,	50 KW ,	Full Service		ABC,	$120.00	(Christal)	Clear Channel
WLOU ,	1350,	5 KW/500 W (DA-N),	Black		SBN,	$ 25.00	(---)	Johnson
WWKY ,	790,	5 KW/1 KW (DA-2),	Country		NBC,	$ 19.00	(Katz)	Wilks-Schwartz
WXVW ,	1450,	1 KW ,	Nostalgia	SMN	UNISUP,	$ 23.00	(K & P)	
WAMZ-F,	97.5,	100 KW @ 500 ,	Country		,	$102.00	(Christal)	Clear Channel
WDJX-F,	99.7	24 KW @ 715 ,	CHR		APR,	$ 60.00	(Eastman)	Stoner
WGZB-F,	96.5,	3 KW @ 295 ,	Black		CNN,	$ 30.00	(---)	
WLRS-F,	102.3,	3 KW @ 285 ,	AC		UNIPWR,	$ 35.00	(Durpetti)	
WQMF-F,	95.7,	34 KW @ 581 ,	AOR		,	$ 61.00	(HNWH)	
WRKA-F,	103.1,	3 KW 2 276 ,	Oldies		,	$ 44.00	(Banner)	Capitol-Johnson
WVEZ-F,	106.9,	25 KW @ 569 ,	Soft AC		,	$ 65.00	(Katz)	Wilks-Schwartz
WZKS-F,	103.9,	1 KW @ 489 ,	Country		,	$ 26.00	(MMR)	

American Radio Winter 1992 Supplement, Copyright 1992

MADISON

Arbitron Rank/Pop (12+): 117/313,300
MSA Rank/Pop: 136/356,000
ADI # 90
Average Person Ratings: 16.1
Market TSL: 21.00 hours

Stations: 15/15
Diaries: 793/395:1/61.0%
Sample Target: 760
% Below Line: 0.0
% Not Listed: 19.6

1991 Revenue: $14,700,000
HH Inc.: $33,352
Retail $: 3.4 Bil
Pop per Station: 20,886
#1 Biller: WIBA-F $2,500,000

12+ METRO		1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1.	WWQM-AF	(C)	63/12.5	10.3	6.7	8.5	7.9	9.5	83/1022	730/23.4	18.3	15.2				WWQM-AF
2.	WZEE-F	(CHR)	61/12.1	9.0	11.7	7.0	8.5	9.9	108/1676	944/30.1	25.9	23.6				WZEE-F
3.	WIBA-F	(AOR)	59/11.7	12.2	15.4	15 3	14.7	13.6	128/1682	900/28.7	28.2	29.8				WIBA-F
4.	WOLX-F	(O)	40/ 7.9	9.2	8.9	9.9	7.7	9.0	94/1529	691/22.1	21.2	21.7				WOLX-F
5.	WIBA	(MOR)	28/ 5.5	5.0	6.3	7.0	6.4	5.9	29/571	502/16.0	16.5	17.7				WIBA
6.	WMGN-F	(AC)	27/ 5.3	7.3	6.1	7.6	6.6	6.6	47/718	449/14.3	16.3	15.6				WMGN-F
7.	WTSO	(C)	26/ 5.1	6.1	5.5	3.1	7.4	4.9	39/703	455/14.5	23.2	16.1				WTSO
8.	WMLI-F	(SAC)	25/ 5.0	4.6	3.0	4.1	2.9	4.2	34/516	402/12.8	13.3	10.4				WMLI-F
9.	WMAD-F	(AOR)	22/ 4.4	4.0	3.2	4.3	2.9	4.0	25/364	302/ 9.6	11.2	9.6				WMAD-F
10.	WTDY	(T/N)	20/ 4.0	4.0	3.8	2.7	4.4	3.6	22/388	316/10.1	11.6	10.6				WTDY
11.	WJJO-F	(AOR/AC)	13/ 2.6	3.6	3.2	6.0	5.4	3.8	37/592	336/10.7	13.6	18.0				WJJO-F
12.	WSJY-F	(EZ)	9/ 1.8	1.7	1.6	2.3	1.9	1.9	24/355	170/ 5.4	6.5	5.9				WSJY-F
	WMMM-F	(AOR/AC)	9/ 1.8	1.5	1.0	----	----	1.1	11/276	234/ 7.5	5.9	0.0				WMMM-F
14.																
15.																

12+ FM SHARE (METRO): 80.54% (327 of 406) (WIN 91: 74.01%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZEE-F››	1 WIBA-F›	1 WIBA-F	1 WWQM-AF‹	1 WWQM-AF	1 WWQM-AF	1 WIBA-F	1 WWQM-AF	1 WZEE-F	1 WZEE-F›	1 WWQM-F›
2	2 WZEE-F	2 WWQM-AF	2 WOLX-F	2 WOLX-F	2 WOLX-F‹	2 WZEE-F	WIBA-F›	WIBA-F‹	2 WMLI-F	2 WZEE-F›
3	3 WWQM-AF›	3 WZEE-F‹	3 WIBA-F›	3 WIBA-F	3 WIBA	3 WWQM-AF	3 WOLX-F	3 WWQM-AF››	3 WIBA-F	3 WOLX-F
4	4 WMAD-F	4 WOLX-F›	4 WMGN-F	4 WMGN-F	4 WTSO	4 WIBA	4 WZEE-F	4 WOLX-F›	4 WWQM-AF›	4 WTSO
5	5	5 WMGN-F	5 WZEE-F	5 WZEE-F	5	5 WOLX-F	WTDY	5 WMGN-F	5 WOLX-F	WIBA
6	6	6 WMAD-F	6	6	6	6 WTSO	WMGN-F	6	6	6
						7 WMGN-F				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WZEE-F	1 WZEE-F	1 WWQM-AF	1 WZEE-F	1 WWQM-AF
2 WIBA-F››	2 WIBA-F	2 WMGN-F›	2 WWQM-AF	2 WOLX-F
3 WWQM-AF	3 WWQM-AF›	3 WZEE-F	3 WOLX-F	3 WMGN-F›
WMLI-F	4 WMGN-F	WOLX-F	4 WMGN-F	4 WMLI-F
WMAD-F	5 WMLI-F	5 WIBA-F	5 WIBA-F	5 WZEE-F
6	6	6 WMLI-F	6 WMLI-F	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIBA-F››	1 WIBA-F››	1 WIBA-F›	1 WIBA-F›	1 WWQM-AF
2 WZEE-F›	2 WWQM-AF	2 WWQM-AF››	2 WWQM-AF	2 WIBA-F
3 WMAD-F››	3 WZEE-F›	3 WOLX-F	3 WOLX-F	3 WOLX-F›
4 WWQM-AF	4 WMAD-F	4 WTDY	4 WZEE-F	4 WMAD-F
WJJO-F	5 WJJO-F	WMMM-F	5 WMAD-F	5
6	6	WJJO-F	6	6

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WHIT	1550	Madison	0.2/0.1/ 0/ 0
WIBU	1240	Poynette	0.8/3.3/ 14/ 211

RADIO STATIONS

WIBA ,	1310,	5 KW (DA-2) ,	Full Service	CBS, $37.00	(Katz)	Double L
WIBU ,	1240,	1 KW ,	Nostalgia	, $10.00	(---)	(POYNETTE)
WTDY ,	1480,	5 KW (DA-2) ,	Talk/News	ABC, $20.00	(Mc-Guild)	Midwest Family
WTSO ,	1070	10 KW/5 KW (DA-2),	Country	ABC, $26.00	(Banner)	Mid Continent
WIBA-F,	101.5,	12 KW ● 1017 ,	AOR	CBS, $56.00	(Katz)	Double L
WJJO-F,	94.1,	50 KW ● 492 ,	AOR/AC	, $25.00	(HNWH)	(WATERTOWN)
WMAD-F,	92.1,	1.8 KW ● 400 ,	AOR	, $23.00	(Torbet)	
WMGN-F,	98.1,	38 KW ● 581 ,	AC	, $48.00	(Mc-Guild)	Midwest Family
WMLI-F,	96.3,	5.1 KW ● 672 ,	Soft AC	UNISUP, $18.00	(Torbet)	(SAUK CITY)
WMMM-F,	105.5,	4.4 KW ● 384 ,	AOR/AC	, $14.00	(---)	(VERONA)
WOLX-F,	94.9,	37 KW ● 1299 ,	Oldies	, $48.00	(Christal)	Shockley (BARABOO)
WSJY-F,	107.3,	50 KW ● 500 ,	EZ	ABC, $15.00	(---)	(FORT ATKINSON)
WWQM-F,	106.3,	4.5 KW ● 380 ,	Country	ABC, $33.00	(Eastman)	Media Capital
WZEE-F,	104.1,	9.4 KW ● 1118 ,	CHR	, $35.00	(Banner)	Midcontinent

American Radio Winter 1992 Supplement, Copyright 1992

MCALLEN-BROWNSVILLE

Arbitron Rank/Pop (12+): 71/513,600

MSA Rank/Pop: 119/664,000 (McAllen)
ADI # 113

Average Person Ratings: 17.8
Market TSL: 23.50 hours

Stations: 20/18
Diaries: 1034/497:1/54.4%
Sample Target: 960
% Below Line: 1.1
% Not Listed: 13.8

1991 Revenue: $12,000,000
HH Inc.: $21,897
Retail $: 3.4 Bil
Pop per Station: 28,533
#1 Biller: KTEX-F $2,200,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. KTEX-F (C)	146/16.0	20.9	16.8	19.5	18.5	18.3	162/1866	1673/32.6	33.8	30.9				KTEX-F
2. KGBT (SP)	118/12.9	13.4	12.9	13.8	15.1	13.3	126/1343	1232/24.0	23.3	24.2				KGBT
3. KBFM-F (CHR)	105/11.5	10.9	10.8	11.1	13.1	11.1	112/1671	1585/30.9	28.8	31.3				KBFM-F
4. KIWW-F (SP)	81/ 8.9	7.1	9.3	7.0	8.0	8.1	89/1372	1194/23.2	15.1	19.2				KIWW-F
5. KVLY-F (O)	56/ 6.1	4.3	4.9	5.5	4.9	5.2	56/787	764/14.9	11.8	12.0				KVLY-F
6. KFRQ-F (?)	43/ 4.7	4.3	4.9	6.8	5.7	5.2	44/828	797/15.5	12.6	14.4				KFRQ-F
7. KTJN-F (?)	42/ 4.6	3.4	3.5	2.2	1.2	3.4	46/744	705/13.7	10.1	4.2				KTJN-F
8. KQXX-F (SP)	38/ 4.2	4.4	4.6	4.6	3.3	4.4	40/509	486/ 9.5	9.9	9.7				KQXX-F
9. KIRT (SP)	30/ 3.3	1.2	2.2	1.2	1.9	2.0	30/471	468/ 9.1	4.2	6.2				KIRT
10. KRGY-F (CHR)	25/ 2.7	4.7	5.7	5.3	3.7	4.6	25/676	651/12.7	14.5	13.8				KRGY-F
11. KVJY (EZ)	20/ 2.2	1.4	0.6	2.2	2.2	1.6	28/271	225/ 4.4	2.9	3.6				KVJY
KBOR (SP)	20/ 2.2	2.1	3.2	1.9	2.5	2.3	20/337	332/ 6.5	6.0	4.9				KBOR
13. KURV (T)	17/ 1.9	2.9	2.8	2.8	1.8	2.6	19/237	225/ 4.4	6.2	5.3				KURV
14. KRGE (SP)	15/ 1.6	1.8	1.2	1.3	0.1	1.5	15/205	195/ 3.8	3.3	0.0				KRGE
15.														

12+ FM SHARE (METRO): 69.80% (550 of 788) (WIN 91: 74.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBFM-F>>	1 KTEX-F>	1 KTEX-F>	1 KTEX-F>	1 KTEX-F>	1 KGBT >	1 KGBT	1 KTEX-F	1 KTEX-F>	1 KBFM-F	1 KGBT >
2 KTEX-F>	2 KBFM-F>	2 KIWW-F<	2 KIWW-F	2 KIWW-F	2 KTEX-F>	2 KTEX-F>	2 KGBT >	2 KGBT	2 KTEX-F>	2 KTEX-F>
3 KIWW-F	3 KIWW-F>	3 KBFM-F	3 KVLY-F	3 KIWW-F	3 KIWW-F	3 KBFM-F	3 KIWW-F	KBFM-F	3 KIWW-F	3 KIWW-F<
4 KRGY-F	4 KGBT	4 KVLY-F	KGBT >	4 KVLY-F>	4 KVLY-F	4 KIWW-F	4 KBFM-F	4 KIWW-F	4 KQXX-F	4 KBFM-F
KFRQ-F	5 KVLY-F	KGBT	5 KBFM-F	5 KBFM-F	5	5 KVLY-F	5 KVLY-F>	5 KVLY-F	5 KGBT	5
6	KFRQ-F	6	6	6	6	6 KIRT	6 KFRQ-F	6 KTJN-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KTEX-F	1 KTEX-F>	1 KTEX-F>	1 KTEX-F>	1 KTEX-F
2 KBFM-F>>	2 KBFM-F>	2 KIWW-F	2 KIWW-F	2 KIWW-F
3 KFRQ-F>	3 KIWW-F	3 KBFM-F	3 KBFM-F	3 KGBT >
4 KIWW-F	4 KFRQ-F>	4 KGBT	4 KGBT >	4 KQXX-F<
5 KQXX-F	5 KQXX-F	KFRQ-F	5 KFRQ-F<	5 KBFM-F
6	6	6 KQXX-F	6 KQXX-F	6
7	7	7 KVLY-F	7	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KTEX-F	1 KTEX-F>	1 KTEX-F>	1 KTEX-F>	1 KVLY-F
2 KBFM-F>	2 KBFM-F>	2 KVLY-F	2 KVLY-F	2 KTEX-F>
3 KRGY-F>	3 KIWW-F	3 KTJN-F	3 KBFM-F	3 KGBT
4 KIWW-F	4 KVLY-F	KIWW-F	4 KIWW-F	4 KIWW-F
5	5 KTJN-F	KGBT	5 KGBT	5 KTJN-F
6	KGBT	6 KBFM-F	6	6 KBFM-F
7	7 KRGY-F	7	7	7

OTHER RATED STATIONS			METRO CUME SHARE/RTG/AQH	TSA TSA /CUME
KUBR	1210	San Juan	1.1/1.7/ 10/ 87	
KVTY-F	105.5	Mission	0.4/3.4/ 4/ 177	
XEEW-F	97.7	Matamoros	0.7/2.0/ 6/ 103	
XEMS	1490	Matamoros	0.4/1.4/ 4/ 74	

RADIO STATIONS

KBOR, 1600, 1 KW (DA-1)	, SEE KBOR-FM		
KGBT, 1530, 50 KW/10 KW (DA-N),	HISPANIC	, $ 44.00 (Katz)	Tichenor
KIRT, 1580, 1 KW/300 W	, HISPANIC	, $ 12.00 (Caballero)	
KRGE, 1290, 5 KW (DA-1)	, HISPANIC	UNIPWR ABC, $ 13.00 (Torbet)	
KURV, 710, 1 KW/910W (DA-2)	, TALK	ABC, CNN, $ 15.00 (---)	
KVJY, 840, 5 KW/1 KW (DA-1)	, EZ	ABC, $ 12.00 (Christal)	Tate
KBFM-F, 104.1, 100 KW @ 1000,	CHR	ABC , $ 37.00 (Banner)	
KBOR-F, 106.3, .5 KW @ 633,	HISPANIC	, $ 24.00 (Caballero)	
KELT-F, 94.5, 100 KW @ 1158,	AC	, $ 30.00 (Katz)	
KIWW-F, 98.1, 100 KW @ 449,	HISPANIC	, $ 32.00 (Katz Hisp)	Tichenor
KQXX-F, 98.5, 100 KW @ 1319,	HISPANIC	, $ 24.00 (Caballero)	
KRGY-F, 99.5, 100 KW @ 1036,	CHR	UNIPWR ABC, $ 26.00 (Torbet)	
KTEX-F, 100.3, 100 KW @ 449,	COUNTRY	ABC, $ 50.00 (Christal)	Tate
KVLY-F, 107.9, 100 KW @ 718,	OLDIES	, $ 24.00 (Torbet)	Tippie
KVTY-F, 105.3, 3 KW @ 302,	RELIGION	, $ 10.00 (---)	

American Radio Winter 1992 Supplement, Copyright 1992

MEMPHIS

Arbitron Rank/Pop (12+): 43/897,700
MSA Rank/Pop: 49/989,000
ADI # 39
Average Person Ratings: 16.8
Market TSL: 22.25 hours

Stations: 22/20
Diaries: 1450/619:1/50.7%
Sample Target: 1290
% Below Line: 0.7
% Not Listed: 8.9

1991 Revenue: $27,000,000
HH Inc.: $23,401
Retail $: 7.2 Bil
Pop per Station: 44,885
#1 Biller: WGKX-F $5,700,000

12+ METRO		1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. WHRK-F	(B)	187/12.4	11.5	11.7	12.0	13.5	11.9	248/2975	2325/25.9	23.3	23.5				WHRK-F
2. WGKX-F	(C)	173/11.5	15.7	11.7	9.8	10.4	12.2	221/2918	2253/25.1	29.8	22.2				WGKX-F
3. WEGR-F	(AOR)	155/10.3	7.7	8.3	8.0	11.2	8.6	209/2392	1678/18.7	17.3	17.2				WEGR-F
4. WDIA	(B)	153/10.2	10.1	11.3	9.7	9.7	10.3	180/2349	1804/20.1	20.8	20.0				WDIA
5. WRVR-F	(AC)	112/ 7.4	5.9	5.3	6.9	9.1	6.4	140/2030	1552/17.3	18.0	17.5				WRVR-F
6. WMC -F	(CHR)	105/ 7.0	8.7	6.7	7.9	6.8	7.6	136/2415	1637/18.2	21.8	19.4				WMC -F
7. KJMS-F	(B)	102/ 6.8	8.5	9.7	7.9	4.1	8.2	109/1839	1625/18.1	20.5	14.4				KJMS-F
8. WMC	(T/N)	73/ 4.9	3.2	3.9	2.7	4.1	3.7	84/1246	1019/11.4	9.7	11.2				WMC
9. WLOK	(G)	67/ 4.5	3.8	5.0	5.5	5.5	4.7	70/1024	974/10.8	9.1	12.1				WLOK
10. WPYR-F	(O)	59/ 3.9	3.6	3.7	4.8	4.9	4.0	85/1783	1166/13.0	14.5	11.9				WPYR-F
11. KFTH-F	(?)	44/ 2.9	----	0.5	1.3	1.2	1.2	44/728	717/ 8.0	0.0	4.1				KFTH-F
12. WREC	(BB)	35/ 2.3	1.7	2.3	2.7	2.2	2.3	43/840	618/ 6.9	6.5	6.7				WREC
13.															
14.															
15.															

12+ FM SHARE (METRO): 70.44% (965 of 1370) (WIN 91: 71.23%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHRK-F>>	1 WHRK-F<	1 WEGR-F	1 WEGR-F<	1 WEGR-F<	1 WGKX-F	1 WGKX-F	1 WGKX-F	1 WHRK-F<	1 WHRK-F>>	1 WHRK-F>>
2 WMC -F	2 WEGR-F>	2 WHRK-F	2 WDIA	2 WDIA	2 WDIA >	2 WEGR-F<	2 WRVR-F	2 WGKX-F	2 KJMS-F	2 WDIA
KJMS-F>	3 WGKX-F<	3 WGKX-F<	3 WGKX-F<	3 WGKX-F	3 WRVR-F	3 WHRK-F<	3 WEGR-F	3 WEGR-F	3 WEGR-F	3 WEGR-F
4 WEGR-F	4 KJMS-F	4 WDIA >	4 WHRK-F<	4 WHRK-F<	4 WMC	4 WDIA >	4 WDIA	4 WRVR-F	4 WDIA	4 KJMS-F
5	5 WMC -F	5 WRVR-F	5 WRVR-F>	5 WRVR-F>	5 WLOK	5 WRVR-F	5 WMC <	5 WDIA <	5 WGKX-F	5
6	WDIA	6 WMC -F<	6 WMC -F<	6 WMC -F<	6	6 WMC -F	6 WHRK-F	6 WMC -F	6 WMC -F	6
7	7 WRVR-F	7 KJMS-F	7 KJMS-F	7 KJMS-F	7	7	7 WMC -F	KJMS-F	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHRK-F>	1 WHRK-F>	1 WDIA	1 WHRK-F	1 WDIA	1 WEGR-F	1 WEGR-F>	1 WEGR-F>	1 WEGR-F>	1 WEGR-F
2 WGKX-F>	2 WEGR-F	2 WHRK-F	2 WDIA	2 WRVR-F	2 WHRK-F	2 WHRK-F	2 WHRK-F>	2 WHRK-F	2 WGKX-F
3 WEGR-F	3 WGKX-F<	3 WEGR-F	3 WGKX-F	3 WHRK-F<	KJMS-F	3 KJMS-F>	3 WGKX-F	3 WGKX-F	3 WDIA
4 WMC -F	4 WDIA	4 WMC -F	4 WRVR-F<	4 WGKX-F	4 WMC -F>>	4 WGKX-F	4 WDIA	4 WDIA	4 WHRK-F
5 WRVR-F	5 WMC -F	5 WRVR-F	5 WEGR-F	5 WEGR-F	5 WGKX-F	5 WMC -F	5 KJMS-F>	5 KJMS-F	5 WRVR-F
KJMS-F	6 WRVR-F<	6 KJMS-F	6 WMC -F	6 WMC -F	6	6 WDIA	6 WRVR-F	6 WMC -F	6
KFTH-F	7 KJMS-F	7 WGKX-F	7 KJMS-F	7 KJMS-F	7	7 WRVR-F	7	7 WRVR-F	7

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KWAM	990	Memphis	1.5/4.6/ 25/ 467
WBBP	1480	Memphis	0.7/3.1/ 11/ 290
WCRV	640	Collierville	1.3/4.4/ 22/ 548
WHBQ	560	Memphis	0.3/1.9/ 8/ 250
WMPS	1380	Millington	0.5/1.9/ 8/ 175
WPLX	1170	Germantown	0.4/0.9/ 6/ 80
KFIN-F	107.9	Jonesboro	0.4/0.8/ 81/ 844
KJBR-F	101.9	Jonesboro	0.3/1.5/ 30/ 615

RADIO STATIONS

KWAM, 990,	10 KW/450 W (DA-2),	GOSPEL	UNIULT,	$ 20.00	(---)	Rivers
WCRV, 640,	10 KW/500 W (DA-2),	RELIGION	,	$ 17.00	(---)	(COLLIERVILLE)
WDIA, 1070,	50 KW/5 KW (DA-2) ,	BLACK	CBS,	$ 39.00	(McGuild)	Ragan Henry
WHBQ, 560,	5 KW/1 KW (DA-2) ,	OLDIES	ABC, APR,	$ 18.00	(Roslin)	
WLOK, 1340,	1 KW (DA-1)	, GOSPEL	NBC, SBN,	$ 25.00	(K & P)	
WMC , 790,	5 KW (DA-N)	, TALK/NEWS	,	$ 31.00	(Banner)	Scripps-Howard
WREC, 600,	5 KW (DA-N)	, NOSTALGIA	CBS,	$ 32.00	(McGuild)	New Market
KJMS-F, 101.1,	100 KW @ 449,	BLACK	NBC,	$ 43.00	(Durpetti)	Rivers
WEGR-F, 102.7,	100 KW @ 899,	AOR	UNIPWR,	$ 66.00	(McGuild)	New Market
WEZI-F, 94.3,	6 KW @ 298,	EZ/SOFT AC	UNISUP, UNIPWR,	$ 35.00	(MMR)	Ardman
WGKX-F, 105.9,	100 KW @ 994,	COUNTRY	,	$ 119.00	(Katz)	Barnstable
WHRK-F, 97.1,	100 KW @ 531,	BLACK	NBC,	$ 74.00	(McGuild)	Ragan Henry
WMC-F , 99.7,	290 KW @ 908,	CHR	SOURCE,	$ 86.00	(Banner)	Scripps-Howard
WPYR-F, 98.1,	100 KW @ 712,	OLDIES	,	$ 50.00	(CBS)	Diamond (OSCEOLA, AR)
WRVR-F, 104.5,	100 KW @ 751,	AC	,	$ 75.00	(MMR)	Keymarket

American Radio Winter 1992 Supplement, Copyright 1992

MIAMI-FT. LAUDERDALE

Arbitron Rank/Pop (12+): 11/2,777,200

MSA Rank/Pop: 24/3,180,000 (Miami)
ADI # 15

Average Person Ratings: 19.9

Market TSL: 26.25 hours

Stations: 38/34
Diaries: 2910/954:1/48.5%
Sample Target: 2770
% Below Line: 2.3
% Not Listed: 8.2

1991 Revenue: $97,000,000
HH Inc.: $33,612
Retail $: 28.2 Bil
Pop per Station: 81,682
#1 Biller: WIOD $7,500,000

12+ METRO		1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. WEDR-F	(B)	379/ 6.9	4.9	6.2	5.7	5.8	5.9	417/3940	3333/12.0	11.6	10.9				WEDR-F
2. WLYF-F	(EZ)	384/ 6.6	7.2	7.5	8.9	8.3	7.5	396/4569	4074/14.7	14.3	15.4				WLYF-F
3. WPOW-F	(CHR)	323/ 5.9	6.2	5.1	5.2	5.8	5.6	345/5017	4463/16.1	16.9	13.6				WPOW-F
4. WAQI	(SP)	269/ 4.9	5.0	4.7	4.6	6.1	4.8	272/2257	2234/ 8.0	8.9	7.4				WAQI
5. WHQT-F	(B)	238/ 4.3	5.0	4.5	5.3	4.6	4.8	272/4167	3569/12.9	13.2	12.2				WHQT-F
6. WFLC-F	(AC)	229/ 4.2	3.3	3.9	4.2	3.3	3.9	238/3863	3639/13.1	12.4	10.4				WFLC-F
7. WKIS-F	(C)	222/ 4.0	4.0	3.5	3.9	4.0	3.8	245/3400	2876/10.4	9.5	9.0				WKIS-F
8. WIOD	(N/T)	214/ 3.9	5.7	4.9	4.0	5.3	4.6	242/3371	2854/10.3	14.7	14.0				WIOD
9. WHYI-F	(AC/CHR)	212/ 3.8	3.6	2.9	3.3	3.5	3.4	226/4193	3683/13.3	13.6	11.7				WHYI-F
10. WSHE-F	(AOR)	207/ 3.8	3.3	4.1	3.3	2.6	3.6	241/3853	3064/11.0	10.7	9.0				WSHE-F
11. WQBA	(SP)	181/ 3.3	4.1	2.5	2.9	3.8	3.2	186/1918	1881/ 6.8	6.7	5.7				WQBA
12. WJQY-F	(SAC)	174/ 3.2	3.0	3.2	3.1	2.8	3.1	181/2526	2267/ 8.2	9.1	8.1				WJQY-F
13. WXDJ-F	(SP)	173/ 3.1	2.4	3.2	3.5	3.7	3.0	174/1915	1897/ 6.8	5.9	7.8				WXDJ-F
14. WLVE-F	(J/NA)	172/ 3.1	2.8	2.7	2.3	2.1	2.7	191/2698	2369/ 8.5	8.0	7.6				WLVE-F
15. WZTA-F	(CL AOR)	162/ 2.9	2.7	2.5	3.6	2.2	2.9	183/3256	2745/ 9.9	9.0	7.2				WZTA-F
16. WRTO-F	(SP)	156/ 2.8	1.3	0.9	0.6	0.5	1.4	156/1586	1586/ 5.7	2.9	1.7				WRTO-F
17. WTMI-F	(CL)	149/ 2.7	2.8	3.4	2.5	2.7	2.8	164/2685	2321/ 8.4	7.4	7.4				WTMI-F
18. WINZ	(N/T)	137/ 2.5	2.5	2.6	3.0	3.6	2.7	148/2445	2091/ 7.5	8.0	11.1				WINZ
19. WMXJ-F	(O)	134/ 2.4	3.1	3.3	2.6	3.1	2.8	154/2877	2477/ 8.9	9.9	9.7				WMXJ-F
20. WMRZ	(BB)	118/ 2.1	2.3	2.5	2.9	2.0	2.5	130/1597	1314/ 4.7	5.3	4.5				WMRZ
21. WCMQ-F	(SP)	113/ 2.0	2.0	2.6	2.6	2.0	2.3	114/1674	1663/ 5.9	6.0	6.0				WCMQ-F
22. WAXY-F	(O)	105/ 1.9	1.4	2.1	2.1	2.0	1.9	114/2469	2243/ 8.1	6.8	8.2				WAXY-F
23. WQBA-F	(SP)	96/ 1.7	2.0	1.8	1.9	1.5	1.9	104/1567	1453/ 5.2	5.9	4.7				WQBA-F
24. WWFE	(SP)	78/ 1.4	2.0	2.0	1.6	----	1.8	80/800	785/ 2.8	4.2	0.0				WWFE
25.															

12+ FM SHARE (METRO): 72.79% (3687 of 5065) (WIN 91: 73.08%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPOW-F	1 WEDR-F	1 WEDR-F>	1 WEDR-F>	1 WEDR-F>	1 WLYF-F	1 WEDR-F<	1 WLYF-F>	1 WEDR-F<	1 WEDR-F	1 WIOD >
2 WHQT-F>>	2 WPOW-F	2 WPOW-F	2 WFLC-F	2 WKIS-F<	2 WAQI >	2 WAQI	2 WFLC-F<	2 WLYF-F	2 WPOW-F<	2 WEDR-F>
3 WEDR-F>	3 WSHE-F	3 WFLC-F	3 WLVE-F<	3 WFLC-F<	3 WQBA	3 WLYF-F<	3 WAQI <	3 WPOW-F	3 WHQT-F>	3 WLVE-F
4 WSHE-F	4 WFLC-F	4 WSHE-F<	4 WKIS-F<	4 WLYF-F	WIOD	4 WPOW-F	4 WIOD <	4 WFLC-F	4 WSHE-F	4 WAQI >
5	5 WHYI-F	5 WHYI-F	5 WPOW-F<	WLVE-F<	5 WEDR-F	5 WIOD	5 WEDR-F	5 WHQT-F	5 WAQI	5 WKIS-F
6	6 WZTA-F	6 WZTA-F<	6 WHYI-F	6 WHYI-F	6 WINZ <	6 WKIS-F	6 WPOW-F	6 WHYI-F<	6 WHYI-F<	WINZ
7	7 WHQT-F<	7 WLVE-F<	7 WZTA-F	7 WPOW-F<	7 WTMI-F	7 WQBA	7 WKIS-F<	7 WKIS-F	7 WLYF-F	7
8	8 WKIS-F	8 WKIS-F	8	8 WZTA-F	WKIS-F	8 WHYI-F	8 WQBA	8 WAQI	8	8
							WJQY-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WPOW-F>	1 WEDR-F	1 WEDR-F>	1 WEDR-F>	1 WEDR-F>
2 WFLC-F	2 WPOW-F	2 WHYI-F	2 WFLC-F	2 WLVE-F
3 WEDR-F	3 WFLC-F	WFLC-F	3 WPOW-F	WFLC-F
4 WHQT-F	4 WHYI-F	4 WPOW-F<	4 WJQY-F	4 WLYF-F
5 WJQY-F	5 WHQT-F	5 WLVE-F	5 WHYI-F	WHYI-F<
6 WSHE-F<	6 WJQY-F	6 WHQT-F<	6 WLVE-F	6 WRTO-F
7 WHYI-F	7 WSHE-F	7 WKIS-F	7 WHQT-F	WJQY-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WSHE-F	1 WSHE-F	1 WZTA-F<	1 WEDR-F	1 WEDR-F
2 WPOW-F	2 WPOW-F<	2 WKIS-F	2 WSHE-F<	2 WKIS-F<
3 WEDR-F>	3 WEDR-F	3 WEDR-F<	3 WPOW-F	3 WZTA-F
4 WFLC-F	4 WZTA-F	4 WSHE-F	4 WZTA-F	4 WIOD
5 WHQT-F	5 WKIS-F<	WPOW-F	5 WFLC-F<	5 WFLC-F<
6 WZTA-F	6 WHYI-F	6 WHYI-F	6 WKIS-F	6 WPOW-F<
WHYI-F	7 WFLC-F	7 WFLC-F	7	7 WLYF-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAVS	1170	Davie/Miami	0.5/1.4/ 27/ 390
WCMQ	1210	Miami	0.9/3.2/ 51/ 906
WFTL	1400	Ft.Lauderdale	1.0/2.5/ 59/ 793
WKAT	1360	North Miami	0.9/1.7/ 51/ 518
WLQY	1320	Hollywood	0.4/0.6/ 21/ 175
WMBM	1490	Miami Beach	0.8/1.9/ 45/ 537
WQAM	560	Miami/Ft. Ldrdl	0.5/2.9/ 31/ 972
WRFM	830	Hialeah	0.4/1.1/ 23/ 298
WRHC	1550	Coral Gables	0.3/1.1/ 18/ 306
WVCG	1080	Coral Gables	0.4/1.6/ 23/ 424
WEAT-F	104.3	West Palm Beach	0.8/2.5/220/2479
WJNO	1230	West Palm Beach	0.5/1.3/142/1498
WRMF-F	97.9	West Palm Beach	0.6/2.8/161/2189
WYFX	1040	Boynton Beach	0.4/0.9/ 47/ 613

American Radio Winter 1992 Supplement, Copyright 1992

MIAMI-FT. LAUDERDALE

RADIO STATIONS

AM STATIONS

WAQI,	710,	50 KW (DA-2)	, Hispanic		, $ 69.00	(Caballero)	
WCMQ,	1210,	25 KW/2.5 KW (DA-2),	Hispanic MOR		, $ 55.00	(---)	SBS
WFTL,	1400,	1 KW	, Talk	CNN UNISUP,	$ 39.00	(Roslin)	
WINZ,	940,	50 KW/25 KW (DA-N) ,	News/Talk	CNN CBS,	$ 57.00	(Katz)	Paxson
WIOD,	610,	10 KW (DA-2)	, News/Talk	MBS,	$139.00	(Christal)	Cox
WMBM,	1490,	1 KW	, Gospel/Black	NBN,	$ 28.00	(K & P)	
WMRZ,	790,	25 KW	, Nostalgia	ABC,	$ 47.00	(Banner)	Jeff-Pilot
WQAM,	560,	5 KW/1 KW	, Sports	NBC SMN,	$ 34.00	(HNWH)	Sunshine Wireless
WQBA,	1140,	50 KW/10 KW (DA-2) ,	Hispanic		, $100.00	(Katz Hisp.)	Tichenor
WRHC,	1550,	10 KW/500 W (DA-1) ,	Hispanic		, $ 31.00	(Lotus)	
WWFE,	670,	50 KW/1 KW (DA-2) ,	Hispanic	UPI,	$ 38.00	(---)	
WVCG,	1080,	50 KW/20 KW (DA-2) ,	Religion/Ethnic		, $ 32.00	(---)	Evergreen

FM STATIONS

WAXY,	105.9,	100 KW @ 1023	, Oldies		, $ 73.00	(Eastman)	Ackerly
WCMQ,	92.3,	41 KW @ 282	, Hispanic		, $ 70.00	(---)	SBS
WEDR,	99.1,	100 KW @ 925	, Black	CBS,	$ 80.00	(McGuild)	Rivers
WFLC,	97.3,	100 KW @ 800	, AC		, $146.00	(Christal)	Cox
WHQT,	105.1,	100 KW @ 1007	, Black		, $129.00	(MMR)	EZ
WHYI,	100.7,	100 KW @ 928	, AC/CHR		, $121.00	(Mc-Guild)	Metroplex
WJQY,	106.7,	100 KW @ 984	, Soft AC	UNISUP,	$123.00	(Katz)	Tak
WKIS,	99.9,	100 KW @ 984	, Country	UNIPWR,	$117.00	(HNWH)	Sunshine Wireless
WLVE,	93.9,	96 KW @ 1007	, Jazz/NAC		, $108.00	(Torbet)	Gilmore
WLYF,	101.5,	100 KW @ 810	, EZ		, $105.00	(Banner)	Jeff-Pilot
WMXJ,	102.7,	100 KW @ 1007	, Oldies		, $151.00	(Durpetti)	Sconnix
WPOW,	96.5,	100 KW @ 1007	, CHR	SOURCE,	$120.00	(HNWH)	Beasley
WQBA,	107.5,	95 KW @ 1007	, Hispanic		, $ 74.00	(Katz Hisp.)	Tichenor
WSHE,	103.5,	100 KW @ 1007	, AOR		, $ 96.00	(Schubert)	TK
WTMI,	93.1,	96 KW @ 1007	, Classical		, $ 84.00	(CMBS)	Harlin
WXDJ,	95.7,	100 KW @ 981	, Hispanic		, $ 67.00	(Caballero)	
WZTA,	94.9,	100 KW @ 600	, Classic AOR		, $ 79.00	(Katz)	Paxson

American Radio Winter 1992 Supplement, Copyright 1992

MILWAUKEE

Arbitron Rank/Pop (12+): 26/1,319,900

MSA Rank/Pop: 34/1,400,000
ADI # 28

Average Person Ratings: 17.5

Market TSL: 23.00 hours

Stations: 26/23
Diaries: 1692/780:1/60.2%
Sample Target: 1570
% Below Line: 1.6
% Not Listed: 8.5

1991 Revenue: $41,600,000
HH Inc.: $31,752
Retail $: 11.6 Bil
Pop per Station: 57,386
#1 Biller: WTMJ $9,200,000

12+ METRO		1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. WTMJ	(FS)	231/10.0	11.0	10.6	11.9	9.4	10.9	271/3624	2939/22.3	25.4	22.6				WTMJ
2. WMIL-F	(C)	193/ 8.4	8.3	7.2	9.8	6.8	8.4	226/2852	2319/17.6	14.8	12.7				WMIL-F
3. WLUM-F	(CHR)	148/ 6.4	7.1	7.6	7.3	8.0	7.1	151/2809	2554/19.3	21.2	21.2				WLUM-F
4. WKLH-F	(CL AOR)	145/ 6.3	5.9	6.3	4.9	7.3	5.9	167/2690	2265/17.2	16.2	15.2				WKLH-F
5. WLZR-AF	(AOR)	143/ 6.2	6.2	5.3	4.8	5.9	5.6	158/2689	2248/17.0	14.6	15.5				WLZR-AF
6. WOKY	(BB/FS)	137/ 5.9	7.4	7.7	7.5	7.4	7.1	149/1995	1799/13.6	12.5	14.4				WOKY
7. WKTI-F	(AC/CHR)	134/ 5.8	5.8	5.7	6.5	6.3	5.9	157/3011	2569/19.5	19.6	21.8				WKTI-F
8. WEZW-F	(EZ/SAC)	130/ 5.6	4.9	5.8	4.8	5.2	5.3	149/1935	1744/13.2	11.5	11.8				WEZW-F
9. WMYX-F	(AC)	119/ 5.2	3.8	4.1	4.9	4.6	4.5	132/2023	1794/13.6	13.6	12.6				WMYX-F
10. WISN	(T)	110/ 4.8	4.8	4.1	3.7	5.2	4.3	117/1666	1536/11.6	12.1	10.9				WISN
11. WKKV-F	(B/AC)	109/ 4.7	4.7	2.9	1.4	1.8	3.4	114/1311	1196/ 9.0	10.6	5.3				WKKV-F
12. WLTQ-F	(SAC)	106/ 4.6	3.6	4.4	3.2	3.9	4.0	110/1381	1291/ 9.8	10.8	9.5				WLTQ-F
13. WZTR-F	(O)	94/ 4.1	3.2	5.0	4.3	3.8	4.2	123/2198	1817/13.8	12.4	11.6				WZTR-F
14. WQFM-F	(AOR)	87/ 3.8	2.6	2.9	3.3	3.1	3.2	120/2491	1877/14.2	11.0	12.0				WQFM-F
15. WMVP	(B)	48/ 2.1	1.5	1.5	1.8	1.8	1.7	48/526	526/ 4.0	4.1	4.3				WMVP
16. WNOV	(B/G)	35/ 1.5	1.8	1.0	0.9	2.2	1.3	35/570	544/ 4.1	4.7	3.8				WNOV
17. WFMR-F	(CL)	32/ 1.4	2.1	2.2	3.0	1.7	2.2	32/733	714/ 5.4	6.4	5.8				WFMR-F
18. WRJN	(AC)	23/ 1.0	0.6	0.5	1.0	0.7	0.8	32/386	296/ 2.2	1.6	2.0				WRJN
19.															
20.															

12+ FM SHARE (METRO): 69.46% (1467 of 2112) (WIN 91: 70.63%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WLUM-F>>	1 WLZR-AF	1 WKLH-F	1 WKLH-F	1 WMIL-F	1 WTMJ >	1 WTMJ >	1 WTMJ	1 WTMJ <	1 WLUM-F	1 WTMJ >
2 WKKV-F	2 WKLH-F	2 WLZR-AF<	2 WMYX-F	2 WKLH-F	2 WMIL-F	2 WMIL-F	2 WMIL-F	2 WMIL-F	2 WKKV-F<	2 WKKV-F
3 WLZR-AF	3 WKTI-F	3 WKTI-F	3 WMIL-F	3 WMYX-F	3 WOKY	3 WKTI-F	3 WKLH-F<	3 WLUM-F	3 WTMJ >	3 WMIL-F
4	4 WLUM-F	4 WMYX-F	4 WKTI-F<	4 WKTI-F<	4 WEZW-F	4 WLZR-AF<	4 WLTQ-F	4 WKLH-F	4 WLZR-AF<	4 WZTR-F
5	5 WQFM-F	5 WMIL-F<	5 WLTQ-F<	5 WLTQ-F	5 WISN	5 WOKY <	WISN	WISN	5 WKLH-F	5 WLUM-F
6	6 WKKV-F	6 WLUM-F<	6 WZTR-F	6 WZTR-F<	6	6 WKLH-F	6 WEZW-F<	6 WLZR-AF<	6 WMIL-F	6
7	7 WMIL-F	7 WZTR-F<	7 WLZR-AF	7 WEZW-F	7	7 WLUM-F	7 WOKY	7 WKTI-F	7 WMYX-F	7
8	8 WMYX-F	8 WLTQ-F	8	8	8	8 WLTQ-F	WMYX-F<	8 WEZW-F	8	8
							9 WLZR-AF			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WKTI-F>	1 WKTI-F	1 WMYX-F	1 WKTI-F	1 WMYX-F
2 WLUM-F	2 WKKV-F	2 WKLH-F	2 WMYX-F	2 WLTQ-F<
3 WKKV-F	3 WLUM-F	3 WLTQ-F	3 WLTQ-F	3 WMIL-F
4 WLZR-AF>	4 WKLH-F	4 WKTI-F	4 WKLH-F	4 WKTI-F
5 WQFM-F	5 WMYX-F	5 WKKV-F	5 WKKV-F	5 WKLH-F
WKLH-F	6 WLZR-AF	6 WLUM-F	6 WLUM-F	6 WZTR-F
7	WLTQ-F	7 WMIL-F	7 WMIL-F	7
			8 WZTR-F	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLZR-AF>	1 WLZR-AF>	1 WLZR-AF	1 WKLH-F<	1 WKLH-F
2 WLUM-F>	2 WKLH-F	WKLH-F	2 WLZR-AF>	2 WMIL-F
3 WQFM-F	3 WQFM-F	3 WQFM-F	3 WQFM-F	3 WTMJ
4 WKKV-F	4 WLUM-F	4 WMIL-F>	WMIL-F	4 WLZR-AF<
5 WKLH-F	5 WMIL-F	5 WKTI-F	5 WKTI-F<	5 WISN
6 WKTI-F	6 WKTI-F	6 WEZW-F	6 WZTR-F	WEZW-F
7	7 WKKV-F	7 WZTR-F	WLUM-F	7 WZTR-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBWI-F	92.5	West Bend	0.3/1.8/ 28/ 408
WEMP	1250	Milwaukee	0.9/3.8/ 23/ 525
WHKQ-F	92.1	Racine	0.3/1.2/ 21/ 227
WTKM-F	104.9	Hartford	0.6/1.7/ 19/ 298
WBBM	780	Chicago	0.5/2.7/ 22/ 575
WGN	720	Chicago	0.5/2.9/ 32/ 653
WLUP	1000	Chicago	0.6/1.6/ 21/ 296

American Radio Winter 1992 Supplement, Copyright 1992

MILWAUKEE

RADIO STATIONS

AM STATIONS

WEMP,	1250,	5 KW (DA-2)	, OLDIES	UNISUP, CBS	, $ NA	(Eastman)	Heritage
WISN,	1130,	50 KW/10 KW (DA-N)	, TALK	ABC, MBS	, $ 52.00	(Katz)	Hearst
WMVP,	1290,	5 KW (DA-2)	, BLACK	CBS UNIULT	, $ 23.00	(Banner)	All Pro
WNOV,	860,	250 W (DAYS, DA)	, BLACK/GOSP.	NBN	, $ 21.00	(---)	
WOKY,	920,	5 KW/1 KW (DA-2)	, NOSTALGIA/FS	CNN, MBS	, $ 53.00	(CBS)	Sundance
WTMJ,	620,	5 KW (DA-N)	, FULL SERVICE	CNN, NBC	, $ 130.00	(Christal)	Journal Co.

FM STATIONS

WEZW,	103.7,	20 KW @ 840,	EZ/SOFT AC		, $ 53.00	(MMR)	Multimedia
WFMR,	98.3,	6 KW @ 328,	CLASSICAL		, $ 38.00	(CMBS)	(MENOMONEE FALLS)
WKKV,	100.7,	50 KW @ 500,	BLACK AC	UNIPWR	, $ 40.00	(Torbet)	
WKLH,	96.5,	20 KW @ 810,	CLASSIC AOR		, $ 116.00	(McGuild)	Saga
WKTI,	94.5,	16 KW @ 909,	AC/CHR	SOURCE	, $ 106.00	(Christal)	Journal Co.
WLTQ,	97.3,	16 KW @ 912,	SOFT AC	ABC	, $ 55.00	(Katz)	Hearst
WLUM,	102.1,	50 KW @ 490,	CHR	CBS, UNPWR	, $ 68.00	(Banner)	All Pro
WLZR,	102.9,	50 KW @ 430,	AOR	ABC	, $ 70.00	(Eastman)	Great American
WMIL,	106.1,	13 KW @ 974,	COUNTRY	UNIULT	, $ 90.00	(CBS)	Sundance
WMYX,	99.1,	50 KW @ 449,	AC	CBS	, $ 72.00	(Eastman)	Heritage
WQFM,	93.3,	13 KW @ 991,	AOR	ABC	, $ 48.00	(MMR)	Shamrock
WZTR,	95.7,	34 KW @ 610,	OLDIES		, $ 51.00	(Durpetti)	Shockley

American Radio Winter 1992 Supplement, Copyright 1992

MINNEAPOLIS-ST. PAUL

Arbitron Rank/Pop (12+): 17/2,060,800

MSA Rank/Pop: 16/2,430,000
ADI # 13

Average Person Ratings: 17.2

Market TSL: 22.25 hours

Stations: 19/19
Diaries: 1942/1061:1/60.0%
Sample Target: 1900
% Below Line: 0.0
% Not Listed: 14.8

1991 Revenue: $74,000,000
HH Inc.: $35,952
Retail $: 21.0 Bil
Pop per Station: 108,463
#1 Biller: WCCO $19,800,000

12+ METRO		1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. WCCO	(FS)	492/13.9	18.5	20.1	15.0	17.2	16.9	700/9375	6542/31.7	41.7	36.0				WCCO
2. KEEY-F	(C)	385/10.9	10.8	9.3	9.7	10.5	10.2	459/5413	4530/22.0	20.9	19.0				KEEY-F
3. WLTE-F	(SAC)	307/ 8.7	8.2	8.5	8.9	8.5	8.6	354/4941	4036/19.6	19.9	20.8				WLTE-F
4. KQRS-AF	(CL AOR)	297/ 8.4	9.7	9.8	11.0	10.1	9.7	362/6559	5564/27.0	25.5	24.4				KQRS-AF
KDWB-F	(CHR)	297/ 8.4	8.1	8.7	9.7	7.5	8.7	320/5486	4849/23.5	24.1	23.1				KDWB-F
6. KSTP-F	(AC)	272/ 7.7	6.0	5.5	7.9	6.4	6.8	299/5118	4455/21.6	19.2	17.7				KSTP-F
7. KRXX-F	(AOR)	226/ 6.4	3.0	4.1	4.1	4.6	4.4	283/4359	3610/17.5	14.5	14.0				KRXX-F
8. KQQL-F	(O)	153/ 4.3	4.9	4.2	3.7	4.2	4.3	235/3905	2861/13.9	14.5	12.3				KQQL-F
9. KTCZ-F	(AOR)	148/ 4.2	4.3	2.8	3.4	3.1	3.7	153/2588	2391/11.6	10.1	8.9				KTCZ-F
10. KSTP	(T)	118/ 3.3	3.0	3.7	3.7	3.3	3.4	124/2247	2081/10.1	8.9	8.6				KSTP
11. KJJO-F	(AOR)	91/ 2.6	2.0	2.6	1.7	1.6	2.2	96/1901	1716/ 8.3	6.5	4.6				KJJO-F
12. KLBB	(BB)	90/ 2.5	1.9	1.7	2.7	1.7	2.2	90/920	920/ 4.5	3.6	4.3				KLBB
13. KMZZ	(AOR)	35/ 1.0	0.9	1.0	1.1	0.8	1.0	42/693	611/ 3.0	2.1	2.3				KMZZ
14.															
15.															

12+ FM SHARE (METRO): 72.65% (2189 of 3013) (WIN 91: 71.92%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDWB-F››	1 KQRS-AF	1 KEEY-F‹	1 KEEY-F	1 KEEY-F	1 WCCO ››	1 WCCO ›	1 WLTE-F	1 WCCO	1 KDWB-F	1 WCCO ›
2 KRXX-F›	2 KDWB-F‹	2 KQRS-AF	2 KQRS-AF	2 WCCO	2 KEEY-F‹	2 KQRS-AF	2 WCCO ‹	2 KEEY-F	2 KRXX-F	2 KEEY-F›
3 KQRS-AF	3 KRXX-F‹	3 KSTP-F	3 WCCO ‹	3 KQRS-AF‹	3 WLTE-F›	3 KEEY-F	3 KEEY-F	3 KSTP-F‹	3 KEEY-F	3 KQRS-F›
4	4 KEEY-F	4 KDWB-F	4 KSTP-F	4 WLTE-F	4 KSTP-F	4 KDWB-F‹	4 KSTP-F	4 KQRS-AF‹	4 WCCO	4 KQQL-F
5	5 KSTP-F›	5 WLTE-F‹	5 WLTE-F	5 KSTP-F›	5 KQQL-F	5 KSTP-F	5 KQRS-AF	5 WLTE-F‹	5 KQRS-AF	5
6	6 WLTE-F‹	6 WCCO	6 KTCZ-F‹	6 KQQL-F‹	6	6 WLTE-F	6 KRXX-F‹	6 KDWB-F	6 WLTE-F	6
7	7 KTCZ-F‹	7 KRXX-F	7 KQQL-F‹	7 KTCZ-F‹	7	7	7 KDWB-F	7 KRXX-F	7	7
8	8	8	8 KDWB-F	8 KDWB-F	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KDWB-F››	1 KDWB-F›	1 KDWB-F‹	1 KEEY-F	1 KEEY-F
2 KRXX-F	2 KSTP-F	2 KSTP-F	KDWB-F	2 WLTE-F
3 KSTP-F	3 KEEY-F	KEEY-F›	3 KSTP-F	3 KSTP-F
4 KQRS-AF	4 WLTE-F	4 WLTE-F›	4 WLTE-F›	4 WCCO
5 WLTE-F	5 KRXX-F‹	5 KTCZ-F	5 WCCO	5 KDWB-F
6 KJJO-F	6 KQRS-AF	6 WCCO	6 KQQL-F	6 KQQL-F
KEEY-F	7	7 KQRS-AF	7	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQRS-AF	1 KQRS-AF›	1 KQRS-AF›	1 KQRS-AF›	1 KQRS-AF›
2 KRXX-F	2 KRXX-F›	2 KRXX-F›	2 KEEY-F	2 KEEY-F‹
3 KEEY-F	3 KEEY-F›	3 KEEY-F	3 KRXX-F	3 WCCO
4 KJJO-F‹	4 KTCZ-F‹	4 KTCZ-F	4 WCCO	4 KRXX-F
5 KDWB-F›	5 KSTP-F	5 KSTP-F	5 KTCZ-F	5 KTCZ-F
6 KSTP-F	6 KJJO-F	6 KSTP	6 KSTP-F	6 KSTP-F‹
7 KMZZ	7 KDWB-F	7 WCCO	7	7 WLTE-F

OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME
KFAN	1130	Minneapolis	0.7/3.3/ 29/ 839
WDGY	630	St.Paul/Mnnpls	0.5/2.4/ 18/ 597
WIXK-F	107.1	New Richmond	0.5/1.1/ 19/ 311
WMIN	1030	Maplewood	0.8/2.5/ 29/ 585
WWTC	1280	Minneapolis	0.5/2.8/ 19/ 584

RADIO STATIONS

AM STATIONS

KFAN, 1130, 50 KW/25 KW (DA-2),	SPORTS	MBS,	$ 40.00 (Katz)	Malrite
KLBB, 1400, 1 KW	, NOSTALGIA	ABC UNISUP,	$ 33.00 (Roslin)	
KMZZ, 980, 5 KW (DA-1)	, AOR	UNIULT,	$ 28.00 (HNWH)	Entercom
KSTP, 1500, 50 KW (DA-N)	, TALK	ABC,	$ 54.00 (McGuild)	Hubbard
KTCJ, 690, 500 W (DAYS)	, JAZZ	,	$ 24.00 (Eastman)	Parker
WCCO, 830, 50 KW	, FULL SERVICE	CBS,UNISUP,	$ 290.00 (CBS)	CBS
WDGY, 630, 5 KW/500 W (DA-2),	COUNTRY	MBS, NBC,	$ 31.00 (Banner)	
WMIN, 1030, 50 KW/1 KW (DA-2) ,	NOSTALGIA	UNIULT, UNISUP,	$ 30.00 (---)	

FM STATIONS

KDWB, 101.3, 100 KW @ 817,	CHR	,	$ 129.00 (Banner)	Midcontinent
KEEY, 102.1, 100 KW @ 1033,	COUNTRY	,	$ 200.00 (Katz)	Malrite
KJJO, 104.1, 100 KW @ 1069,	AOR	ABC,	$ 56.00 (MMR)	Park
KLXK, 93.7, 100 KW @ 820,	AOR	SOURCE,	$ 70.00 (HNWH)	Entercom
KQRS, 92.5, 50 KW @ 817,	Classic AOR/AOR	ABC,	$ 190.00 (Katz)	Cap.Cities/ABC
KQQL, 107.9, 97 KW @ 1089,	OLDIES	,	$ 76.00 (Durpetti)	Trumper
KSTP, 94.5, 95 KW @ 1220,	AC	,	$ 148.00 (McGuild)	Hubbard
KTCZ, 97.1, 100 KW @ 236,	PROG AOR	,	$ 74.00 (Eastman)	Parker
WLTE, 102.9, 100 KW @ 1033,	SOFT AC	,	$ 163.00 (CBS)	CBS

American Radio Winter 1992 Supplement, Copyright 1992

MOBILE

Arbitron Rank/Pop (12+): 89/391,500

MSA Rank/Pop: 101/494,000
ADI # 55 (w/Pensacola)
Average Person Ratings: 16.5
Market TSL: 21.75 hours

Stations: 23/18
Diaries: 902/434:1/48.9%
Sample Target: 860
% Below Line: 10.5
% Not Listed: 10.5

1991 Revenue: $10,200,000
HH Inc.: $27,432
Retail $: 3.4 Bil
Pop per Station: 21,750
#1 Biller: WKSJ-AF $2,800,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. WBLX-F (B)	114/17.7	16.5	17.3	15.9	17.4	16.9	248/1939	924/23.6	23.1	23.9				WBLX-F
2. WKSJ-F (C)	85/13.2	14.5	14.1	16.4	12.9	14.6	101/1471	1170/29.5	29.8	27.7				WKSJ-F
3. WABB-F (CHR)	47/ 7.3	8.4	6.8	6.8	9.5	7.3	75/1379	840/21.5	21.3	24.3				WABB-F
4. WGCX-F (AOR)	42/ 6.5	5.3	4.4	5.9	6.1	5.5	80/1096	535/13.7	10.9	13.5				WGCX-F
5. WGOK (G/B)	33/ 5.1	5.9	5.3	6.8	5.1	5.8	33/388	378/ 9.7	11.8	10.3				WGOK
6. WAVH-F (O)	32/ 5.0	3.4	5.6	5.6	4.0	4.9	69/1049	493/12.6	11.7	11.5				WAVH-F
7. WKRG-F (AC)	31/ 4.8	5.5	5.6	5.3	7.3	5.3	56/1135	577/14.7	16.3	17.0				WKRG-F
8. WKRG (N/T)	30/ 4.7	4.9	6.2	4.9	6.1	5.2	31/475	447/11.4	8.9	13.2				WKRG
9. WMEZ-F (EZ)	25/ 3.9	2.5	3.5	2.8	2.7	3.2	64/768	260/ 6.6	5.7	7.7				WMEZ-F
10. WDLT-F (SAC)	23/ 3.6	4.3	3.5	2.8	4.0	3.5	23/371	371/ 9.5	9.5	12.3				WDLT-F
11. WXBM-F (C)	19/ 2.9	2.8	2.6	2.1	2.0	2.8	61/1011	322/ 8.2	9.7	4.7				WXBM-F
12. WZEW-F (AOR)	16/ 2.5	2.1	2.7	2.8	2.4	2.5	16/288	262/ 6.7	6.1	7.5				WZEW-F
13. WBHY (?)	13/ 2.0	----	0.3	0.4	1.0	0.7	13/124	114/ 2.9	0.0	2.6				WBHY
WBLX (B)	13/ 2.0	1.3	2.1	1.8	1.8	1.8	14/245	203/ 5.2	6.5	5.1				WBLX
15. WOWW-F (C)	11/ 1.7	0.8	0.8	----	0.7	0.8	76/939	170/ 4.3	2.8	2.8				WOWW-F
16. WZBA-F (C)	10/ 1.6	1.8	0.8	1.8	----	1.5	13/203	175/ 4.5	4.5	0.0				WZBA-F
17. WJLQ-F (CHR)	9/ 1.4	1.5	0.9	0.9	1.7	1.2	36/726	320/ 8.2	8.8	6.6				WJLQ-F
18.														

12+ FM SHARE (METRO): 81.46% (470 of 577) (WIN 91: 83.80%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	WBLX-F››	1 WBLX-F›	1 WBLX-F	1 WKSJ-F	1 WKSJ-F	1 WKSJ-F››	1 WBLX-F‹	1 WKSJ-F›	1 WBLX-F›	1 WBLX-F››	1 WBLX-F
2	WABB-F	2 WGCX-F	2 WKSJ-F›	2 WBLX-F›	2 WBLX-F›	2 WBLX-F	2 WKSJ-F››	2 WBLX-F	2 WKSJ-F›	2 WABB-F	2 WKSJ-F›
3		3 WKSJ-F	3 WGCX-F	3 WGCX-F	3 WGCX-F	3 WKRG	3 WABB-F	3 WKRG ›	3 WABB-F	3 WKSJ-F	3 WMEZ-F›
4		4 WABB-F›	4 WABB-F	4 WAVH-F	WAVH-F	4 WAVH-F	4 WGCX-F	4 WGCX-F	4 WGCX-F	4 WGCX-F›	4 WABB-F
5		5 WKRG-F	5 WAVH-F	5	5	5 WMEZ-F	5	5 WGOK ‹	5 WAVH-F	5 WMEZ-F	5
6		6	6	6	6	6 WGOK	6	6 WABB-F	6 WKRG-F	6 WKRG-F	6

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	WBLX-F››	1 WBLX-F››	1 WBLX-F››	1 WBLX-F›	1 WBLX-F	1 WBLX-F	1 WGCX-F	1 WGCX-F	1 WKSJ-F‹	1 WKSJ-F›
2	WABB-F››	2 WABB-F	2 WKSJ-F	2 WKSJ-F›	2 WKSJ-F›	2 WGCX-F	2 WBLX-F	2 WKSJ-F	2 WBLX-F	2 WBLX-F
3	WKSJ-F	3 WKSJ-F	3 WABB-F	3 WABB-F	3 WABB-F	WABB-F››	3 WKSJ-F›	3 WBLX-F››	3 WGCX-F›	3 WGCX-F
	WKRG-F	4 WKRG-F	4 WKRG-F	4 WKRG-F	4 WKRG-F	4 WX8M-F	4 WABB-F›	4 WZEW-F	4 WAVH-F	4 WAVH-F›
	WGCX-F	WGCX-F	WGCX-F	5 WGCX-F	WGOK	WKSJ-F	5 WGOK	WKRG-F	5 WABB-F	5 WKRG
6		6	6 WZEW-F	6	6 WAVH-F	6 WGOK	6	WGOK	6	6
						WDLT-F		WAVH-F		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WABB	1480	Mobile	0.8/3.3/ 5/ 130
WHEP	1310	Foley	0.9/1.7/ 6/ 67
WKQR-F	101.9	Citronelle	0.3/1.2/ 6/ 122
WLVV	1410	Mobile	0.3/1.8/ 2/ 69
WMOB	1360	Mobile	0.8/1.7/ 5/ 66
WOSM-F	103.1	Ocean Springs	0.5/1.8/ 8/ 143

RADIO STATIONS

WABB ,	1480,	5 KW (DA-N)	, Talk	SUN UPI, $11.00	(Christal)	Dittman	
WBLX ,	660,	22 KW/1 KW (DA-2)	, Black	, $10.00	(---)		
WGOK ,	900,	1 KW/500 W (DA-2)	, Gospel/Black	SBN, $16.00	(Roslin)		
WKRG ,	710,	1 KW/500 W (DA-N)	, News/Talk	CBS MBS, $23.00	(Katz)		
WLPR ,	960,	5 KW/1 KW (DA-2)	, Nostalgia	SMN, $13.00	(---)		
WABB-F,	97.5,	100 KW @ 1348	, CHR	ABC, $46.00	(Christal)	Dittman	
WAVH-F,	96.1,	100 KW @ 1342	, Oldies	UNISUP, $24.00	(Durpetti)	AT&T	
WBLX-F,	92.9,	100 KW @ 1555	, Black	UNIPWR ABC, $40.00	(HNWH)		
WDLT-F,	98.3,	6 KW @ 298	, Soft AC	UNISUP, $18.00	(K & P)		
WGCX-F,	104.1,	100 KW @ 1565	, AOR	ABC UNIPWR, $30.00	(Eastman)	(ATMORE)	
WKRG-F,	99.9,	100 KW @ 1755	, AC	MBS, $26.00	(Katz)		
WKSJ-F,	94.9,	100 KW @ 410	, Country	ABC, $81.00	(Banner)	Capitol-Johnson	
WZBA-F,	104.9,	33 KW @ 183	, Country	, $12.00	(---)	Waldron (MOSS POINT)	
WZEW-F,	92.1,	14 KW @ 449	, AOR	CNN, $15.00	(---)	(FAIRHOPE)	

Other Ranked Stations - See Pensacola

American Radio Winter 1992 Supplement, Copyright 1992

NASHVILLE

Arbitron Rank/Pop (12+): 45/836,500

MSA Rank/Pop: 47/994,000
ADI # 32
Average Person Ratings: 15.4
Market TSL: 20.25 hours

Stations: 22/21
Diaries: 1276/655:1/52.2%
Sample Target: 1240
% Below Line: 1.2
% Not Listed: 9.4

1991 Revenue: $33,000,000
HH Inc.: $33,040
Retail $: 8.1 B11
Pop per Station: 39,833
#1 Biller: WSIX-F $5,700,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. WSIX-F (C)	163/12.6	11.6	10.1	12.2	11.2	11.6	216/2639	2011/24.0	23.3	22.0				WSIX-F
2. WSM -F (C)	150/11.6	12.6	11.9	9.0	8.3	11.3	254/3379	2053/24.5	26.5	19.6				WSM -F
3. WQQK-F (B)	108/ 8.4	6.0	7.9	6.0	7.5	7.1	119/1368	1187/14.2	12.4	13.1				WQQK-F
4. WKDF-F (AOR)	103/ 8.0	9.2	7.3	7.6	6.9	8.0	222/3229	1559/18.6	18.0	18.0				WKDF-F
5. WYHY-F (CHR)	91/ 7.1	9.1	11.0	9.9	10.4	9.3	172/3519	1938/23.2	23.4	23.6				WYHY-F
6. WZEZ-F (SAC/EZ)	90/ 7.0	6.1	7.2	7.8	8.1	7.0	117/1887	1321/15.8	14.5	14.7				WZEZ-F
7. WLAC-F (AC)	86/ 6.7	5.2	6.1	7.9	7.4	6.5	135/2352	1540/18.4	15.1	17.4				WLAC-F
8. WGFX-F (CL AOR)	64/ 5.0	5.5	4.9	4.6	4.4	5.0	97/1764	1204/14.4	14.8	13.0				WGFX-F
9. WLAC (T/N/REL)	49/ 3.8	3.5	2.2	2.5	5.1	3.0	53/1137	971/11.6	10.0	11.1				WLAC
10. WSM (C)	48/ 3.7	3.7	3.6	4.3	3.8	3.8	82/1213	755/ 9.0	10.4	9.9				WSM
11. WRMX-F (O)	47/ 3.6	3.1	4.0	5.1	3.8	3.9	62/1170	882/10.5	10.0	11.1				WRMX-F
12. WVOL (B)	30/ 2.3	2.2	2.6	3.1	2.4	2.5	31/444	437/ 5.2	5.1	5.2				WVOL
13. WWTN-F (N/T)	23/ 1.8	1.2	0.7	0.6	----	1.1	25/408	361/ 4.3	5.0	0.0				WWTN-F
14. WMDB (B)	22/ 1.7	1.6	2.4	0.6	0.9	1.6	29/185	158/ 1.9	3.2	2.3				WMDB
15. WAMB-AF (BB)	20/ 1.6	1.7	1.5	1.7	2.5	1.6	23/363	321/ 3.8	4.2	0.0				WAMB-AF

12+ FM SHARE (METRO): 83.73% (978 of 1168) (WIN 91: 82.85%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	WYHY-F	WSIX-F	WSIX-F	WSIX-F	WSIX-F	WSIX-F‹	WSIX-F›	WSIX-F	WSIX-F	WQQK-F›	WQQK-F›
2	WQQK-F››	WKDF-F	WSM -F	WSM -F›	WSM -F›	WSM -F›	WSM -F›	WSM -F	WSM -F	WSM -F	WSM -F
3	WKDF-F	WQQK-F‹	WKDF-F	WZEZ-F	WZEZ-F	WZEZ-F›	WYHY-F	WZEZ-F	WKDF-F	WYHY-F	WSIX-F
4		WSM -F	WQQK-F	WKDF-F	WKDF-F‹	WSM ‹	WZEZ-F‹	WKDF-F	WQQK-F	WKDF-F	WLAC-F
5		WYHY-F‹	WLAC-F	WQQK-F	WQQK-F	WLAC	WKDF-F	WLAC-F	WYHY-F	WSIX-F	WSM
6		WLAC-F‹	WGFX-F‹	WLAC-F‹	WLAC-F	WLAC-F	WQQK-F	WQQK-F	WLAC-F‹	WLAC-F	WYHY-F
7		WGFX-F›	WYHY-F‹	WGFX-F	WGFX-F	WRMX-F	WLAC-F	WLAC	WZEZ-F	WGFX-F	
8		WZEZ-F	WZEZ-F								

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	WKDF-F‹	WQQK-F	WSM -F	WSIX-F	WSIX-F	WKDF-F	WKDF-F	WKDF-F	WSIX-F	WSIX-F
2	WQQK-F	WLAC-F‹	WSIX-F	WSM -F	WSM -F	WSIX-F	WSIX-F	WSIX-F	WKDF-F›	WSM -F‹
3	WLAC-F	WSIX-F‹	WQQK-F	WQQK-F	WLAC-F‹	WQQK-F	WGFX-F	WGFX-F	WGFX-F‹	WKDF-F
4	WSIX-F	WSM -F	WLAC-F	WLAC-F›	WQQK-F	WYHY-F	WSM -F	WSM -F›	WSM -F›	WGFX-F
5	WYHY-F	WKDF-F‹	WYHY-F	WZEZ-F‹	WZEZ-F›	WGFX-F›	WQQK-F	WZEZ-F	WYHY-F	WZEZ-F
	WSM -F	WYHY-F›	WZEZ-F	WYHY-F	WYHY-F	WSM -F	WYHY-F		WQQK-F	WLAC
7		WZEZ-F		WKDF-F	WRMX-F				WZEZ-F	

OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME
WAKM	950	Franklin	0.4/1.1/ 5/ 95
WDBL-F	94.3	Springfield	0.5/1.0/ 6/ 84
WENO	760	Nashville	1.4/1.5/ 18/ 122
WRLT-F	100.1	Franklin/Nshvl.	1.0/2.6/ 13/ 233
WYCQ-F	102.9	Shelbyville	1.3/4.3/ 42/ 779
WBVR-F	101.1	Russellville	1.2/6.0/ 94/1591

AM STATIONS

WAMB, 1160, 50 KW/1 KW (DA-N) , NOSTALGIA	MBS , $ 21.00 (Roslin)		
WLAC, 1510, 50 KW (DA-N) , TALK/NEWS/RELIG	CBS , $ 37.00 (Durpetti)	Fairmont	
WMDB, 880, 2.5 KW (DAYS,DA) , BLACK	, $ 18.00 (---)		
WSM , 650, 50 KW , COUNTRY	NBC , $ 44.00 (Christal)	Gaylord	
WVOL, 1470, 5 KW/1 KW (DA-2) , BLACK	SMN , $ 24.00 (MMR)		

FM STATIONS

WGFX-F, 104.5, 49 KW @ 1312, CLASSIC AOR	SOURCE , $ 45.00 (Katz)		(GALLATIN)
WKDF-F, 103.3, 100 KW @ 1233, AOR	ABC , $ 85.00 (Katz)	Dick	
WLAC-F, 105.9, 100 KW @ 1233, AC	, $ 80.00 (Durpetti)	Fairmont	
WQQK-F, 92.1, 1.5 KW @ 430, BLACK	, $ 40.00 (MMR)		
WRMX-F, 96.3, 100 KW @ 810, OLDIES	, $ 41.00 (McGuild)		(MURFREESBORO)
WSIX-F, 97.9, 100 KW @ 1138, COUNTRY	, $ 115.00 (Mc-Guild)	Capstar	
WSM-F , 95.5, 100 KW @ 1279, COUNTRY	, $ 83.00 (Christal)	Gaylord	
WYCQ-F, 102.9, 100 KW @ 810, COUNTRY	, $ 23.00 (---)	Cromwell	(SHELBYVILLE)
WYHY-F, 107.5, 58 KW @ 708, CHR	, $ 80.00 (Eastman)	Legacy	(LEBANON)
WZEZ-F, 92.9, 100 KW @ 1053, SOFT AC/EZ	, $ 57.00 (MMWH)	South Central	
WBVR-F, 101.1, 100 KW @ 1289, COUNTRY	ABC, $ NA (---)	Tremont	(RUSSELLVILLE, KY)

American Radio Winter 1992 Supplement, Copyright 1992

NASSAU-SUFFOLK

Arbitron Rank/Pop (12+): 14/2,218,800
MSA Rank/Pop: 12/2,670,000
New York ADI
Average Person Ratings: 18.6
Market TSL: 24.50 hours

Stations: 37/11
Diaries: 1993/1113:1/48.7%
Sample Target: 1820
% Below Line: NA
% Not Listed: NA

1991 Revenue: $32,100,000
HH Inc.: $62,636
Retail $: 27.2 Bil
Pop per Station: 201,709
#1 Biller: WALK-AF $7,500,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. WALK-F (AC)	223/ 5.4	6.2	6.3	7.0	5.3	6.2		2917/12.9	15.1	14.4				WALK-F
2. WBAB-F (AOR)	210/ 5.1	3.8	4.7	4.7	3.9	4.6		3448/15.5	13.7	12.2				WBAB-F
3. WBLI-F (CHR)	187/ 4.5	4.6	4.5	5.1	5.6	4.7		3014/13.6	12.3	14.7				WBLI-F
4. WHLI (BB)	146/ 3.5	3.6	2.3	3.1	3.4	3.1		996/ 4.5	4.3	4.6				WHLI
5. WYNY-F (C)	126/ 3.0	3.6	5.0	3.2	3.2	3.7		1779/ 8.0	8.1	7.3				WYNY-F
6. WKJY-F (SAC)	107/ 2.6	2.2	2.9	3.1	2.4	2.7		1665/ 7.5	7.3	6.8				WKJY-F
7. WGSM (BB)	87/ 2.1	2.2	2.1	2.1	2.6	2.1		704/ 3.2	3.7	2.6				WGSM
8. WMJC-F (EZ)	74/ 1.8	2.5	2.0	2.6	2.1	2.2		1218/ 5.5	5.6	5.7				WMJC-F
9. WDRE-F (AOR)	70/ 1.7	2.1	1.4	2.3	2.0	1.9		1334/ 6.0	5.9	6.0				WDRE-F
10.														

NOTE: Nassau-Suffolk is a portion of the New York metro. Only stations home to the Nassau-Suffolk survey area are included. There is no TSA.

12+ FM SHARE (METRO): NA

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBLI-F›	1 WBAB-F›	1 WBAB-F	1 WBAB-F	1 WALK-F	1 WALK-F	1 WALK-F›	1 WBAB-F	1 WBAB-F	1 WBAB-F	1 WBAB-F
2 WALK-F	2 WBLI-F›	2 WALK-F	2 WALK-F	2 WBAB-F	2 WHLI ›	2 WBLI-F	WALK-F	2 WALK-F	2 WDRE-F	WALK-F
3 WDRE-F	3 WALK-F	3 WBLI-F›	3 WBLI-F›	3 WBLI-F	3 WYNY-F	3 WBAB-F›	3 WBLI-F›	3 WBLI-F›	3 WBLI-F	3 WDRE-F
4	4 WDRE-F	4 WKJY-F	4 WKJY-F	4 WYNY-F	4 WBLI-F	4 WYNY-F	4 WKJY-F	4 WYNY-F	4 WALK-F	4
5	5	5 WYNY-F	5 WYNY-F	5 WKJY-F	5 WGSM	5	5 WYNY-F	5 WKJY-F	5	5
							6 WHLI	WHLI		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WBLI-F›	1 WBLI-F	1 WALK-F	1 WBLI-F	1 WALK-F›
2 WBAB-F›	2 WBAB-F	2 WBLI-F‹	2 WALK-F›	2 WBLI-F
3 WALK-F	3 WALK-F›	3 WBAB-F	3 WBAB-F	3 WKJY-F
4 WDRE-F	4 WDRE-F	4 WKJY-F	4 WKJY-F	4 WYNY-F‹
5	5 WKJY-F	5 WDRE-F	5	5 WBAB-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBAB-F››	1 WBAB-F››	1 WBAB-F››	1 WBAB-F››	1 WBAB-F›
2 WDRE-F	2 WDRE-F	2 WDRE-F	2 WALK-F›	2 WALK-F›
3 WBLI-F	3 WBLI-F	3 WBLI-F	3 WBLI-F	3 WYNY-F
4	4	4	4 WDRE-F‹	WBLI-F
5	5	5	5 WYNY-F	5

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WLIM	1580	Patchogue	0.4/0.6/ 16/ 131
WRCN-F	103.9	Riverhead	0.9/2.8/ 39/ 611

See New York for more about the following stations:

WABC	3.5/9.2	WNEW-F	3.3/11.8
WADO	0.3/0.6	WOR	4.3/9.6
WBLS-F	1.3/4.7	WPAT	0.3/1.7
WCBS	4.3/16.4	WPAT-F	3.7/8.4
WCBS-F	4.1/12.3	WPLJ-F	2.8/13.4
WEZN-F	0.9/3.3	WPLR-F	0.5/2.6
WFAN	3.0/10.9	WQCD-F	1.5/5.5
WHTZ-F	3.8/15.5	WQHT-F	3.1/10.4
WINS	2.5/13.8	WQXR	0.1/0.6
WLTW-F	2.4/8.6	WQXR-F	1.6/4.5
WMXV-F	4.0/10.2	WRKS-F	2.4/6.5
WNCN-F	1.1/4.6	WSKQ-F	0.6/1.2
WNEW	1.0/3.0	WXRK-F	4.7/14.4

RADIO STATIONS

WGSM ,	740,	25 KW (DAYS, DA) ,	Nostalgia	UNISUP/ULT, $ 40.00 (MMR)	Greater Media
WHLI ,	1100,	10 KW (DAYS, DA) ,	Nostalgia	, $ 40.00 (Katz)	Barnstable
WALK-F,	97.5,	39 KW @ 554 ,	AC	, $175.00 (Durpetti)	American
WBAB-F,	102.3,	3 KW @ 269 ,	AOR	, $135.00 (MMR)	Noble
WBAZ-F,	101.7,	5.5 KW @ 341 ,	Soft AC	CNN UNISUP, $ 36.00 (Schubert)	
WBLI-F,	106.1,	25 KW @ 492 ,	CHR	, $125.00 (Katz)	Beck-Ross
WCTO-F,	94.3,	3 KW @ 300 ,	EZ/Soft AC	, $ 50.00 (MMR)	Greater Media
WDRE-F,	92.7,	1 KW @ 521 ,	AOR	, $ 62.00 (Katz)	
WKJY-F,	98.3,	3 KW @ 328 ,	Soft AC	, $ 75.00 (Katz)	Barnstable
WRCN-F,	103.9,	1.5 KW @ 466 ,	AOR	, $ 35.00 (McGuild)	

Other Stations - See New York

American Radio Winter 1992 Supplement, Copyright 1992

NEW ORLEANS

Arbitron Rank/Pop (12+): 39/997,900
MSA Rank/Pop: 38/1,310,000
ADI # 36
Average Person Ratings: 17.4
Market TSL: 23.25 hours

Stations: 25/23
Diaries: 1633/611:1/48.9%
Sample Target: 1650
% Below Line: 0.6
% Not Listed: 10.0

1991 Revenue: $30,200,000
HH Inc.: $26,730
Retail $: 10.1 Bil
Pop per Station: 43,386
#1 Biller: WWL $6,200,000

12+ METRO		1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. WWL	(N/T)	164/ 9.5	11.4	8.1	8.0	10.9	9.3	217/2985	2243/22.5	26.6	23.3				WWL
2. WQUE-AF	(B)	155/ 9.0	10.3	10.1	10.7	10.4	10.0	222/2833	2034/20.4	22.9	23.2				WQUE-AF
3. WEZB-F	(CHR)	150/ 8.7	7.4	8.1	9.3	8.5	8.4	192/2982	2231/22.4	21.6	25.0				WEZB-F
4. WYLD-F	(B)	147/ 8.5	9.2	10.8	10.7	11.1	9.8	169/2167	1936/19.4	19.6	20.4				WYLD-F
5. WNOE-F	(C)	139/ 8.0	8.5	7.4	8.2	7.2	8.0	208/2455	1610/16.1	16.1	13.2				WNOE-F
6. KMEZ-F	(B/AC)	110/ 6.3	3.2	1.9	1.7	1.1	3.3	112/1188	1184/11.9	7.4	2.6				KMEZ-F
7. WLMG-F	(SAC)	99/ 5.7	4.8	5.4	6.4	5.0	5.6	108/1700	1495/15.0	13.0	13.9				WLMG-F
8. WLTS-F	(AC)	73/ 4.2	5.0	4.2	5.1	6.7	4.6	90/1285	1091/10.9	12.9	16.1				WLTS-F
WBYU	(BB/EZ)	73/ 4.2	3.4	3.8	3.3	3.5	3.7	73/820	804/ 8.1	6.3	5.7				WBYU
10. WCKW-F	(CL AOR)	64/ 3.7	3.5	4.6	4.0	3.3	4.0	109/1920	1205/12.1	10.2	10.9				WCKW-F
11. WBOK	(G)	62/ 3.6	3.5	3.2	3.4	4.1	3.4	63/645	631/ 6.3	6.1	7.2				WBOK
12. WMXZ-F	(AC)	61/ 3.5	3.6	5.3	3.8	2.4	4.1	66/1301	1020/10.2	11.5	8.7				WMXZ-F
13. KQLD-F	(O)	58/ 3.3	3.0	4.2	3.8	4.0	3.6	72/1303	1103/11.1	9.9	10.0				KQLD-F
14. WRNO-F	(AOR)	41/ 2.4	3.3	3.3	2.4	4.0	2.8	72/1364	924/ 9.3	9.0	11.5				WRNO-F
15. WYLD	(G)	40/ 2.3	2.9	2.9	1.9	1.2	2.5	47/638	525/ 5.3	5.2	5.1				WYLD

12+ FM SHARE (METRO): 72.88% (1137 of 1560) (WIN 91: 76.53%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQUE-AF	1 WQUE-AF	1 WQUE-AF<	1 KMEZ-F	1 WWL	1 WWL >	1 WWL	1 WWL	1 WWL	1 WYLD-F	1 WYLD-F
2 WEZB-F	2 WYLD-F<	2 WEZB-F<	2 WWL	KMEZ-F	2 WNOE-F	2 WEZB-F>	2 WNOE-F	2 WQUE-AF	2 WQUE-AF>	WWL
3 WYLD-F	3 WEZB-F>	3 WYLD-F<	3 WQUE-AF	3 WNOE-F	3 WBYU	3 WQUE-AF<	3 WLMG-F	3 WNOE-F<	3 WEZB-F<	WQUE-F
4	4 KMEZ-F	4 KMEZ-F	4 WYLD-F	4 WQUE-AF<	4 WLMG-F	4 WNOE-F	4 WQUE-AF<	4 WYLD-F<	4 KMEZ-F	4 WLMG-F
5	5 WMXZ-F<	5 WWL	WEZB-F	5 WLMG-F<	5 WBOK <	5 WYLD-F	5 WEZB-F<	5 WEZB-F>	5	5 KMEZ-F
6	6 WCKW-F<	6 WNOE-F<	6 WLMG-F<	6 WYLD-F<	6 KMEZ-F	WLMG-F	6 KMEZ-F	6 WLMG-F	6	6 WLTS-F
7	7 WNOE-F	7 WLMG-F	7 WNOE-F	7 WEZB-F	7	7 KMEZ-F	7 WYLD-F	7 KMEZ-F	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WYLD-F<	1 WQUE-AF	1 KMEZ-F>	1 KMEZ-F	1 KMEZ-F
2 WQUE-AF	KMEZ-F<	2 WQUE-AF	2 WYLD-F	2 WLMG-F
WEZB-F>	3 WYLD-F	3 WYLD-F	3 WQUE-AF	3 WYLD-F
4 KMEZ-F	4 WEZB-F>	4 WMXZ-F	4 WEZB-F	4 WQUE-AF<
5 WNOE-F	5 WMXZ-F	5 WLMG-F	5 WLMG-F	5 WNOE-F
6 WLTS-F	6 WLTS-F	WEZB-F	6 WLTS-F	6 WLTS-F
7	7 WLMG-F<	7 WLTS-F	7 WNOE-F	WEZB-F
	8 WNOE-F			

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WQUE-AF	1 WQUE-AF	1 WQUE-AF	1 WWL	1 WWL >
WEZB-F	2 WEZB-F	2 WYLD-F	2 WEZB-F<	2 WNOE-F
3 WYLD-F>	3 WYLD-F>	WEZB-F	3 WQUE-AF	3 WQUE-AF
4 WRNO-F>	4 WCKW-F>	WCKW-F	4 WYLD-F<	WEZB-F
5 WCKW-F	5 WRNO-F	5 WNOE-F	5 WCKW-F	WCKW-F
KMEZ-F	WNOE-F	WMXZ-F	6 WNOE-F	6 WYLD-F
7	7 WMXZ-F	7 WWL	7 KMEZ-F	KMEZ-F

OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME
KHOM-F	104.1	Houma	1.3/5.6/ 53/1027
WADU	830	Norco/Kenner	0.8/1.8/ 18/ 233
WNOE	1060	New Orleans	1.0/3.3/ 20/ 402
WSMB	1350	New Orleans	1.1/3.7/ 20/ 417
WTIX	690	New Orleans	1.0/4.0/ 19/ 421
WYAT	990	New Orleans	0.7/1.4/ 12/ 157
WZRH-F	106.1	Picayne	0.7/1.5/ 16/ 381
WFMF-F	102.5	Baton Rouge	0.5/2.1/ 37/ 631
WKJN-F	103.3	Hammond	

American Radio Winter 1992 Supplement, Copyright 1992

NEW ORLEANS

RADIO STATIONS

AM STATIONS

WBOK, 1230, 1 KW	GOSPEL	SBN, UNIULT	$ 23.00	(Roslin)		
WBYU, 1450, 1 KW	NOSTALGIA/EZ	SMN	$ 31.00	(Roslin)		
WNOE, 1060, 50 KW/5 KW (DA-2)	COUNTRY	ABC	$ NA	(Mc-Guild)	New Market	
WSMB, 1350, 5 KW (DA-2)	TALK	ABC	$ 25.00	(---)		
WTIX, 690, 10 KW/5 KW (DA-2)	TALK	NBC, MBS	$ 23.00	(---)	GHB (Buck)	
WWL , 870, 50 KW (DA-1)	NEWS/TALK	ABC	$ 118.00	(Katz)	Keymarket	
WYAT, 990, 250 W	OLDIES	CBS,UNISP,	$ 21.00	(Durpetti)	Muniz	
WYLD, 940, 10 KW/500 W (DA-2)	GOSPEL		$ 21.00	(HNWH)	Interurban	

FM STATIONS

KHOM, 104.1, 100 KW @ 1945	OLDIES	UNISUP, NBC	$ 25.00	(Torbet)	(HOUMA)	
KMEZ, 102.9, 4.7 KW @ 604	BLACK AC	SMN	$ 26.00	(---)	(BELLE CHASE)	
KQLD, 106.7, 100 KW @ 981	OLDIES	ABC	$ 37.00	(McGuild)	Beasley (PORT SULPHUR)	
WCKW, 92.3, 100 KW @ 1945	CLASSIC AOR	SOURCE	$ 40.00	(Banner)	(LAPLACE)	
WEZB, 97.1, 100 KW @ 449	CHR		$ 90.00	(MMR)	EZ	
WLMG, 101.9, 100 KW @ 830	SOFT AC		$ 59.00	(Katz)	Keymarket	
WLTS, 105.3, 100 KW @ 902	AC	CBS,	$ 56.00	(Durpetti)	Muniz	
WMXZ, 95.7, 100 KW @ 984	AC		$ NA	(MMR)	Stoner	
WNOE, 101.1, 100 KW @ 1004	COUNTRY	ABC,	$ 60.00	(McGuild)	Keymarket	
WQUE, 93.3, 93 KW @ 459	BLACK		$ 75.00	(Christal)	Clear Channel	
WRNO, 99.5, 100 KW @ 1004	AOR	ABC UNIPWR,	$ 44.00	(MMR)		
WYLD, 98.5, 100 KW @ 361	BLACK	ABC,	$ 60.00	(HNWH)	Interurban	

American Radio Winter 1992 Supplement, Copyright 1992

NEW YORK

Arbitron Rank/Pop (12+): 1/14,024,700
MSA Rank/Pop: 1/15,400,000
ADI # 1
Average Person Ratings: 19.1
Market TSL: 25.00 hours

Stations: 43/43
Diaries: 5981/2345:1/48.6%
Sample Target: 4400
% Below Line: 0.0
% Not Listed: 11.0

1991 Revenue: $334,000,000
HH Inc.: $41,370
Retail $:113.0 Bil
Pop per Station: 326,155
#1 Biller: WINS $30,000,000

12+ METRO		1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. WRKS-F	(B)	1474/ 5.5	5.2	4.8	5.1	5.8	5.2	1548/20084	18885/13.5	12.3	12.3				WRKS-F
2. WLTW-F	(SAC)	1445/ 5.4	5.8	4.9	4.8	5.0	5.2	1486/21245	20494/14.6	14.1	13.0				WLTW-F
3. WBLS-F	(B)	1317/ 4.9	4.4	4.2	3.8	4.1	4.3	1327/16889	16478/11.7	11.7	10.2				WBLS-F
4. WMXV-F	(AC)	1168/ 4.3	4.2	3.4	4.2	4.2	4.0	1184/17968	17600/12.5	13.4	12.4				WMXV-F
5. WCBS-F	(O)	1120/ 4.2	4.9	5.1	5.2	5.0	4.8	1186/19643	18700/13.3	14.0	13.9				WCBS-F
6. WXRK-F	(CL AOR)	1101/ 4.1	3.9	3.8	3.3	3.2	3.8	1157/19005	17726/12.6	12.6	11.2				WXRK-F
7. WOR	(T)	1067/ 4.0	3.3	4.0	4.6	4.3	4.0	1196/14105	12913/ 9.2	9.4	9.7				WOR
8. WQHT-F	(CHR)	1048/ 3.9	4.8	4.2	4.0	3.7	4.2	1106/17977	16743/11.9	12.6	10.8				WQHT-F
9. WINS	(N)	1021/ 3.8	4.1	4.3	4.3	5.7	4.1	1036/24708	24249/17.3	17.1	21.0				WINS
10. WNEW-F	(AOR)	996/ 3.7	3.8	4.0	3.1	2.8	3.7	1034/17153	16042/11.4	11.2	10.2				WNEW-F
11. WHTZ-F	(CHR)	969/ 3.6	3.3	3.8	3.6	3.6	3.6	985/21902	21110/15.1	14.3	14.1				WHTZ-F
12. WPAT-F	(EZ)	938/ 3.5	2.7	3.9	4.0	4.0	3.5	1041/12783	11917/ 8.5	7.2	8.0				WPAT-F
13. WCBS	(N)	908/ 3.4	3.0	3.5	3.4	4.4	3.3	992/21887	19676/14.0	13.7	16.1				WCBS
14. WABC	(T)	856/ 3.2	3.3	2.6	2.7	2.6	3.0	964/13591	11903/ 8.5	8.8	7.5				WABC
15. WPLJ-F	(CHR)	748/ 2.8	2.8	2.3	2.2	2.0	2.5	800/19603	17963/12.8	12.6	11.5				WPLJ-F
16. WYNY-F	(C)	728/ 2.7	2.7	3.5	3.3	2.5	3.0	788/11028	10444/ 7.4	6.9	6.8				WYNY-F
17. WFAN	(SPTS)	646/ 2.4	3.0	3.3	2.9	2.3	2.9	844/15704	12408/ 8.8	10.0	8.1				WFAN
18. WQCD-F	(J)	622/ 2.3	1.9	2.0	2.4	2.3	2.2	655/10356	9907/ 7.1	6.1	7.2				WQCD-F
19. WSKQ-F	(SP)	596/ 2.2	2.4	2.0	1.9	2.1	2.1	599/8232	6129/ 4.4	4.9	3.7				WSKQ-F
20. WQXR-AF	(CL)	507/ 1.9	1.4	1.8	1.7	1.3	1.7	545/8467	7975/ 5.3	5.2	5.3				WQXR-AF
21. WNEW	(BB)	501/ 1.9	1.9	2.5	2.1	1.7	2.1	527/7315	6751/ 4.8	6.1	5.5				WNEW
22. WADO	(SP)	423/ 1.6	1.9	1.5	1.8	2.2	1.7	423/4168	4168/ 3.0	3.3	3.4				WADO
23. WLIB	(B/N/T)	360/ 1.3	1.2	1.7	1.6	1.5	1.5	362/3242	3205/ 2.3	2.4	2.6				WLIB
24. WNCN-F	(CL)	346/ 1.3	1.5	1.1	1.3	1.5	1.3	349/7135	6935/ 4.9	4.8	5.3				WNCN-F
25. WSKQ	(SP)	315/ 1.2	1.1	1.2	1.3	1.3	1.2	315/3254	3254/ 2.3	2.3	2.3				WSKQ
26. WALK-F	(AC)	252/ 0.9	1.0	1.0	1.1	0.9	1.0	261/3933	3436/ 2.4	2.6	2.6				WALK-F
27. WKDM	(SP)	219/ 0.8	0.7	0.8	1.0	0.8	0.8	219/2395	2395/ 1.7	1.4	1.6				WKDM
28. WBAB-F	(AOR)	215/ 0.8	0.7	0.8	0.8	0.6	0.8	216/3844	3784/ 2.7	2.5	2.2				WBAB-F
29. WPAT	(EZ)	209/ 0.8	0.8	0.7	0.9	1.0	0.8	209/3987	3922/ 2.8	3.1	3.0				WPAT
30. WFME-F	(REL)	200/ 0.7	0.7	0.7	0.5	0.4	0.6	211/1880	1725/ 1.2	1.4	1.4				WFME-F
31. WHLI	(BB)	195/ 0.7	0.6	0.4	0.6	0.7	0.6	195/1175	1175/ 0.8	1.0	0.8				WHLI
32. WBLI-F	(CHR)	193/ 0.7	0.7	0.7	0.9	0.8	0.8	193/3327	3298/ 2.4	2.2	2.4				WBLI-F
33. WDRE-F	(AOR)	191/ 0.7	0.8	0.5	0.8	0.8	0.7	191/3950	3907/ 2.8	2.8	2.5				WDRE-F
34. WWRL	(REL)	183/ 0.7	0.8	0.8	0.5	0.9	0.7	183/2320	2320/ 1.7	1.8	1.6				WWRL
35. WHUD-F	(EZ/SAC)	175/ 0.7	0.3	0.6	0.4	0.6	0.5	325/3087	1982/ 1.4	1.3	1.1				WHUD-F

12+ FM SHARE (METRO): 69.59% (16625 of 23889) (WIN 91: 68.04%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	WRKS-F	WRKS-F	WRKS-F	WLTW-F<	WLTW-F	WOR	WINS <	WLTW-F	WLTW-F<	WRKS-F	WRKS-F>
2	WHTZ-F	WQHT-F	WXRK-F	WCBS-F<	WCBS-F	WLTW-F	WXRK-F>	WMXV-F	WRKS-F	WBLS-F>	WINS
3	WQHT-F>	WNEW-F<	WLTW-F<	WXRK-F	WMXV-F<	WPAT-F	WCBS	WCBS-F	WMXV-F<	WQHT-F	WABC >
4	WBLS-F>	WXRK-F	WBLS-F<	WMXV-F<	WXRK-F<	WINS <	WRKS-F<	WNEW-F	WBLS-F	WOR	WOR
5	WPLJ-F	WBLS-F<	WMXV-F<	WBLS-F	WBLS-F	WCBS-F<	WOR	WBLS-F	WQHT-F	WLTW-F	WCBS
6		WMXV-F	WNEW-F	WNEW-F	WNEW-F	WCBS <	WLTW-F<	WABC	WCBS-F	WHTZ-F	WBLS-F>
7		WLTW-F<	WCBS-F	WRKS-F>	WRKS-F>	WABC >	WCBS-F	WRKS-F	WABC	WMXV-F	WLTW-F>
8		WPLJ-F<	WQHT-F	WQCD-F	WQCD-F<	WBLS-F<	WHTZ-F<	WPAT-F	WHTZ-F<		WFAN >
9		WHTZ-F	WHTZ-F	WYNY-F	WYNY-F	WYNY-F	WNEW-F	WXRK-F	WNEW-F		WQHT-F
10			WPLJ-F	WPLJ-F	WINS WHTZ-F	WMXV-F	WFAN	WQHT-F	WPAT-F		

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	WQHT-F	WRKS-F	WMXV-F	WLTW-F	WLTW-F	WQHT-F	WXRK-F	WXRK-F	WXRK-F	WXRK-F>
2	WRKS-F>	WMXV-F	WNEW-F<	WRKS-F<	WCBS-F<	WRKS-F	WNEW-F	WNEW-F	WNEW-F	WCBS-F
3	WHTZ-F>	WQHT-F	WLTW-F	WMXV-F	WMXV-F	WNEW-F	WQHT-F<	WRKS-F<	WBLS-F	WBLS-F
4	WMXV-F	WLTW-F	WBLS-F	WCBS-F	WBLS-F<	WXRK-F	WRKS-F	WBLS-F	WRKS-F	WNEW-F
5	WLTW-F	WBLS-F	WRKS-F	WBLS-F<	WRKS-F	WBLS-F	WBLS-F>	WQHT-F	WQHT-F	WFAN <
6	WPLJ-F<	WHTZ-F<	WXRK-F<	WHTZ-F	WNEW-F	WPLJ-F	WMXV-F	WMXV-F	WLTW-F	WMXV-F
7	WBLS-F>	WNEW-F	WPLJ-F	WQHT-F	WHTZ-F	WMXV-F	WPLJ-F	WFAN	WCBS-F	WLTW-F
8	WSKQ-F<	WPLJ-F	WHTZ-F	WNEW-F	WXRK-F	WHTZ-F>	WFAN	WPLJ-F	WLTW-F	WRKS-F
9	WXRK-F	WXRK-F	WQHT-F	WPLJ-F	WYNY-F<	WSKQ-F	WLTW-F	WLTW-F	WFAN	WQCD-F
10	WNEW-F		WQCD-F	WXRK-F	WQCD-F		WHTZ-F	WCBS-F		

American Radio Winter 1992 Supplement, Copyright 1992

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WDHA-F	105.5	Dover	0.4/1.7/121/2689
WEVD	1050	New York	0.3/1.9/ 80/2754
WGSM	740	Huntington	0.3/0.6/ 88/ 804
WKJY-F	98.3	Hempstead	0.5/1.6/130/2292
WMJC-F	94.3	Smithtown/LngIs	0.3/0.9/ 74/1218
WNJR	1430	Newark	0.3/1.2/ 83/1777
WWDJ	970	Hackensack	0.3/0.8/ 84/1197

RADIO STATIONS

AM STATIONS

WABC,	770,	50 KW	,	Talk	ABC,	$260.00	(Banner)	Cap Cities/ABC
WADO,	1280,	5 KW (DA-1)	,	Hispanic	,	$110.00	(Katz Hisp)	Tichenor
WCBS,	880,	50 KW	,	News	CBS,	$365.00	(CBS)	CBS
WEVD,	1050,	50 KW (DA-1)	,	Nostlgia/FS/Ethnic	MBS NBC,	$ 80.00	(Groskin)	Forward
WFAN,	660,	50 KW	,	Sports	NBC UNIPWR,	$350.00	(HNWH)	Infinity (p)
WINS,	1010,	50 KW (DA-1)	,	News	CNN, ABC,	$405.00	(Group W)	Westinghouse
WKDM,	1380,	5 KW (DA-1)	,	Hispanic	CRC, CBS,	$ 84.00	(Katz Hisp)	United
WLIB,	1190,	10 KW (Days, DA)	,	Black News/Talk	SBN,	$ 88.00	(Mc-Guild)	Inner City
WMCA,	570,	5 KW (DA-1)	,	Religion	,	$ NA	(---)	Salem
WNEW,	1130,	50 KW (DA-N)	,	Nostalgia	MBS, NBC,	$160.00	(Schubert)	Westwood One
WOR ,	710,	50 KW (DA-1)	,	Talk	ABC, NBC,	$290.00	(Mc-Guild)	Buckley
WPAT,	930,	5 KW (DA-2)	,	SEE WPAT-FM				
WQXR,	1560,	50 KW (DA-2)	,	SEE WQXR-FM				
WSKQ,	620,	5 KW (DA-2)	,	Hispanic	,	$110.00	(---)	SBS
WWRL,	1600,	5 KW (DA-2)	,	Gospel	MBS NBN,	$ 45.00	(K & P)	Unity
WWDJ,	970,	5 KW (DA-2)	,	Religion	,	$ 50.00	(---)	Communicom
WZRC,	1480,	5 KW (DA-2)	,	AOR	,	$ NA	(Torbet)	Infinity

FM STATIONS

WBLS,	107.5,	5.4 KW @ 1220	,	Black	ABC,	$300.00	(Mc-Guild)	Inner City
WCBS,	101.1,	6.8 KW @ 1325	,	Oldies	CBS,	$420.00	(CBS)	CBS
WHTZ,	100.3,	7.8 KW @ 1220	,	CHR	,	$300.00	(Christal)	Malrite
WFME,	94.7,	37 KW @ 571	,	Religion	,	$ NA	(---)	Family
WHUD,	100.7,	50 KW @ 500	,	EZ/Soft AC	,	$100.00	(Katz)	(PEEKSKILL)
WLTW,	106.7,	7.8 KW @ 1223	,	Soft AC	,	$440.00	(Katz)	Viacom
WNCN,	104.3,	7.8 KW @ 1220	,	Classical	CNN UNISUP,	$170.00	(CMBS)	GAF
WNEW,	102.7,	7.8 KW @ 1220	,	AOR	SOURCE UNIPWR,	$350.00	(Group W)	Westinghouse
WNSR,	105.1,	7.8 KW @ 1222	,	AC	UNIPWR,	$320.00	(Mc-Guild)	Bonneville
WPAT,	93.1,	5.4 KW @ 1420	,	EZ	,	$230.00	(MMR)	Park
WPLJ,	95.5,	6.7 KW @ 1345	,	CHR	,	$200.00	(Katz)	Cap Cities/ABC
WQCD,	101.9,	5.3 KW @ 1420	,	Jazz	UNISUP,	$270.00	(Christal)	Tribune Co.
WQHT,	97.1,	6.7 KW @ 1338	,	CHR	,	$300.00	(HNWH)	Emmis
WQXR,	96.3,	7.8 KW @ 1223	,	Classical	UNISUP,	$175.00	(MMR)	New York Times
WRKS,	98.7,	7.8 KW @ 1223	,	Black	SOURCE UNIPWR,	$300.00	(Durpetti)	Summit
WSKQ,	97.9,	7.8 KW @ 1224	,	Hispanic	,	$100.00	(---)	SBS
WXRK,	92.3,	7.6 KW @ 1223	,	Classic AOR	ABC,	$400.00	(Torbet)	Infinity
WYNY,	103.5,	6.7 KW @ 1391	,	Country	NBC MBS,	$240.00	(Schubert)	Westwood One

American Radio Winter 1992 Supplement, Copyright 1992

NORFOLK

Arbitron Rank/Pop (12+): 33/1,171,000

MSA Rank/Pop: 34/1,390,000
ADI # 38

Average Person Ratings: 15.8
Market TSL: 21.00 hours

Stations: 27/26
Diaries: 1605/730:1/52.6%
Sample Target: 1450
% Below Line: 0.8
% Not Listed: 12.0

1991 Revenue: $30,600,000
MH Inc.: $34,700
Retail $: 10.9 Bil
Pop per Station: 45,038
#1 Biller: WNOR-F $4,100,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. WOWI-F (B)	179/ 9.6	11.4	9.3	8.2	10.9	9.6	194/2637	2338/20.0	19.6	20.2				WOWI-F
2. WCMS-AF (C)	151/ 8.1	8.1	9.1	8.1	9.1	8.4	174/2121	1729/14.8	15.2	17.7				WCMS-AF
3. WFOG-F (EZ)	145/ 7.8	8.7	8.1	6.8	7.3	7.9	159/2001	1737/14.8	15.7	13.5				WFOG-F
4. WNOR-AF (AOR)	119/ 6.5	7.7	8.8	7.3	7.0	7.6	129/1967	1878/16.0	17.7	19.0				WNOR-AF
5. WMXN-F (AC)	118/ 6.4	4.0	5.0	4.3	4.6	4.9	133/2076	1841/15.7	15.4	12.8				WMXN-F
6. WWDE-F (AC)	107/ 5.8	6.1	4.7	7.1	5.9	5.9	118/1820	1619/13.8	14.7	13.9				WWDE-F
7. WJQI-F (SAC)	102/ 5.5	4.0	4.3	5.4	4.9	4.8	102/1364	1325/11.1	10.9	11.6				WJQI-F
8. WNVZ-F (CHR)	90/ 4.9	5.2	4.3	6.1	6.9	5.1	97/2188	2009/17.2	18.2	20.0				WNVZ-F
9. WLTY-F (O)	86/ 4.6	3.8	4.8	6.1	5.1	4.8	93/1483	1332/11.4	11.1	11.1				WLTY-F
10. WGH -F (C)	84/ 4.5	3.7	3.1	4.2	2.2	3.9	104/1409	1159/ 9.9	8.0	7.2				WGH -F
11. WAFX-F (CL AOR)	82/ 4.4	4.7	5.1	6.2	5.2	5.1	107/2083	1750/14.9	15.3	16.9				WAFX-F
12. WKOC-FF (AOR)	70/ 3.8	2.8	2.8	6.0	4.9	3.8	79/1155	955/ 8.2	8.9	10.6				WKOC-FF
13. WMYA-F (B/AC)	66/ 3.6	3.0	5.0	1.3	----	3.2	85/1054	933/ 8.0	7.3	0.0				WMYA-F
14. WNIS (N/T)	58/ 3.1	3.6	3.6	2.5	3.3	3.2	59/884	814/ 7.0	7.3	7.0				WNIS
15. WPCE (G)	45/ 2.4	3.2	2.1	1.4	2.6	2.3	46/476	457/ 3.9	5.1	5.3				WPCE

12+ FM SHARE (METRO): 87.45% (1428 of 1633) (WIN 91: 86.87%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOWI-F>>	1 WOWI-F	1 WOWI-F	1 WOWI-F<	1 WCMS-AF	1 WFOG-F	1 WCMS-AF	1 WCMS-AF	1 WOWI-F	1 WOWI-F>>	1 WOWI-F>
2 WNVZ-F>>	2 WNOR-AF	2 WNOR-AF	2 WWDE-F	2 WWDE-F	2 WCMS-AF>	2 WFOG-F	2 WFOG-F	2 WCMS-AF	2 WMXN-F<	2 WWDE-F>
3 WMXN-F	3 WMXN-F	3 WMXN-F	3 WCMS-AF	3 WOWI-F	3 WWDE-F	3 WOWI-F	3 WOWI-F<	3 WFOG-F	3 WNVZ-F<	3 WNOR-F
4	4 WJQI-F	4 WJQI-F	WNOR-AF	4 WLTY-F<	4 WLTY-F	4 WWDE-F	4 WJQI-F<	4 WMXN-F<	4 WNOR-AF	4 WGH -F
5	5 WAFX-F	5 WWDE-F<	5 WLTY-F	5 WNOR-AF	5	5 WNOR-AF	5 WMXN-F<	5 WNOR-AF	5 WCMS-AF	5 WMYA-F
6	6 WNVZ-F	6 WCMS-AF	6 WMXN-F<	6 WJQI-F<	6	6 WMXN-F	6 WNOR-AF	6 WJQI-F	6	WBSK
7	7 WKOC-FF	7 WAFX-F	7 WJQI-F	7 WFOG-F	7	7	7 WWDE-F	7 WWDE-F	7	7 WCMS-F
	WGH -F						WLTY-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WOWI-F>	1 WOWI-F>	1 WOWI-F>	1 WOWI-F>	1 WWDE-F
2 WMXN-F>	2 WMXN-F	2 WMXN-F	2 WMXN-F	2 WOWI-F
3 WJQI-F	3 WJQI-F>	3 WJQI-F	3 WJQI-F<	3 WJQI-F<
4 WNVZ-F>	4 WWDE-F<	4 WWDE-F	4 WWDE-F	4 WCMS-AF
5 WNOR-AF	5 WNVZ-F	5 WNOR-AF	5	5 WMXN-F<
WWDE-F	6 WNOR-AF	6 WCMS-AF	6	6 WFOG-F
WMYA-F	7 WMYA-F	7	7	7 WLTY-F
WGH -F	WGH -F			

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNOR-AF>>	1 WNOR-AF>	1 WNOR-AF	1 WNOR-AF>	1 WNOR-AF
2 WOWI-F	2 WAFX-F	2 WAFX-F<	2 WAFX-F	2 WCMS-AF<
3 WAFX-F	3 WOWI-F	3 WKOC-FF	3 WCMS-AF<	3 WAFX-F
4 WNVZ-F	4 WMXN-F	4 WOWI-F	4 WOWI-F	4 WKOC-FF
WMXN-F	WKOC-FF	5 WMXN-F	WKOC-FF	5 WLTY-F
6 WCMS-AF	6 WNVZ-F	6 WGH -F	6	6 WNIS <
WJQI-F	7	7 WNVZ-F	7	7 WWDE-F<
				8 WOWI-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBSK	1350	Portsmouth	1.2/3.5/ 22/ 415
WKGM	940	Smithfield	0.5/0.7/ 10/ 100
WMBG	740	Williamsburg	0.4/1.1/ 8/ 133
WMYK-F	92.1	Moyock/Chspk	0.8/2.5/ 15/ 329
WPMH	1010	Portsmouth	0.6/1.4/ 11/ 160
WTAR	790	Norfolk	1.8/7.1/ 39/ 930
WTJZ	1270	Newport News	0.4/2.0/ 8/ 250
WXRI-F	107.7	Windsor	0.5/1.8/ 10/ 208
WDCK-F	96.5	Williamsburg	0.8/2.0/ 30/ 485

American Radio Winter 1992 Supplement, Copyright 1992

NORFOLK

AM STATIONS

WBSK	1350,	5 KW/1 KW (DA-2)	Black	NBN ABC, $ 28.00	(Mc-Guild)	Ragan Henry
WNIS	850,	5 KW/1 KW (DA-2)	News/Talk	NBC ABC, $ 36.00	(MMR)	Sinclair
WPCE	1400,	1 KW/250 W	Gospel	SBN, $ 23.00	(Mc-Guild)	Willis
WTAR	790,	5 KW (DA-1)	Talk/News	CBS CNN, $ 29.00	(Katz)	Landmark

FM STATIONS

WAFX	106.9,	100 KW @ 938	Classic AOR	, $ 63.00	(CBS)	Radio Ventures
WCMS	100.5,	50 KW @ 499	Country	ABC, $ 86.00	(Eastman)	
WFOG	92.9,	50 KW @ 479	EZ	UNIULT, $ 64.00	(MMR)	Sunshine Wireless
WGH	97.3,	74 KW @ 394	Country	ABC, $ 39.00	(Durpetti)	Susquehanna
WJQI	94.9,	50 KW @ 499	Soft AC	UNIPWR UNISUP, $ 46.00	(HNWH)	Coleman
WKOC	93.7,	100 KW @ 997	AOR	ABC, $ 32.00	(Durpetti)	Edge (ELIZABETH CITY)
WKOD	94.1,	50 KW @ 500	AOR	ABC, $ NA	(Durpetti)	Eure
WLTY	95.7,	40 KW @ 879	Oldies	, $ 61.00	(Katz)	Landmark
WMXN	105.3,	50 KW @ 500	AC	, $ 38.00	(Katz)	ML/Win
WMYA	96.1,	50 KW @ 482	Black AC	SMN, $ 31.00	(Torbet)	Willis (CAPE CHARLES)
WMYK	92.1,	3.7 KW @ 413	Black	SMN, $ 25.00	(Torbet)	Willis (MOYOCK)
WNOR	98.7,	46 KW @ 518	AOR	SOURCE, $ 95.00	(Mc-Guild)	Saga
WNVZ	104.5,	50 KW @ 479	CHR	, $ 63.00	(Banner)	Wilks-Schwartz
WOWI	102.9,	50 KW @ 469	Black	SBN UNIULT, $ 58.00	(Mc-Guild)	Ragan Henry
WWDE	101.3,	50 KW @ 500	AC	CBS, $ 94.00	(Christal)	Edens

American Radio Winter 1992 Supplement, Copyright 1992

OKLAHOMA CITY

Arbitron Rank/Pop (12+): 52/787,900

MSA Rank/Pop: 53/978,000
ADI # 40
Average Person Ratings: 16.8
Market TSL: 22.50 hours

Stations: 19/18
Diaries: 1283/614:1/54.9%
Sample Target: 1250
% Below Line: 0.3
% Not Listed: 11.5

1991 Revenue: $23,300,000
HH Inc.: $26,669
Retail $: 7.5 B11
Pop per Station: 43,772
#1 Biller: KXXY-AF $5,400,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. KXXY-AF (C)	238/18.0	18.3	18.6	18.0	15.7	18.2	334/3476	2463/31.3	32.9	26.6				KXXY-AF
2. KJYO-F (CHR)	144/10.9	9.9	10.6	9.8	9.0	10.3	162/2391	1940/24.6	21.9	21.8				KJYO-F
3. KATT-F (AOR)	97/ 7.3	7.7	8.7	8.4	11.1	8.0	153/2282	1448/18.4	16.8	20.3				KATT-F
4. KEBC-F (C)	95/ 7.2	8.0	7.4	7.4	6.9	7.5	144/2240	1521/19.3	19.9	17.7				KEBC-F
5. KMGL-F (AC)	93/ 7.0	6.4	7.0	7.6	6.2	7.0	117/1546	1167/14.8	16.4	16.7				KMGL-F
6. KTOK (N/T)	92/ 6.9	7.6	6.8	6.9	8.0	7.1	100/1341	1217/15.4	17.8	18.5				KTOK
7. WKY (EZ)	82/ 6.2	4.4	3.7	4.9	3.9	4.8	94/1152	875/11.1	10.5	11.2				WKY
8. KRXO-F (CL AOR)	81/ 6.1	6.8	6.3	8.1	6.9	6.8	93/1402	1221/15.5	18.2	15.7				KRXO-F
9. KOQL-F (O)	57/ 4.3	4.5	5.2	5.?	5.4	4.9	70/1362	1044/13.3	12.7	11.9				KOQL-F
10. KYIS-F (CHR)	50/ 3.8	2.6	3.5	3.6	4.2	3.4	63/1175	937/11.9	12.4	14.5				KYIS-F
11. KKNG-F (SAC/EZ)	35/ 2.6	3.7	3.5	3.8	5.0	3.4	37/684	565/ 7.2	8.8	13.1				KKNG-F
12. KOMA (O)	27/ 2.0	3.4	3.4	1.9	2.2	2.7	31/801	604/ 7.7	13.3	7.4				KOMA
13. KTNT-F (J/NA)	23/ 1.7	1.7	1.2	1.9	2.5	1.6	24/298	292/ 3.7	4.4	5.5				KTNT-F
14.														
15.														

12+ FM SHARE (METRO): 78.69% (923 of 1173) (WIN 91: 80.10%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KJYO-F>>	1 KJYO-F	1 KXXY-AF>	1 KXXY-AF>>1	KXXY-AF>>1	KXXY-AF>	1 KXXY-AF>>1	KXXY-AF>	1 KXXY-AF>	1 KJYO-F	1 KXXY-F
2 KXXY-AF>	2 KXXY-AF	2 KJYO-F	2 KRXO-F	2 KTOK <	2 KJYO-F>	2 KJYO-F	2 KJYO-F>	2 KXXY-AF	2 KTOK
3 KATT-F>	3 KATT-F	3 KATT-F	3 KJYO-F	3 KJYO-F<	3 WKY	3 KTOK	3 KTOK	3 KATT-F	3 KATT-F>	3 KJYO-F
4 KYIS-F	4 KRXO-F	4 KRXO-F	4 KMGL-F	4 KMGL-F	4 KEBC-F>	4 KMGL-F	4 KMGL-F	4 KEBC-F<	4 KEBC-F	4 KATT-F
5	5 KMGL-F	5 KMGL-F>	5 KOQL-F<	5 KEBC-F	5 KMGL-F	5 KEBC-F<	5 WKY <	5 KMGL-F	5 KMGL-F	5 KRXO-F
6	6 KYIS-F	6 KEBC-F	6 KATT-F	6 KOQL-F	6	6 WKY <	6 KEBC-F	6 KRXO-F	6	6 KOQL-F
7	7	7	7 KEBC-F	7 KATT-F	7	7 KRXO-F	7 KRXO-F	7 KTOK <	7	7
							8 KATT-F	8 WKY		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KJYO-F>	1 KJYO-F	1 KJYO-F<	1 KXXY-AF>	1 KXXY-AF>>	1 KATT-F>>	1 KATT-F>	1 KRXO-F	1 KXXY-AF	1 KXXY-AF>
2 KXXY-AF>	2 KXXY-AF>	2 KXXY-AF>	2 KJYO-F	2 KMGL-F	2 KJYO-F>	2 KRXO-F	2 KATT-F<	2 KATT-F	2 KRXO-F>
3 KMGL-F>	3 KMGL-F>	3 KMGL-F	3 KMGL-F>	3 KJYO-F>	3 KXXY-AF	3 KXXY-AF<	3 KXXY-AF>	3 KRXO-F	3 KATT-F
4 KATT-F>	4 KYIS-F	4 KYIS-F	4 KYIS-F	4 KYIS-F	4 KRXO-F>	4 KJYO-F	4 KJYO-F	4 KJYO-F	4 KEBC-F
5 KRXO-F	5 KRXO-F	5 KRXO-F	5 KRXO-F	KOQL-F	5 KEBC-F	5	5	5 KEBC-F<	5 KOQL-F
6	KATT-F	6 KOQL-F	6	KEBC-F	6	6	6	6 KOQL-F	6 KJYO-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KNTL-F	104.9	Bethny/OK City	1.4/5.0/ 20/ 431
KQCV	800	Oklahoma City	1.3/2.5/ 21/ 223
KTLV	1220	Midwest Cty/OK	0.8/1.6/ 10/ 123
WWLS	640	Moore/Norman	0.8/4.0/ 14/ 344
KRMG	740	Tulsa	0.3/1.6/ 15/ 296

RADIO STATIONS

KOMA ,	1520,	50 KW (DA-N) ,	Oldies	CBS, $29.00	(CBS)	Diamond
KPRW ,	1140,	1 KW (DAYS) ,	Business News	BRH, $19.00	(Banner)	Surrey
KQCV ,	800,	250 W/500 W ,	Religion	, $14.00	(---)	Bott
KTOK ,	1000,	5 KW (DA-2) ,	News/Talk	ABC MBS, $53.00	(Christal)	Clear Channel
WKY ,	930,	5 KW (DA-N) ,	EZ	, $24.00	(Torbet)	Gaylord
WWLS ,	640,	1 KW (DA-N) ,	Sports	CBS, $18.00	(McGuild)	(MOORE)
KATT-F,	100.5,	97 KW @ 1191 ,	AOR	SOURCE, $59.00	(Banner)	Surrey
KEBC-F,	94.7,	100 KW @ 1387 ,	Country	ABC, $38.00	(Schubert)	Independence
KJYO-F,	102.7,	98 KW @ 899 ,	CHR	, $43.00	(Christal)	Clear Channel
KKNG-F,	92.5,	100 KW @ 899 ,	Soft AC/EZ	, $37.00	(Torbet)	Wilks-Schwartz
KMGL-F,	104.1,	99 KW @ 1361 ,	AC	, $44.00	(Eastman)	Renda
KNTL-F,	104.9,	3.3 KW @ 298 ,	Religion	APR, $17.00	(---)	CBN (BETHANY)
KOQL-F,	101.9,	98 KW @ 1387 ,	Oldies	, $36.00	(Katz)	Entercom
KRXO-F,	107.7,	99 KW @ 991 ,	Classic AOR	, $54.00	(CBS)	Diamond
KTNT-F,	97.7,	3 KW @ 298 ,	Jazz/NAC	, $22.00	(---)	(EDMOND)
KXXY-F,	98.1,	98 KW @ 1171 ,	Country	MBS, $115.00	(Mc-Guild)	NewMarket
KYIS-F,	98.9,	100 KW @ 1099 ,	CHR	APR, $30.00	(HNNH)	

American Radio Winter 1992 Supplement, Copyright 1992

OMAHA

Arbitron Rank/Pop (12+): 74/502,900
MSA Rank/Pop: 82/623,000
ADI # 73
Average Person Ratings: 16.1
Market TSL: 21.00 hours

Stations: 19/16
Diaries: 1012/497:1/59.3%
Sample Target: 980
% Below Line: 2.0
% Not Listed: 10.0

1991 Revenue: $21,000,000
HH Inc.: $35,758
Retail $: 4.9 Bil
Pop per Station: 31,431
#1 Biller: WOW -AF $3,800,000

12+ METRO		1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. KFAB	(FS)	106/13.1	14.6	11.6	10.2	13.4	12.4	170/2453	1389/27.6	34.7	29.6				KFAB
2. KQKQ-F	(CHR)	103/12.7	8.6	8.8	10.3	9.5	10.1	127/2173	1526/30.3	24.7	28.0				KQKQ-F
3. WOW -F	(C)	92/11.3	12.6	11.3	11.9	10.8	11.8	131/1530	984/19.6	21.9	18.4				WOW -F
4. KEFM-F	(AC)	79/ 9.7	6.9	6.8	8.4	8.6	7.9	95/1537	1159/23.0	22.9	20.4				KEFM-F
5. KESY-F	(SAC/EZ)	65/ 8.0	8.5	7.4	6.8	10.4	7.7	69/969	819/16.1	16.5	18.8				KESY-F
6. KEZO-AF	(AOR)	64/ 7.8	10.6	10.6	11.8	13.7	10.2	95/1756	1044/20.8	26.1	23.1				KEZO-AF
7. KGOR-F	(O)	60/ 7.4	6.0	9.8	7.8	6.5	7.8	87/1510	1054/21.0	16.6	17.3				KGOR-F
8. KKCD-F	(CL AOR)	32/ 3.9	3.1	2.0	3.4	2.6	3.1	32/612	579/11.5	7.8	7.1				KKCD-F
9. KXKT-F	(CHR)	27/ 3.3	4.1	5.1	4.3	3.5	4.2	66/1290	769/15.3	15.2	13.9				KXKT-F
10. KKAR	(T)	25/ 3.1	2.9	1.9	3.0	2.8	2.7	27/562	513/10.2	8.2	8.1				KKAR
11. WOW	(C)	23/ 2.8	4.1	3.9	5.3	5.2	4.0	58/1011	497/ 9.9	11.5	11.6				WOW
12. KRRK-F	(AOR)	22/ 2.7	2.5	2.9	----	----	2.0	26/588	425/ 8.5	7.8	0.0				KRRK-F
13.															
14.															
15.															

12+ FM SHARE (METRO): 75.65% (553 of 731) (WIN 91: 72.62%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQKQ-F>>	1 KEZO-AF	1 KEFM-F	1 KEFM-F	1 KEFM-F	1 KFAB >	1 KFAB >	1 WOW -F<	1 KQKQ-F<	1 KQKQ-F	1 KFAB >
2	2 KQKQ-F	2 KQKQ-F	2 KGOR-F<	2 WOW -F	2 WOW -F<	2 KQKQ-F	2 KEFM-F	2 WOW -F	2 KFAB >>	2 WOW -F
3	3 KEFM-F	3 KEZO-AF<	3 WOW -F	3 KGOR-F	3 KESY-F>	3 WOW -F	3 KESY-F	3 KEFM-F	3 KEZO-AF<	3 KEFM-F
4	4 WOW -F>	4 WOW -F	KQKQ-F	4 KQKQ-F	4 KEFM-F<	4 KEFM-F	4 KQKQ-F	4 KFAB	4 KXKT-F	4 KMA
5	5 KGOR-F	5 KGOR-F>	5 KEZO-AF	5 KEZO-AF	5 KGOR-F	5 KESY-F<	5 KFAB <	5 KEZO-AF	5 KEFM-F<	5
6	6 KKCD-F	6 KKCD-F	6 KESY-F	KESY-F	6	6 KEZO-AF	6 KEZO-AF	6 KESY-F	6 WOW -F	6
7	7	7	7	7	7	7 KGOR-F>>	7 KGOR-F	7 KGOR-F	7	7
							8 KKAR			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KQKQ-F>	1 KEFM-F<	1 KEFM-F	1 KEFM-F	1 KEFM-F>
2 KEFM-F	2 KQKQ-F>	2 KQKQ-F>	2 KQKQ-F>	2 KQKQ-F
3 KEZO-AF	3 KEZO-AF	3 KEZO-AF	3 WOW -F	3 WOW -F
4 WOW -F	4 WOW -F>	4 WOW -F	4 KGOR-F	4 KESY-F
5 KXKT-F	5 KGOR-F	KGOR-F>	5 KEZO-AF	5 KGOR-F>
6	6	6 KKCD-F	6 KESY-F	6 KEZO-AF

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KEZO-AF>	1 KEZO-AF>	1 KEZO-AF	1 KEZO-AF	1 KGOR-F<
2 KRRK-F	2 WOW -F	WOW -F>	2 KGOR-F<	2 WOW -F
3 KQKQ-F>	3 KQKQ-F	3 KKCD-F	3 WOW -F	3 KEZO-AF<
4 KXKT-F	4 KRRK-F	4 KQKQ-F	4 KQKQ-F	4 KEFM-F
5 WOW -F	5 KKCD-F	KGOR-F	5 KEFM-F	5 KQKQ-F
6	KGOR-F	6 KEFM-F	6 KKCD-F	KKCD-F
				7 KFAB

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KCRO	660	Omaha	0.9/1.8/ 14/ 148
KOIL	1290	Omaha	0.7/3.7/ 8/ 283
KOTD	1000	Platsmouth	0.5/1.4/ 7/ 131
KFMQ-F	101.9	Lincoln/Omaha	0.9/6.1/ 30/ 937
KMA	960	Shenandoah	0.6/1.9/ 25/ 410
KZKX-F	96.9	Seward	0.5/1.6/ 78/ 985

RADIO STATIONS

KFAB, 1110, 50 KW (DA-N)	, FULL SERVICE	NBC, $ 70.00 (Christal)	Henry
KKAR, 1180, 5 KW/1 KW	, TALK	CBS, MBS, $ 22.00 (HNWH)	
KOIL, 1290, 5 KW (DA-N)	, OLDIES	CBS UNIULT, $ 20.00 (Banner)	
WOW , 590, 5 KW	, SEE WOW-FM		
KEFM-F, 96.1, 100 KW @ 1440,	AC	, $ 48.00 (McGuild)	
KESY-F, 104.5, 100 KW @ 1087,	SOFT AC/EZ	ABC, $ 34.00 (Durpetti)	Sun Group
KEZO-F, 92.3, 100 KW @ 1210,	AOR	, $ 70.00 (MMR)	Narragansett
KGOR-F, 99.9, 115 KW @ 1230,	OLDIES	NBC, UNIPWR , $ 48.00 (Christal)	Henry
KKCD-F, 105.9, 6 KW @ 328,	CLASSIC AOR	, $ 24.00 (K & P)	
KQKQ-F, 98.5, 100 KW @ 508,	CHR	, $ 59.00 (HNWH)	
KRRK-F, 93.3, 3.6 KW @ 426,	AOR	, $ 19.00 (---)	(BENNINGTON)
KXKT-F, 103.7, 100 KW @ 1246,	CHR	, $ 25.00 (Banner)	(ATLANTIC, IA)
WOW-F , 94.1, 100 KW @ 508,	COUNTRY	ABC, $ 84.00 (Torbet)	Great Empire

American Radio Winter 1992 Supplement, Copyright 1992

ORLANDO

Arbitron Rank/Pop (12+): 42/945,800
MSA Rank/Pop: 46/1,070,000
ADI # 25
Average Person Ratings: 16.8
Market TSL: 22.00 hours

Stations: 24/19
Diaries: 1287/735:1/50.2%
Sample Target: 1260
% Below Line: 6.0
% Not Listed: 12.3

1991 Revenue: $44,100,000
MH Inc.: $32,809
Retail $: 10.6 Bil
Pop per Station: 49,778
#1 Biller: WWKA-F $6,000,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. WWKA-F (C)	179/11.2	12.6	13.6	9.4	12.1	11.7	403/4430	2040/21.6	22.2	17.6				WWKA-F
2. WJHM-F (B)	151/ 9.5	6.0	7.1	8.0	8.9	7.7	286/2982	1698/18.0	14.7	15.1				WJHM-F
3. WDBO (FS)	123/ 7.7	7.5	6.9	6.7	8.0	7.2	152/2023	1632/17.3	14.9	16.4				WDBO
4. WMGF-F (SAC)	103/ 6.5	4.0	4.3	4.3	4.1	4.8	181/2523	1430/15.1	10.0	9.9				WMGF-F
5. WXXL-F (CHR)	84/ 5.3	4.7	3.6	4.9	3.7	4.6	105/2030	1498/15.8	15.9	13.6				WXXL-F
6. WOMX-AF (AC/CHR)	83/ 5.2	5.1	3.6	6.3	4.8	5.1	134/2481	1529/16.2	18.2	16.7				WOMX-AF
7. WDIZ-F (AOR)	82/ 5.2	4.9	4.2	5.0	4.4	4.8	119/2221	1383/14.6	16.2	12.5				WDIZ-F
8. WHTQ-F (AOR)	80/ 5.0	6.3	5.8	4.6	5.5	5.4	177/2779	1236/13.1	16.1	12.9				WHTQ-F
9. WMMO-F (AC/AOR)	79/ 5.0	6.1	6.8	7.2	6.2	6.3	92/1331	1077/11.4	14.5	12.4				WMMO-F
10. WVRI-F (?)	75/ 4.7	4.9	5.5	6.3	5.0	5.3	143/2380	1326/14.0	14.2	13.7				WVRI-F
11. WOCL-F (O)	65/ 4.1	5.6	5.5	6.0	6.4	5.3	160/2490	1250/13.2	15.6	14.8				WOCL-F
12. WLOQ-F (J)	54/ 3.4	3.1	4.0	3.3	2.8	3.5	57/1138	982/10.4	9.4	7.8				WLOQ-F
13. WWNZ (N/T)	53/ 3.3	2.7	2.7	2.8	3.6	2.9	57/953	893/ 9.4	8.8	9.4				WWNZ
14. WZTU-F (AC)	42/ 2.6	3.9	3.5	3.5	4.0	3.4	74/1624	990/10.5	12.8	10.8				WZTU-F
15. WWLV-F (EZ)	37/ 2.3	2.3	4.5	3.3	3.7	3.1	76/1407	602/ 6.4	5.8	7.6				WWLV-F

12+ FM SHARE (METRO): 85.32% (1191 of 1396) (WIN 91: 83.77%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJHM-F>>	1 WHTQ-F<	1 WWKA-F	1 WWKA-F>	1 WWKA-F>	1 WWKA-F	1 WWKA-F	1 WWKA-F>	1 WWKA-F	1 WJHM-F>	1 WDBO >>
2 WXXL-F	2 WWKA-F	2 WJHM-F	2 WMMO-F	2 WMGF-F	2 WDBO >	2 WDBO	2 WMGF-F<	2 WJHM-F>	2 WXXL-F	2 WJHM-F<
3	WDIZ-F	3 WDIZ-F<	3 WJHM-F	3 WMMO-F	3 WMGF-F	3 WJHM-F>	3 WDBO >	3 WDBO	3 WWKA-F	3 WWKA-F
4	4 WJHM-F	4 WMMO-F<	4 WMGF-F	4 WJHM-F	4	4 WMGF-F	4 WOMX-AF	4 WMGF-F	4 WDBO	4 WXXL-F
5	5 WMMO-F	5 WHTQ-F	5 WVRI-F	5 WOMX-AF<	5	5 WXXL-F	WJHM-F	5 WVRI-F<	5 WHTQ-F	5 WPCV-F
6	6 WXXL-F<	6 WOMX-AF<	6 WOMX-AF	6 WVRI-F<	6	6 WDIZ-F	6 WVRI-F<	6 WOMX-AF<	6 WDIZ-F	6 WHTQ-F<
7	7 WOMX-AF	7 WMGF-F<	7	7 WDBO	7	7 WOMX-AF	7 WMMO-F<	7 WMMO-F	7	7 WWNZ
8	8 WVRI-F	8 WVRI-F	8	8	8	8	8 WHTQ-F	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WXXL-F	1 WJHM-F	1 WVRI-F	1 WMGF-F	1 WMGF-F	1 WDIZ-F<	1 WDIZ-F<	1 WWKA-F	1 WWKA-F	1 WWKA-F>
2 WJHM-F	2 WXXL-F	2 WMMO-F	2 WWKA-F	2 WWKA-F	2 WHTQ-F>	2 WHTQ-F	2 WHTQ-F	2 WDIZ-F	2 WDBO
3 WOMX-AF	WVRI-F	3 WJHM-F	3 WVRI-F	3 WVRI-F	3 WJHM-F	3 WWKA-F>	WDIZ-F	3 WHTQ-F	3 WMMO-F<
WHTQ-F	4 WWKA-F	4 WWKA-F	WJHM-F	4 WOMX-AF	4 WXXL-F	4 WJHM-F<	3 WHTQ-F	4 WJHM-F	4 WJHM-F<
5 WWKA-F	5 WOMX-AF	5 WOCL-F	5 WOMX-AF	WMMO-F<	WWKA-F	5 WMMO-F	4 WMMO-F	5 WMMO-F	5 WDIZ-F
WVRI-F	6 WMMO-F	WMGF-F	6 WMMO-F<	6 WOCL-F	6 WOCL-F	6 WOMX-AF	5 WOMX-AF	5 WDBO	6 WHTQ-F
7 WDIZ-F	WHTQ-F	7 WXXL-F	7 WXXL-F	7 WJHM-F	7 WOMX-AF	7	6 WVRI-F	6 WDBO	6
8 WZTU-F	8 WDIZ-F	8	8	8	WMMO-F	8	WJHM-F	7	7
							8 WLOQ-F	8	8

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WGTO	540	Pine Hills/Orln	0.4/1.7/ 14/ 306
WONQ	1140	Orlando	0.3/1.4/ 14/ 175
WTLN-F	95.3	Apopka/Orlando	1.5/4.9/ 30/ 529
WTRR	1400	Sanford/Orlndo	0.8/1.6/ 23/ 234
WEZY-F	94.1	Lakeland	1.3/2.6/ 93/ 829
WFLZ-F	93.3	Tampa	0.4/1.4/ 36/ 852
WGNE-F	98.1	Titusville	0.8/2.9/ 75/1018
WPCV-F	97.5	Winter Haven/Lk	1.1/5.6/152/2160

RADIO STATIONS

WDBO ,	580, 5 KW (DA-N)	, Full Service	ABC, $ 50.00	(Katz)	NewCity
WWNZ ,	740, 50 KW (DA-2)	, News/Talk	CBS MBS, $ 36.00	(Christal)	Paxson
WDIZ-F,	100.3, 100 KW @ 1187	, AOR	ABC, $ 91.00	(MMR)	Shamrock-Lynett
WHTQ-F,	96.5, 100 KW @ 1597	, AOR	SOURCE, $ 69.00	(Schubert)	TK
WJHM-F,	101.9, 28 KW @ 1584	, Black	, $ 84.00	(HNWH)	Beasley (DYTNA BCH)
WLOQ-F,	103.1, 2.7 KW @ 351	, Jazz	, $ 47.00	(Banner)	
WMGF-F,	107.7, 100 KW @ 1584	, Soft AC	NBC, $ 55.00	(MMR)	Metroplex
WMMO-F,	98.9, 38 KW @ 492	, AC/AOR	, $ 78.00	(Eastman)	Granum
WOCL-F,	105.9, 100 KW @ 1581	, Oldies	APR, $109.00	(Christal)	American (DELAND)
WOMX-F,	105.1, 100 KW @ 1309	, AC/CHR	, $ 64.00	(Mc-Guild)	Nationwide
WSTF-F,	101.1, 100 KW @ 1597	, AC	, $100.00	(Banner)	Capitol-Goodman (COCOA BEACH)
WTLN-F,	95.3, 3 KW @ 298	, Religion	, $ 17.00	(Keystone)	(APOPKA)
WWKA-F,	92.3, 100 KW @ 1338	, Country	, $137.00	(Katz)	NewCity
WXXL-F,	106.7, 100 KW @ 387	, CHR	, $ 47.00	(Durpetti)	Taylor (LEESBURG)
WZTU-F,	104.1, 100 KW @ 1597	, AC	, $ 43.00	(Christal)	(COCOA BEACH)

WWLV-F - See Daytona Beach

American Radio Winter 1992 Supplement, Copyright 1992

PHILADELPHIA

Arbitron Rank/Pop (12+): 5/4,085,500

MSA Rank/Pop: 4/4,940,000
ADI # 4

Average Person Ratings: 18.9
Market TSL: 24.75 hours

Stations: 32/25
Diaries: 2815/1451:1/52.6%
Sample Target: 2720
% Below Line: 3.7
% Not Listed: 10.4

1991 Revenue: $132,100,000
HH Inc.: $37,692
Retail $: 38.0 Bil
Pop per Station: 163,420
#1 Biller: KYW $16,500,000

12+ METRO		1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. KYW	(N)	652/ 8.4	7.6	7.5	8.7	8.8	8.1	700/14935	13277/32.5	29.8	34.0				KYW
2. WUSL-F	(B)	553/ 7.1	6.8	6.8	7.2	6.1	7.0	653/6914	5767/14.1	14.1	12.4				WUSL-F
3. WMMR-F	(AOR)	481/ 6.2	7.2	6.4	5.7	5.4	6.4	667/11231	7563/18.5	17.4	16.0				WMMR-F
4. WEAZ-F	(SAC/EZ)	463/ 6.0	5.1	5.2	5.6	5.5	5.5	556/7636	6079/14.9	13.1	15.8				WEAZ-F
5. WYSP-F	(CL AOR)	455/ 5.9	6.2	5.9	6.1	5.7	6.0	629/11786	7868/19.3	18.5	17.1				WYSP-F
6. WPEN	(BB/FS)	425/ 5.5	4.3	6.3	5.6	6.9	5.4	454/5072	4506/11.0	8.3	10.7				WPEN
7. WEGX-F	(CHR)	380/ 4.9	4.9	3.7	3.9	4.2	4.3	453/9446	7244/17.7	17.9	16.3				WEGX-F
8. WWDB-F	(T)	375/ 4.8	4.7	5.0	4.8	4.1	4.8	441/5651	4699/11.5	10.2	10.0				WWDB-F
9. WXTU-F	(C)	333/ 4.3	4.9	4.7	4.0	5.4	4.5	481/6389	4323/10.6	11.1	12.6				WXTU-F
10. WYXR-F	(AC)	327/ 4.2	3.8	4.3	4.2	3.6	4.1	421/8058	5981/14.6	13.6	12.5				WYXR-F
11. WOGL-F	(O)	297/ 3.8	4.6	5.0	4.4	3.9	4.4	409/7772	5837/14.3	14.4	12.4				WOGL-F
12. WMGK-F	(AC)	282/ 3.6	4.2	3.9	4.6	4.2	4.1	330/6404	4969/12.2	12.5	12.8				WMGK-F
13. WIOQ-F	(CHR)	268/ 3.5	4.4	4.1	4.9	5.2	4.2	349/7892	6016/14.7	13.8	15.9				WIOQ-F
14. WIP	(SPRTS)	264/ 3.4	4.0	2.7	2.0	2.4	3.0	311/5250	4236/10.4	12.4	8.8				WIP
15. WDAS-F	(B)	262/ 3.4	3.1	3.8	3.6	3.7	3.5	299/4158	3715/ 9.1	8.5	8.6				WDAS-F
16. WFLN-F	(CL)	225/ 2.9	2.9	2.9	3.2	2.6	3.0	325/4476	3133/ 7.7	7.2	7.2				WFLN-F
17. WKSZ-F	(SAC)	188/ 2.4	2.1	2.6	3.4	3.0	2.6	223/4221	3355/ 8.2	7.2	10.1				WKSZ-F
18. WHAT	(B/T)	84/ 1.1	1.5	0.6	0.8	1.4	1.0	84/1164	1164/ 2.8	2.4	3.0				WHAT
19. WDAS	(G)	80/ 1.0	1.1	1.0	0.9	1.1	1.0	80/1278	1278/ 3.1	2.8	3.0				WDAS
20. WPST-F	(CHR)	79/ 1.0	0.8	0.4	0.7	0.7	0.7	135/2854	1810/ 4.4	3.6	3.4				WPST-F
21. WEAZ	(EZ)	75/ 1.0	0.6	0.2	0.4	0.4	0.6	96/1503	1171/ 2.9	2.2	1.6				WEAZ
22.															
23.															
24.															
25.															

12+ FM SHARE (METRO): 74.01% (5133 of 6936) (WIN 91: 77.17%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WUSL-F<	1 WMMR-F	1 WMMR-F	1 WYSP-F	1 WYSP-F<	1 KYW >	1 KYW >	1 WEAZ-F	1 WUSL-F	1 WUSL-F>>	1 KYW >
2 WEGX-F>>	2 WUSL-F	2 WYSP-F	2 WMMR-F	2 WMMR-F	2 WPEN	2 WYSP-F>	2 WMMR-F	2 KYW <	2 WEGX-F	2 WWDB-F>>
3 WIOQ-F>	3 WYSP-F>	3 WUSL-F>	3 WUSL-F<	3 WEAZ-F<	3 WEAZ-F	3 WMMR-F	3 WPEN	3 WMMR-F<	3 WYXR-F<	3 WUSL-F
4 WYXR-F	4 WEGX-F	4 WYXR-F	4 WEAZ-F	4 WUSL-F	4 WWDB-F	4 WUSL-F<	4 WUSL-F	4 WEAZ-F<	4 WDAS-F	4 WIP
5	5 WYXR-F<	5 WEGX-F	5 WOGL-F<	5 KYW	5 WXTU-F	5 WEGX-F	KYW	5 WWDB-F	5 WIOQ-F	5
6	6 WIOQ-F	WEAZ-F	6 WYXR-F	6 WOGL-F	6 WOGL-F	6 WPEN	6 WYSP-F<	6 WXTU-F<	KYW <	6
7	7 WDAS-F	7 WMGK-F	KYW	7 WYXR-F	7 WFLN-F	7 WEAZ-F	7 WMGK-F	7 WPEN	7 WWDB-F<	7
8	8	WDAS-F	8 WMGK-F<	8	8 WIP	8 WWDB-F	8 WWDB-F	8	8 WMMR-F	8
			9 WDAS-F							

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WUSL-F	1 WUSL-F	1 WMMR-F	1 WUSL-F	1 WEAZ-F
2 WEGX-F	2 WMMR-F	2 WUSL-F	2 WYXR-F	2 WUSL-F
3 WMMR-F	3 WEGX-F	3 WYXR-F	3 WMMR-F	3 WYXR-F
4 WYXR-F	4 WYXR-F>	4 WEGX-F>	4 WEAZ-F	4 WMMR-F
5 WIOQ-F	5 WYSP-F	5 WYSP-F<	5 WEGX-F<	5 WMGK-F
6 WYSP-F	WIOQ-F	6 WMGK-F	6 WMGK-F	KYW <
7 WMGK-F	7 WMGK-F	7 WDAS-F	7 WOGL-F<	7 WOGL-F
8 WDAS-F	8 WDAS-F	8 WOGL-F	8 WDAS-F<	8
		WIOQ-F	9 WYSP-F	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WMMR-F	1 WMMR-F<	1 WYSP-F	1 WYSP-F	1 WYSP-F>
2 WUSL-F	2 WYSP-F>	2 WMMR-F>	2 WMMR-F>	2 WMMR-F
3 WYSP-F>	3 WUSL-F>	3 WUSL-F	3 WUSL-F	3 WIP
4 WIOQ-F>	4 WIOQ-F<	4 WDAS-F	4 WIP	4 KYW
5 WEGX-F>	5 WDAS-F	5 WIP	5 WDAS-F	5 WOGL-F
6 WDAS-F	6 WEGX-F<	6 WEAZ-F	6 KYW	6 WUSL-F
7 WIP	7 WIP	7	7	WEAZ-F<
8	8	8	8	8 WDAS-F

American Radio Winter 1992 Supplement, Copyright 1992

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCOJ	1420	Coatesville	0.3/1.3/ 26/ 532
WNAP	1110	Norristown	0.8/1.1/ 61/ 430
WOGL	1210	Philadelphia	0.5/2.5/ 53/1472
WPGR	1540	Philadelphia	0.4/0.9/ 28/ 351
WZZD	990	Philadelphia	0.3/1.1/ 33/ 563
WFAN	660	New York	0.3/1.5/ 63/1475
WFMZ-F	100.7	Allentown	0.5/1.9/243/2474
WJBR-F	99.5	Wilmington	0.7/2.3/155/2126
WKXW-F	101.5	Trenton	0.6/2.5/126/2356
WOR	710	New York	0.3/1.2/ 72/1305
WRDR-F	104.9	Egg Harbor	0.3/1.0/101/1079

RADIO STATIONS

AM STATIONS

KYW , 1060, 50 KW (DA-1)	, NEWS	NBC APR, $ 290.00 (Group W)	Westinghouse
WDAS, 1480, 5 KW/1 KW (DA-2)	, GOSPEL	NBN, $ 41.00 (McGuild)	Unity
WEAZ, 560, 5 KW (DA-2)	, EZ	UNISUP, $ NA (McGuild)	
WHAT, 1340, 1 KW	, BLACK TALK	, $ 43.00 (---)	
WIP , 610, 5 KW (DA-1)	, SPORTS	MBS, $ 80.00 (Katz)	
WOGL, 1210, 50 KW	, SEE WOGL-FM		
WPEN, 950, 5 KW (DA-N)	, NOSTALGIA/FS	UNIULT, $ 130.00 (MMR)	Greater Media
WPGR, 1540, 50 KW (DAYS,DA)	, OLDIES	, $ NA (Durpetti)	Pyramid
WTEL, 860, 10 KW/500 W (DA-2)	, HISPANIC	, $ 28.00 (Katz Hisp.)	Beasley
WZZD, 990, 50 KW/10 KW (DA-2)	, RELIGION	, $ 30.00 (---)	Communicom

FM STATIONS

WDAS, 105.3, 3.3 KW @ 869, BLACK	, $ 78.00 (McGuild)	Unity
WEAZ, 101.1, 14 KW @ 941, SOFT AC/EZ	UNISUP, $ 180.00 (McGuild)	
WEGX, 106.1, 23 KW @ 741, CHR	ABC, $ 100.00 (Eastman)	Malrite
WFLN, 95.7, 50 KW @ 499, CLASSICAL	, $ 104.00 (CMBS)	Harlin
WIOQ, 102.1, 27 KW @ 649, CHR/DANCE	, $ 130.00 (Christal)	EZ
WKSZ, 100.3, 35 KW @ 600, SOFT AC	, $ 144.00 (HNWH)	
WMGK, 102.9, 8.5 KW @ 1181, AC	, $ 170.00 (MMR)	Greater Media
WMMR, 93.3, 29 KW @ 669, AOR	SOURCE UNIPWR, $ 283.00 (Group W)	Westinghouse
WOGL, 98.1, 13 KW @ 1000, OLDIES	CBS, $ 180.00 (CBS)	CBS
WUSL, 98.9, 18 KW @ 830, BLACK	ABC, $ 195.00 (Katz)	Tak
WWDB, 96.5, 17 KW @ 866, TALK	ABC, $ 105.00 (Banner)	Panache
WXTU, 92.5, 16 KW @ 899, COUNTRY	MBS UNIULT, $ 140.00 (Banner)	Beasley
WYSP, 94.1, 16 KW @ 899, CLASSIC AOR	ABC, $ 255.00 (Torbet)	Infinity
WYXR, 104.5, 16 KW @ 872, AC	, $ 110.00 (Durpetti)	Pyramid

WAAF -- SEE WORCESTER

American Radio Winter 1992 Supplement, Copyright 1992

PHOENIX

Arbitron Rank/Pop (12+): 22/1,811,600
MSA Rank/Pop: 19/2,180,000
ADI # 20
Average Person Ratings: 16.4
Market TSL: 21.50 hours

Stations: 30/29
Diaries: 1933/937:1/56.2%
Sample Target: 1780
% Below Line: 0.4
% Not Listed: 10.9

1991 Revenue: $70,500,000
HH Inc.: $32,545
Retail $: 17.6 Bil
Pop per Station: 62,468
#1 Biller: KNIX-AF $10,900,000

12+ METRO		1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. KNIX-F	(C)	324/10.9	11.7	9.1	10.4	10.5	10.5	376/5102	4186/23.1	24.3	21.2				KNIX-F
2. KTAR	(N/T)	236/ 8.0	9.6	8.6	6.7	10.6	8.2	252/3929	3707/20.5	24.2	24.7				KTAR
3. KMLE-F	(C)	209/ 7.1	7.3	6.4	6.6	5.6	6.8	230/3309	2818/15.6	15.9	12.2				KMLE-F
4. KUPD-F	(AOR)	161/ 5.4	6.5	7.1	7.4	5.3	6.6	177/3117	2742/15.1	16.0	14.1				KUPD-F
5. KSLX-F	(CL AOR)	144/ 4.9	4.2	3.6	4.9	3.8	4.4	176/2829	2513/13.9	13.0	11.3				KSLX-F
6. KKLT-F	(SAC)	141/ 4.8	5.5	4.6	5.6	5.7	5.1	149/2459	2181/12.0	13.4	12.1				KKLT-F
7. KOY	(BB)	117/ 3.9	3.1	2.8	4.3	3.5	3.5	142/1916	1611/ 8.9	8.5	8.9				KOY
8. KVRY-F	(AC)	108/ 3.6	3.1	3.9	3.4	3.3	3.5	115/2144	2031/11.2	13.4	11.9				KVRY-F
9. KKFR-F	(CHR)	106/ 3.6	3.1	4.4	4.6	4.9	3.9	127/2320	2065/11.4	12.9	12.2				KKFR-F
KESZ-F	(AC)	106/ 3.6	2.9	3.7	3.3	3.3	3.4	107/1930	1865/10.3	9.0	9.3				KESZ-F
11. KDKB-F	(AOR)	104/ 3.5	3.5	4.2	3.0	3.4	3.5	117/2286	2143/11.8	11.7	10.5				KDKB-F
12. KOOL-F	(O)	101/ 3.4	2.8	4.5	3.0	3.7	3.4	118/2237	2150/11.9	10.0	10.1				KOOL-F
13. KOY -F	(CHR)	97/ 3.3	4.3	4.7	4.8	4.2	4.3	105/2660	2429/13.4	16.9	14.9				KOY -F
14. KFYI	(T/N)	94/ 3.2	4.3	4.0	4.5	4.5	4.0	103/1501	1444/ 8.0	10.3	9.9				KFYI
15. KMXX-F	(AC)	82/ 2.8	2.7	3.1	3.3	2.8	3.0	84/1588	1447/ 8.0	8.5	7.6				KMXX-F
16. KONC-F	(CL)	65/ 2.2	2.3	2.1	2.4	1.4	2.3	65/911	904/ 5.0	5.5	4.0				KONC-F
17. KZRX-F	(?)	59/ 2.0	1.6	1.9	2.1	1.4	1.9	67/1263	1120/ 6.2	4.0	4.6				KZRX-F
KUKQ	(AOR)	59/ 2.0	1.4	1.4	1.5	1.3	1.6	59/849	849/ 4.7	4.1	3.0				KUKQ
19. KPHX	(SP)	47/ 1.6	1.2	1.5	0.4	0.8	1.2	47/436	429/ 2.4	1.9	1.7				KPHX
20. KMEO	(EZ)	41/ 1.4	1.6	1.6	0.9	0.8	1.4	41/878	871/ 4.8	4.9	2.5				KMEO
21. KPSN-F	(AC)	36/ 1.2	2.3	2.3	4.0	3.8	2.5	38/1077	1013/ 5.6	8.0	10.9				KPSN-F
22.															
23.															
24.															
25.															

12+ FM SHARE (METRO): 70.25% (1856 of 2642) (WIN 91: 71.59%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKFR-F›	1 KUPD-F	1 KNIX-F	1 KNIX-F›	1 KNIX-F›	1 KNIX-F	1 KNIX-F	1 KNIX-F›	1 KNIX-F›	1 KTAR ›	1 KTAR
2 KOY -F›	2 KMLE-F	2 KMLE-F	2 KMLE-F	2 KMLE-F	2 KTAR ›	2 KTAR ›	2 KMLE-F‹	2 KTAR	2 KKFR-F	2 KNIX-F››
3 KMLE-F	3 KSLX-F	3 KUPD-F‹	3 KSLX-F	3 KSLX-F	3 KOY	3 KMLE-F›	3 KTAR	KMLE-F	3 KUPD-F	3 KMLE-F
4 KUPD-F	4 KNIX-F›	4 KSLX-F›	4 KDKB-F‹	4 KKLT-F	KKLT-F	4 KUPD-F	4 KKLT-F	4 KSLX-F	4 KNIX-F‹	4 KFYI
5 KUKQ	5 KDKB-F	5 KDKB-F	5 KOOL-F‹	5 KOOL-F	5	5 KSLX-F	5 KSLX-F	5 KUPD-F‹	5 KMLE-F	5 KUPD-F›
6	6 KVRY-F	6	6 KKLT-F‹	KDKB-F‹	6	KKLT-F	6 KUPD-F	6 KKLT-F	6 KSLX-F	6 KOOL-F
7	7	7	7 KESZ-F	7 KTAR ‹	7	7 KESZ-F‹	7	7	7 KZRX-F	7
8	8	8	8	8 KESZ-F	8	8 KOY -F	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KVRY-F	1 KNIX-F	1 KNIX-F	1 KNIX-F›	1 KNIX-F›
KUPD-F‹	2 KMLE-F	2 KMLE-F	2 KMLE-F	2 KKLT-F
3 KMLE-F	3 KUPD-F‹	3 KESZ-F	3 KKLT-F‹	3 KMLE-F‹
4 KNIX-F	4 KVRY-F	4 KDKB-F‹	4 KVRY-F	4 KESZ-F
KKFR-F›	5 KDKB-F	5 KSLX-F	5 KESZ-F	5
6 KZRX-F	6 KESZ-F‹	6 KUPD-F	6 KUPD-F	6
7 KOY -F	7 KKFR-F	7 KVRY-F	7 KDKB-F	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KUPD-F›	1 KUPD-F	1 KSLX-F›	1 KSLX-F	1 KSLX-F‹
2 KMLE-F	2 KSLX-F	2 KUPD-F	2 KUPD-F	2 KNIX-F
3 KZRX-F	3 KMLE-F›	KMLE-F	KMLE-F	3 KMLE-F
KSLX-F›	4 KNIX-F	4 KDKB-F	4 KNIX-F›	4 KOOL-F‹
5 KOY -F	KDKB-F	5 KOOL-F	5 KTAR ‹	5 KTAR
6 KUKQ	6 KOOL-F	6 KNIX-F	6 KOOL-F	6 KDKB-F
KNIX-F	7	7	7 KDKB-F	7 KUPD-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KCWW	1580	Tempe/Phoenix	1.0/2.2/ 33/ 411
KFNN	1510	Mesa/Phoenix	0.5/0.6/ 15/ 117
KISP	1230	Phoenix	0.7/1.4/ 21/ 254
KNNS	1360	Glendale/Phnx	1.0/2.3/ 29/ 408
KOOL	960	Phoenix	1.1/3.8/ 33/ 733
KSUN	1400	Phoenix	0.6/1.5/ 19/ 279
KVVA	860	Phoenix	0.8/1.3/ 23/ 250
KXAM	1310	Mesa/Phoenix	0.7/2.3/ 26/ 431
KAHM-F	102.1	Prescott	0.4/0.9/ 30/ 556

American Radio Winter 1992 Supplement, Copyright 1992

PHOENIX

AM STATIONS

KFYI	910	5 KW (DA-N)	Talk/News	CBS, $ 50.00	(Durpetti)	Broadcast Group
KLFF	1360	5 KW/1 KW (DA-N)	Nostalgia	NBC, $ 31.00	(---)	
KMEO	740	1 KW/292 W	EZ	, $ NA	(Schubert)	Bonneville
KOOL	950	5 KW (DA-N)	SEE KOOL-FM			
KOY	550	5 KW/1 KW	Nostalgia	UNISUP UNIULT, $ 40.00	(Christal)	Edens
KPHX	1480	1 KW/500W (DA-2)	Hispanic	, $ 27.00	(Caballero)	
KSUN	1400	1 KW	Hispanic	, $ 26.00	(Caballero)	
KTAR	620	5 KW (DA-N)	News/Talk	CBS ABC, $171.00	(CBS)	Pulitzer
KUKQ	1060	5 KW/1 KW (DA-2)	AOR	, $ 25.00	(Banner)	
KVVA	860	1 KW (DA-N)	Hispanic	, $ 25.00	(Lotus)	
KXAM	1310	5 KW/500W (DA-2)	Nostalgia	, $ 20.00	(---)	
KXEG	1010	1 KW/250 W	Religion	, $ 13.00	(---)	Mid-America Gospel

FM STATIONS

KDKB	93.3	100 KW @ 1538	AOR	, $ 73.00	(Torbet)	Sandusky
KESZ	99.9	100 KW @ 1670	AC	, $ 79.00	(Banner)	
KGRX	100.3	90 KW @ 2047	AOR	ABC UNIPWR, $ 36.00	(Roslin)	(GLOBE)
KKFR	92.3	100 KW @ 1647	CHR	, $ 58.00	(Durpetti)	Broadcast Group
KKLT	98.7	115 KW @ 1679	Soft AC	, $ 90.00	(CBS)	Pulitzer
KMLE	107.9	100 KW @ 1000	Country	, $ 95.00	(Eastman)	Shamrock
KMXX	101.5	100 KW @ 1738	AC	APR, $ 60.00	(MMR)	EZ
KNIX	102.5	98 KW @ 1620	Country	, $218.00	(Katz)	Buck Owens
KONC	106.3	3 KW @ 325	Classical	NBC, $ 40.00	(CMBS)	(SUN CITY)
KOOL	94.5	100 KW @ 1653	Oldies	SMN, $ 96.00	(HNWH)	Adams
KOY	95.5	96 KW @ 1571	CHR	, $ 61.00	(Christal)	Edens
KPSN	96.9	100 KW @ 1558	AC	, $ 60.00	(Schubert)	Bonneville
KSLX	100.7	100 KW @ 1840	Classic AOR	, $ 81.00	(Eastman)	Great American
KUPD	97.9	100 KW @ 1620	AOR	, $111.00	(Banner)	
KVRY	104.7	100 KW @ 1548	AC	, $ 62.00	(Mc-Guild)	Nationwide

American Radio Winter 1992 Supplement, Copyright 1992

PITTSBURGH

Arbitron Rank/Pop (12+): 20/1,889,000
MSA Rank/Pop: 22/2,100,000
ADI # 17
Average Person Ratings: 18.3
Market TSL: 23.75 hours

Stations: 33/32
Diaries: 2057/918:1/62.6%
Sample Target: 1940
% Below Line: 0.3
% Not Listed: 9.2

1991 Revenue: $52,000,000
MH Inc.: $30,643
Retail $: 14.6 Bil
Pop per Station: 59,031
#1 Biller: KDKA $8,200,000

12+ METRO		1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. KDKA	(FS)	413/12.0	11.3	13.1	14.2	13.3	12.6	534/7545	5895/31.2	28.2	31.0				KDKA
2. WDVE-F	(AOR)	335/ 9.7	11.7	11.3	10.2	8.6	10.7	459/5599	3902/20.7	20.3	18.1				WDVE-F
3. WWSW-AF	(O)	305/ 8.8	8.9	8.3	8.0	8.3	8.5	373/6012	4661/24.7	22.5	19.6				WWSW-AF
4. WSHH-F	(SAC)	211/ 6.1	6.2	6.8	4.2	6.5	5.8	232/3624	3096/16.4	15.4	15.2				WSHH-F
5. WDSY-F	(C)	207/ 6.0	6.6	4.6	4.4	4.2	5.4	272/3713	2643/14.0	12.8	9.4				WDSY-F
6. WAMO-F	(B)	199/ 5.8	5.0	5.0	4.5	5.1	5.1	218/2877	2318/12.3	9.7	10.3				WAMO-F
7. WTAE	(T/N)	194/ 5.6	5.6	6.0	4.3	4.9	5.4	198/2703	2636/14.0	14.6	12.2				WTAE
8. WBZZ-F	(CHR)	182/ 5.3	4.8	5.9	7.2	7.9	5.8	233/4726	3579/18.9	19.0	23.5				WBZZ-F
9. WLTJ-F	(SAC)	181/ 5.2	2.8	4.1	5.2	4.5	4.3	209/3072	2490/13.2	9.3	11.1				WLTJ-F
10. WJAS	(BB)	145/ 4.2	4.3	3.0	3.6	3.7	3.8	145/1642	1642/ 8.7	9.0	8.5				WJAS
11. WMXP-F	(CHR)	143/ 4.1	3.7	3.1	4.6	3.8	3.8	172/3340	2796/14.8	12.9	11.9				WMXP-F
12. WVTY-F	(AC)	141/ 4.1	3.6	3.5	4.0	4.1	3.8	160/2943	2714/14.4	12.6	12.0				WVTY-F
13. WRRK-F	(AC/AOR)	101/ 2.9	2.4	3.0	3.5	2.7	3.0	124/2524	1999/10.6	10.7	10.2				WRRK-F
14. KQV	(N)	69/ 2.0	2.0	2.0	1.5	2.3	1.9	71/1351	1340/ 7.1	7.0	6.9				KQV
15.															

12+ FM SHARE (METRO): 68.67% (2155 of 3138) (WIN 91: 60.07%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBZZ-F	1 WDVE-F››	1 WDVE-F›	1 WDVE-F‹	1 WWSW-AF	1 KDKA ›	1 KDKA ›	1 WDVE-F	1 WDVE-F	1 KDKA ›	1 KDKA ››
2 WMXP-F	2 WAMO-F	2 WWSW-AF›	2 WWSW-AF›	2 WDVE-F›	2 WWSW-AF	2 WDVE-F›	2 KDKA	2 KDKA ‹	2 WWSW-AF	2 WWSW-F›
3 WAMO-F›	3 WBZZ-F	3 WAMO-F	3 WLTJ-F	3 WLTJ-F	3 WTAE	3 WWSW-AF	3 WWSW-AF	3 WWSW-AF›	3 WAMO-F‹	3 WMBS
4 WDVE-F	4 WWSW-AF‹	4 WLTJ-F	4 KDKA	KDKA	4 WSHH-F	4 WBZZ-F	4 WLTJ-F	4 WAMO-F‹	4 WDVE-F	4 WSHH-F
5	5 WMXP-F‹	5 WBZZ-F	5 WAMO-F	5 WDSY-F	5 WJAS	5 WSHH-F	5 WTAE ‹	5 WDSY-F	5 WMXP-F	5 WTAE
6	6 WRRK-F	6 WVTY-F‹	6 WDSY-F‹	6 WAMO-F	6 WLTJ-F‹	6 WTAE	6 WSHH-F‹	6 WTAE ‹	6 WBZZ-F‹	6 WDSY-F
7	7 WDSY-F‹	7 WDSY-F‹	7 WVTY-F	7 WSHH-F‹	7 WDSY-F	7 WDSY-F‹	7 WDSY-F	7 WSHH-F‹	7 WSHH-F	7 WDVE-F
8	8 WVTY-F	8 KDKA	8 WBZZ-F	8 WVTY-F	8	8 WLTJ-F	8 WJAS	8 WLTJ-F	8 WDSY-F‹	8
9	9	9 WMXP-F	9 WSHH-F	9 WBZZ-F	9	9	9	9 WBZZ-F	9 WTAE	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WBZZ-F	1 WBZZ-F	1 WBZZ-F	1 WWSW-AF	1 WWSW-AF
2 WMXP-F	2 WDVE-F	2 WVTY-F	2 WLTJ-F	2 WLTJ-F›
WDVE-F	3 WMXP-F‹	WDVE-F	3 WBZZ-F	3 KDKA
4 WAMO-F	4 WAMO-F‹	4 WWSW-AF	4 WVTY-F	4 WVTY-F
5 WVTY-F›	5 WVTY-F›	5 WAMO-F	5 WDVE-F	5 WSHH-F
6 WSHH-F	6 WWSW-AF‹	6 WMXP-F	6 WAMO-F	WBZZ-F
WRRK-F	7 WDSY-F	7 WDSY-F	7 WMXP-F	7 WAMO-F
WDSY-F	8	8 WLTJ-F	8 WSHH-F	8

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WDVE-F››	1 WDVE-F››	1 WDVE-F››	1 WDVE-F››	1 WDVE-F
2 WAMO-F	2 WAMO-F	2 WWSW-AF	2 WWSW-AF›	2 WWSW-AF›
3 WRRK-F››	3 WRRK-F	3 WAMO-F	3 WAMO-F	3 KDKA
4 WMXP-F	4 WWSW-AF	4 WDSY-F	4 KDKA	4 WDSY-F
WBZZ-F	5 WDSY-F	5 WRRK-F	5 WDSY-F	5 WAMO-F
6	6	6	6 WRRK-F	6 WTAE ‹
7	7	7	7	7 WLTJ-F
8	8	8	8	8

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBVP	1230	Beaver Falls	0.5/1.3/ 20/ 281
WCVI	1340	Connellsville	0.3/1.0/ 11/ 169
WCXJ	1550	Braddock/Pitts	0.4/0.8/ 13/ 142
WEEP	1080	Pittsburgh	0.3/0.8/ 12/ 194
WELA-F	104.3	E Liverpool	0.5/1.4/ 57/ 752
WESA-F	98.3	Charleroi	0.3/1.5/ 10/ 284
WIXZ	1360	McKeesport	0.3/1.8/ 10/ 369
WMBA	1460	Ambridge	0.4/0.8/ 13/ 146
WMBS	590	Uniontown	1.2/2.2/ 43/ 532
WORD-F	104.7	Pittsburgh	0.5/2.5/ 20/ 596
WPIT	730	Pittsburgh	0.3/1.3/ 12/ 277
WPIT-F	101.5	Pittsburgh	0.8/3.7/ 39/ 881
WPQR-F	99.3	Uniontown	0.3/0.7/ 11/ 124
WSSZ-F	107.1	Greensburg	0.5/1.5/ 18/ 314
WWKS-F	106.7	Beaver Falls	1.1/3.7/ 53/ 969
WYJZ	860	Pittsburgh	0.4/0.9/ 13/ 162
WYTK-F	95.3	Washington	0.6/1.5/ 23/ 320
WVAQ-F	101.9	Morgantown	0.3/0.9/ 56/ 957

American Radio Winter 1992 Supplement, Copyright 1992

RADIO STATIONS

AM STATIONS

KDKA,	1020,	50 KW	, Full Service		NBC, $151.00	(Group W)	Westinghouse
KQV ,	1410,	5 KW (DA-2)	, News	CBS	NBC-T, $ 38.00	(Schubert)	
WEEP,	1080,	50 KW (DAYS, DA)	, Oldies		, $ NA	(Durpetti)	Entercom
WJAS,	1320,	5 KW (DA-N)	, Nostalgia	UNISUP	CNN, $ 35.00	(Eastman)	
WMBS,	590,	1 KW (DA-N)	, MOR/Full Service		CBS, $ 17.00	(Durpetti)	(UNIONTOWN)
WPIT,	730,	5 KW/24 W	, Religion		, $ NA	(---)	Pyramid
WTAE,	1250,	5 KW (DA-N)	, Talk/News		ABC MBS, $ 64.00	(Katz)	Hearst
WWSW,	970,	5 KW (DA-2)	, See WWSW-FM				

FM STATIONS

WAMO,	105.9,	72 KW @ 430	, Black		SBN, $ 50.00	(HNWH)	Sheridan
WBZZ,	93.7,	41 KW @ 551	, CHR		, $115.00	(Banner)	EZ
WDSY,	107.9,	50 KW @ 500	, Country		UNIPWR, $ 54.00	(Durpetti)	Entercom
WDVE,	102.5,	55 KW @ 820	, AOR		SOURCE, $141.00	(Christal)	Broadcast Alchemy
WLTJ,	92.9,	47 KW @ 889	, Soft AC		, $ 60.00	(Torbet)	Frischling
WMXP,	100.7,	17 KW @ 850	, CHR		ABC, $ 43.00	(Durpetti)	Signature
WORD,	104.7,	50 KW @ 500	, Religion		, $ NA	(---)	
WPIT,	101.5,	48 KW @ 505	, Religion		, $ NA	(---)	Pyramid
WRRK,	96.9,	45 KW @ 531	, AC/AOR		ABC, $ 45.00	(HMR)	Benns (BRADDOCK)
WSHH,	99.7,	11 KW @ 928	, Soft AC	UPI	UNISUP, $ 60.00	(Eastman)	Renda
WVTY,	96.1,	50 KW @ 500	, AC		, $ 57.00	(Katz)	Hearst
WWSW,	94.5,	50 KW @ 810	, Oldies		ABC, $140.00	(Mc-Guild)	Shamrock

**********FORMAT CODES**********

AC - Adult Contemporary	J/NAC- Jazz and New Adult Contemporary
AOR - Album Oriented Rock	M/FS - Middle of Road, (MOR) Full Service
B - Black (audience predominately black - over 75%)	N - News
BB - Big Band, Nostalgia	O - Oldies (1955 to current)
C - Country	R - Religion, Christian
CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary
CL - Classical	SP - Hispanic/Spanish
CL AOR - Classic AOR, Classic Rock	T - Talk
E - Ethnic	U - Urban (majority of audience is non-white)
EZ - EZ Listening, Beautiful Music, Some Very soft AC	? - Others or Unknown
G - Gospel	

American Radio Winter 1992 Supplement, Copyright 1992

PORTLAND, OR

Arbitron Rank/Pop (12+): 25/1,432,900
MSA Rank/Pop: 42/1,430,000
ADI # 27
Average Person Ratings: 15.6
Market TSL: 21.00 hours

Stations: 24/24
Diaries: 1665/861:1/59.0%
Sample Target: 1580
% Below Line: 0.0
% Not Listed: 11.9

1991 Revenue: $48,300,000
HH Inc.: $32,021
Retail $: 12.8 Bil
Pop per Station: 59,704
#1 Biller: KKCW-F $7,000,000

12+ METRO		1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. KUPL-F	(C)	205/ 9.2	7.9	9.2	8.7	8.7	8.8	234/2873	2470/17.2	17.4	15.7				KUPL-F
2. KEX	(FS)	202/ 9.0	7.8	6.0	10.1	10.1	8.2	212/3576	3290/23.0	19.8	23.8				KEX
3. KKRZ-F	(CHR)	172/ 7.7	8.0	8.9	9.2	7.3	8.4	188/3054	2804/19.6	20.1	20.8				KKRZ-F
4. KINK-AF	(AOR)	170/ 7.6	8.5	7.8	11.0	9.9	8.7	172/2456	2340/16.3	15.3	23.6				KINK-AF
5. KXL	(N/T)	145/ 6.5	7.3	5.2	4.3	4.9	5.8	151/2170	2035/14.2	16.2	11.9				KXL
6. KGON-F	(AOR)	133/ 5.9	4.0	3.4	4.2	3.1	4.4	146/2007	1767/12.3	10.2	12.3				KGON-F
7. KKCW-F	(AC)	131/ 5.8	6.4	5.5	7.1	7.1	6.2	143/2264	2058/14.4	16.6	16.4				KKCW-F
8. KWJJ-F	(C)	115/ 5.1	4.1	4.1	2.9	2.9	4.1	136/1890	1601/11.2	10.1	8.3				KWJJ-F
9. KKSN-F	(O)	114/ 5.1	6.4	6.8	4.9	6.4	5.8	129/2530	2237/15.6	17.0	14.6				KKSN-F
10. KUFO-F	(AOR)	101/ 4.5	5.7	7.4	7.0	4.7	6.2	109/2039	1770/12.4	13.9	13.5				KUFO-F
11. KKSN	(BB)	85/ 3.8	3.9	3.5	3.2	2.1	3.6	89/1202	1111/ 7.8	8.4	5.5				KKSN
12. KXYQ-F	(CHR)	80/ 3.6	3.2	3.5	2.9	3.5	3.3	98/1947	1455/10.2	10.6	12.6				KXYQ-F
13. KXL -F	(SAC/EZ)	78/ 3.5	3.9	3.5	2.9	3.7	3.5	88/1539	1388/ 9.7	9.3	9.3				KXL -F
14. KZRC	(AOR)	41/ 1.8	1.0	0.6	0.9	0.6	1.1	42/187	166/ 1.2	0.9	0.8				KZRC
15. KWJJ	(C)	36/ 1.6	1.2	1.8	0.8	1.5	1.4	42/763	636/ 4.4	4.0	4.1				KWJJ
16. KPDQ-F	(REL)	33/ 1.5	0.9	1.4	2.0	1.3	1.5	45/919	680/ 4.7	3.7	3.7				KPDQ-F
17. KMXI-F	(AC)	28/ 1.3	1.7	2.0	2.4	2.0	1.9	29/753	696/ 4.9	7.1	6.8				KMXI-F
18. KUPL	(C)	26/ 1.2	1.0	0.5	1.0	1.3	0.9	2747/5	465/ 3.2	3.1	3.8				KUPL
19. KBBT	(AOR)	25/ 1.1	1.0	0.9	0.5	1.8	0.9	25/313	313/ 2.2	2.5	3.0				KBBT
20. KFXX	(?)	23/ 1.0	----	0.5	0.4	----	0.5	23/356	356/ 2.5	0.0	0.0				KFXX

12+ FM SHARE (METRO): 69.55% (1373 of 1974) (WIN 91: 69.48%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKRZ-F>>	1 KINK-AF<	1 KINK-AF	1 KINK-AF>	1 KINK-AF>	1 KEX	1 KUPL-F	1 KUPL-F>	1 KKRZ-F	1 KEX >	1 KXL >>
2	2 KUFO-F<	2 KGON-F<	2 KGON-F	2 KUPL-F	2 KXL <	2 KXL <	2 KGON-F<	2 KUPL-F	2 KKRZ-F>	2 KWJJ-F
3	3 KGON-F<	3 KUPL-F	3 KUPL-F<	KKCW-F	KUPL-F>	3 KEX	3 KINK-AF	3 KEX	3 KXL	KEX >
4	4 KKRZ-F	4 KKCW-F	4 KKCW-F	KGON-F	4 KINK-AF<	4 KKRZ-F	4 KXL <	4 KINK-AF<	4 KINK-AF>	4 KUPL-F<
5	5 KWJJ-F<	5 KKSN-F	5 KKSN-F	5 KKSN-F	5 KKSN	5 KINK-AF	5 KEX <	5 KGON-F	5 KUPL-F<	5 KKCW-F
6	6 KUPL-F	6 KUFO-F<	6	6 KEX	6 KKCW-F	6 KKCW-F	6 KKCW-F	6 KKCW-F	6 KWJJ-F	6
7	7 KKCW-F<	7 KKRZ-F	7	7	7	7	7	7	7	7
	8 KXYQ-F									

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KKRZ-F	1 KKRZ-F	1 KINK-AF>	1 KKCW-F<	1 KINK-AF<
2 KWJJ-F>	2 KINK-AF	2 KKCW-F<	2 KINK-AF	2 KKCW-F
3 KUFO-F>	3 KWJJ-F	3 KKRZ-F>	3 KUPL-F	3 KUPL-F
4 KXYQ-F	KKCW-F	4 KUPL-F	4 KKRZ-F	4 KKSN-F
KUPL-F	5 KUFO-F	KUFO-F	5 KKSN-F	5 KKRZ-F<
KKCW-F	6 KUPL-F	6 KXYQ-F	6 KWJJ-F	6 KEX
7	7 KXYQ-F	7 KWJJ-F	7	7
		KKSN-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KZRC	1 KGON-F>	1 KGON-F>	1 KGON-F	1 KGON-F
2 KUFO-F	2 KUFO-F	2 KINK-AF	2 KINK-AF>	2 KINK-AF>
3 KUPL-F	3 KINK-AF	3 KUFO-F	3 KUPL-F<	3 KKSN-F<
KGON-F	4 KZRC	4 KWJJ-F	4 KUFO-F	4 KEX
5 KKRZ-F>>	5 KUPL-F	5 KUPL-F<	5 KKSN-F	5 KUPL-F
6	6 KWJJ-F	6 KKSN-F	6 KEX	6
7	7 KKRZ-F	7	7	7

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KDBX-F	107.5	Banks	0.7/1.5/ 16/ 231
KKEY	1150	Portland	0.4/1.3/ 8/ 182
KWBY	940	Woodburn	0.4/0.8/ 8/ 131

American Radio Winter 1992 Supplement, Copyright 1992

RADIO STATIONS

AM STATIONS

KBBT,	970,	5 KW (DA-1)	, AOR		, $	N/A	(Christal)	Henry
KEX ,	1190,	50 KW (DA-1)	, FULL SERVICE	ABC , $		101.00	(Katz)	Great American
KGW ,	620,	5 KW (DA-N)	, SEE KINK-FM					
KKSN,	910,	5 KW (DA-2)	, NOSTALGIA	UNISP, UNILT , $		35.00	(Christal)	Heritage
KUPL,	1330,	5 KW (DA-1)	, SEE KUPL-F					
KWJJ,	1080,	50 KW/10 KW (DA-N)	, SEE KWJJ-F					
KXL ,	750,	50 KW/20 KW (DA-1)	, NEWS/TALK	CBS , $		64.00	(McGuild)	Alexander
KZRC,	1010,	5 KW (DAYS)	, AOR	SMN , $		22.00	(Torbet)	

FM STATIONS

KGON,	92.3,	100 KW @ 1266,	AOR		, $	65.00	(Eastman)	Ackerly
KINK,	101.9,	100 KW @ 1673,	PROG AOR		, $	125.00	(MMR)	
KKCW,	103.3,	90 KW @ 1653,	AC		, $	151.00	(Durpetti)	Trumper
KKRZ,	100.3,	95 KW @ 1433,	CHR	ABC , $		97.00	(Katz)	Great American
KKSN,	97.1,	100 KW @ 1000,	OLDIES	UNIULT , $		70.00	(Christal)	Heritage
KMXI,	106.7,	94 KW @ 846,	AC	ABC, SOURCE , $		40.00	(HNWH)	Fairmont
KPDQ,	93.7,	100 KW @ 941,	RELIGION		, $	21.00	(---)	
KUFO,	101.1,	100 KW @ 1640,	AOR		, $	60.00	(Christal)	Henry
KUPL,	98.5,	100 KW @ 1105,	COUNTRY	APR , $		100.00	(Banner)	Scripps-Howard
KWJJ,	99.5,	94 KW @ 869,	COUNTRY	UNISUP, ABC , $		40.00	(HNWH)	Park
KXL ,	95.5,	100 KW @ 991,	SOFT AC/EZ	UNISUP , $		54.00	(McGuild)	Alexander
KXYQ,	105.1,	100 KW @ 1840,	CHR	ABC , $		41.00	(Banner)	Van Halen (SALEM)

American Radio Winter 1992 Supplement, Copyright 1992

PROVIDENCE

Arbitron Rank/Pop (12+): 29/1,282,900
MSA Rank/Pop: 58/918,000
ADI # 43
Average Person Ratings: 18.2
Market TSL: 24.00 hours

Stations: 41/24
Diaries: 1580/812:1/54.2%
Sample Target: 1530
% Below Line: 17.8
% Not Listed: 13.3

1991 Revenue: $24,000,000
HH Inc.: $34,562
Retail $: 6.7 Bil
Pop per Station: 53,454
#1 Biller: WHJY-F $4,200,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. WPRO-F (CHR)	189/ 8.1	8.7	9.3	7.5	9.1	8.4	201/3680	3174/24.7	25.5	28.3				WPRO-F
WHJY-F (AOR)	189/ 8.1	7.9	6.8	7.8	5.8	7.7	209/3042	2439/19.0	20.3	17.4				WHJY-F
3. WWLI-F (SAC)	173/ 7.4	5.8	6.1	7.1	9.2	6.6	188/2376	2052/16.0	14.2	18.6				WWLI-F
4. WHJJ (N/T)	140/ 6.0	6.0	5.7	6.5	6.2	6.1	140/1416	1416/11.0	13.9	11.5				WHJJ
5. WWBB-F (O)	136/ 5.8	5.2	5.9	5.6	4.4	5.6	146/2037	1874/14.6	13.8	10.4				WWBB-F
6. WSNE-F (AC)	123/ 5.3	6.5	4.7	5.8	5.3	5.6	138/2111	1842/14.4	18.5	13.9				WSNE-F
7. WPRO (T/N)	101/ 4.3	5.1	5.4	6.0	4.9	5.2	101/2021	1960/15.3	16.4	15.4				WPRO
8. WWRX-F (CL AOR)	91/ 3.9	4.2	4.4	4.5	4.4	4.3	140/2644	1868/14.6	14.5	12.8				WWRX-F
WLKW (EZ)	91/ 3.9	3.2	2.8	2.0	2.5	3.0	92/857	837/ 6.5	6.3	5.9				WLKW
10. WCTK-F (C)	87/ 3.7	3.4	3.7	2.9	3.7	3.4	113/1555	1071/ 8.3	9.2	7.1				WCTK-F
11. WPLM-F (BB)	69/ 2.9	3.8	4.1	3.6	3.7	3.6	130/1524	899/ 7.0	8.9	6.7				WPLM-F
12. WBRU-F (AOR)	63/ 2.7	2.2	3.3	3.0	2.7	2.8	73/1240	966/ 7.5	8.5	8.5				WBRU-F
13. WWKX-F (CHR)	48/ 2.1	3.0	3.1	3.1	2.8	2.8	50/1045	990/ 7.7	10.6	9.8				WWKX-F
14. WFHN-F (CHR)	45/ 1.9	2.3	1.9	2.5	2.1	2.2	58/855	664/ 5.2	5.3	3.9				WFHN-F
15. WBSM (N/T)	44/ 1.9	1.7	1.4	1.2	1.6	1.5	47/425	375/ 2.9	2.8	2.7				WBSM
16. WCRB-F (CL)	42/ 1.8	0.9	1.2	0.8	0.9	1.2	54/594	419/ 3.3	3.3	3.1				WCRB-F
17.														
18.														
19.														

12+ FM SHARE (METRO): 73.57% (1492 of 2028) (WIN 91: 71.28%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPRO-F>>	1 WHJY-F>	1 WHJY-F	1 WWLI-F	1 WWLI-F	1 WHJJ	1 WPRO	1 WWLI-F	1 WHJY-F	1 WHJY-F	1 WPRO
2 WWKX-F	2 WPRO-F>	2 WPRO-F	2 WPRO-F	2 WWBB-F	2 WWLI-F	2 WPRO-F<	2 WHJY-F	2 WPRO-F	2 WPRO-F>	2 WSNE-F
3	3 WSNE-F	3 WWLI-F	WHJY-F	3 WPRO-F	3 WWBB-F<	3 WHJY-F<	3 WPRO-F	3 WWLI-F	3 WPLM-F<	3 WHJJ
4	4 WWRX-F	4 WSNE-F	4 WWBB-F	WHJY-F	4 WPRO	4 WHJJ	4 WWBB-F	4 WHJJ	4 WWLI-F	4 WWBB-F
5	5 WBRU-F	5 WWBB-F	5 WSNE-F	5 WSNE-F>	5 WLKW	5 WWLI-F	WHJJ	5 WWBB-F	5 WWBB-F	5 WHJY-F
6	6 WWLI-F	6 WWRX-F	6 WWRX-F	6 WWRX-F	6	6 WSNE-F	6 WSNE-F	6 WSNE-F	6 WSNE-F	6 WBSM
						7 WWBB-F				7 WCTK-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WPRO-F<	1 WPRO-F>	1 WPRO-F>	1 WPRO-F	1 WWLI-F>
2 WHJY-F>	2 WHJY-F	2 WWLI-F	2 WWLI-F	2 WPRO-F<
3 WSNE-F>	3 WSNE-F>	3 WSNE-F	3 WSNE-F>	3 WSNE-F
4 WCTK-F	4 WWLI-F	4 WHJY-F	4 WHJY-F	4 WWBB-F
WBRU-F	5 WCTK-F>	5 WCTK-F>	5 WWBB-F	5
6 WFHN-F	6 WBRU-F	6 WZOU-F	6 WCTK-F	6
7 WWKX-F		WWBB-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHJY-F>>	1 WHJY-F>>	1 WHJY-F>>	1 WHJY-F>>	1 WHJY-F
2 WBRU-F	2 WPRO-F	2 WPRO-F	2 WWBB-F	2 WWBB-F
3 WPRO-F	3 WWRX-F	3 WWRX-F	WPRO-F<	3 WWLI-F
4 WWRX-F	4 WBRU-F	4	4 WWRX-F>	4 WWRX-F<
5	5	5	5 WWLI-F	5 WPRO-F
6	6	6	6	6 WSNE-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WALE	990	Providence	1.4/3.2/ 33/ 412
WARA	1320	Attleboro	
WARV	1590	Warwick/Prvdnce	0.3/1.3/ 8/ 168
WHTB	1400	Fall River	
WICE	550	Pawtucket	
WJFD-F	97.3	New Bedford	
WNBH	1340	New Bedford	0.8/1.8/ 25/ 318
WNRI	1380	Woonsocket	0.8/1.3/ 18/ 163
WOTB-F	100.3	Middletown/Prov	0.6/2.4/ 13/ 303
WWRX	1110	Providence	
WAAF-F	107.3	Worcester/Bstn	0.9/3.5/ 39/ 940
WBCN-F	104.1	Boston	1.0/3.0/ 58/1128
WBMX-F	98.5	Boston	0.5/2.5/ 40/ 969
WBOS-F	92.9	Brookline/Bstn	0.9/2.1/ 30/ 450
WBZ	1030	Boston	1.6/4.2/ 78/1253
WCDJ-F	96.9	Boston	0.6/1.8/ 22/ 388
WCIB-F	101.9	Falmouth/Hyanns	0.7/1.9/ 28/ 632
WEEI	590	Boston	0.4/2.3/ 22/ 683
WFAN	660	New York	0.4/1.3/ 27/ 467
WHDH	850	Boston	0.6/2.0/ 41/ 721
WODS-F	103.3	Boston	1.5/5.9/ 74/1526
WRKO	680	Boston	0.5/1.3/ 59/ 705
WVBF-F	105.7	Framington	1.5/3.0/ 73/ 916
WZLX-F	100.7	Boston	0.6/3.0/ 30/ 762
WZOU-F	94.5	Boston	1.3/5.3/ 83/1865

American Radio Winter 1992 Supplement, Copyright 1992

PROVIDENCE

RADIO STATIONS

WALE, 990, 50 KW/500 W (DA-2), TALK		, $ 25.00 (---)			
WHIM, 1110, 5 KW (DAYS)	, COUNTRY	CBS , $ 24.00 (Durpetti)			
WHJJ, 920, 5 KW (DA-N)	, NEWS/TALK	NBC , $ 50.00 (Katz)	Merv Griffin		
WLKW, 790, 5 KW (DA-2)	, EZ	, $ 22.00 (CMBS)			
WPRO, 630, 5 KW (DA-N)	, TALK/NEWS	ABC , $ 53.00 (Banner)	Capital Cities/ABC		
WBRU-F, 95.5, 20 KW @ 440, AOR		APR , $ 40.00 (MMR)			
WCTK-F, 98.1, 47 KW @ 508, COUNTRY		, $ 38.00 (Torbet)	Hall (NEW BEDFORD)		
WFHN-F, 107.1, 3 KW @ 374, CHR		, $ 34.00 (Christal)	H & D (FAIRHAVEN, MA)		
WHJY-F, 94.1, 50 KW @ 440, AOR		, $ 93.00 (Katz)	Merv Griffin		
WPRO-F, 92.3, 39 KW @ 551, CHR		ABC , $ 83.00 (Banner)	Capital Cities/ABC		
WSNE-F, 93.3, 30 KW @ 612, AC		, $ 80.00 (Eastman)	Beck-Ross (TAUNTON, MA)		
WWBB-F, 101.5, 14 KW @ 940, OLDIES		, $ 69.00 (McGuild)	Wilks-Schwartz		
WWKX-F, 106.3, 1.2 KW @ 194, CHR		UNIPWR , $ 35.00 (Christal)			
WWLI-F, 105.1, 50 KW @ 500, SOFT AC		, $ 71.00 (McGuild)	Zimmerman		
WWRX-F, 103.7, 50 KW @ 500, CLASSIC AOR		CNN , $ 46.00 (Durpetti)			

Other Stations - See Boston or New Bedford

American Radio Winter 1992 Supplement, Copyright 1992

RALEIGH

Arbitron Rank/Pop (12+): 61/645,800

MSA Rank/Pop: 70/707,000
ADI # 33

Average Person Ratings: 16.5

Market TSL: 21.75 hours

Stations: 25/21
Diaries: 1136/568:1/51.7%
Sample Target: 1050
% Below Line: 5.7
% Not Listed: 18.0

1991 Revenue: $26,300,000
HH Inc.: $34,902
Retail $: 6.4 Bil
Pop per Station: 30,752
#1 Biller: WRDU-F $5,250,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. WQOK-F (B)	104/ 9.8	10.2	10.1	7.5	11.1	9.4	172/2141	1167/18.1	16.7	16.6				WQOK-F
2. WRDU-F (AOR)	99/ 9.3	7.2	8.1	9.3	7.4	8.5	123/1956	1349/20.9	19.2	19.0				WRDU-F
3. WPTF (FS)	97/ 9.1	7.5	9.4	8.6	8.5	8.6	166/2115	1246/19.3	17.8	18.4				WPTF
4. WQDR-F (C)	89/ 8.4	6.2	5.5	6.3	6.3	6.6	175/2171	962/14.9	14.8	13.3				WQDR-F
5. WDCG-F (CHR)	75/ 7.0	5.8	7.7	6.9	7.9	6.8	173/2910	1463/22.7	17.2	17.6				WDCG-F
6. WRAL-F (AC)	74/ 7.0	8.1	9.2	7.0	6.7	7.8	137/2472	1274/19.7	22.0	19.1				WRAL-F
7. WYLT-F (SAC)	48/ 4.5	5.3	4.0	5.0	4.6	4.7	92/1616	927/14.4	13.8	13.1				WYLT-F
8. WFXC-F (B)	44/ 4.1	4.5	5.3	4.7	4.1	4.7	47/703	619/ 9.6	10.1	7.8				WFXC-F
9. WPCM-F (C)	34/ 3.2	1.6	3.1	1.6	1.7	2.4	124/1522	432/ 6.7	6.6	4.5				WPCM-F
10. WTRG-F (O)	33/ 3.1	5.3	3.9	5.1	3.0	4.3	104/1662	734/11.4	14.4	10.8				WTRG-F
11. WKIX (BB)	30/ 2.8	1.9	1.0	1.7	2.2	1.9	36/422	293/ 4.5	4.4	5.3				WKIX
12. WZZU-F (CL AOR)	25/ 2.3	3.8	3.7	2.7	3.2	3.1	37/1233	899/13.9	12.8	11.7				WZZU-F
WNND-F (J/NA)	25/ 2.3	1.5	2.1	2.4	1.2	2.1	26/513	484/ 7.5	5.2	4.0				WNND-F
14. WDNC (BB)	22/ 2.1	1.2	1.6	2.1	2.4	1.8	32/624	452/ 7.0	4.8	7.0				WDNC
15. WLLE (B/G)	18/ 1.7	2.6	2.1	2.9	3.2	2.3	18/257	243/ 3.8	5.1	4.9				WLLE

12+ FM SHARE (METRO): 78.47% (685 of 873) (WIN 91: 82.58%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQOK-F	1 WRDU-F	1 WRDU-F	1 WRDU-F	1 WRDU-F	1 WPTF >	1 WPTF >	1 WPTF	1 WQOK-F	1 WQOK-F>	1 WPTF
2 WDCG-F>>	2 WQOK-F>	2 WQOK-F	2 WRAL-F<	2 WQDR-F<	2 WQDR-F>	2 WRDU-F	2 WRDU-F	2 WRDU-F	2 WRDU-F	2 WQDR-F
3	3 WDCG-F	3 WQDR-F	3 WQDR-F<	3 WRAL-F	3 WRAL-F	WQOK-F	3 WRAL-F<	3 WQDR-F	3 WQDR-F	3 WRDU-F
4	4 WRAL-F	4 WRAL-F	4 WQOK-F>	4 WQOK-F	4 WYLT-F	4 WQDR-F<	4 WQDR-F	4 WDCG-F	4 WDCG-F>	4 WQOK-F>
5	WQDR-F	5 WDCG-F	5 WYLT-F	5 WPTF <	WQOK-F	5 WRAL-F	5 WQOK-F	5 WRAL-F>	5 WPTF	5 WDCG-F
6	6	6	6	6 WYLT-F	WKIX	6 WDCG-F	6 WYLT-F	6 WPTF	6	6 WDNC
							7 WDCG-F	7 WYLT-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WQOK-F	1 WRAL-F	1 WRAL-F>>	1 WRAL-F	1 WRAL-F>
2 WDCG-F	2 WQOK-F	2 WYLT-F	2 WQOK-F	2 WQOK-F
3 WRDU-F>	3 WRDU-F	WRDU-F	3 WRDU-F	3 WQDR-F
4 WQDR-F	4 WDCG-F	WQOK-F	4 WQDR-F	4 WYLT-F
5 WRAL-F	5 WQDR-F	WQDR-F>	WDCG-F	5 WFXC-F
6	6 WYLT-F	6 WDCG-F	6 WYLT-F	6 WRDU-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WQOK-F	1 WRDU-F>	1 WRDU-F>>	1 WRDU-F>	1 WRDU-F>
2 WRDU-F	2 WQOK-F>	2 WQOK-F>	2 WQOK-F	2 WPTF
WDCG-F>	3 WDCG-F	3 WQDR-F	3 WQDR-F>	3 WQDR-F
4 WQDR-F>>	4 WQDR-F	4 WZZU-F	4 WDCG-F	4 WQOK-F
5 WRAL-F	5	WPTF	5 WPTF	5 WTRG-F
6	6	WNND-F	6	6

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAUG	750·	New Hope/Ralgh	0.6/1.8/ 7/ 130
WCLY	1550	Raleigh	0.5/1.7/ 6/ 121
WKTC-F	96.9	Tarboro/Rcky Mt	0.6/3.0/ 54/1046
WSRC	1410	Durham	0.4/1.1/ 4/ 73
WTIK	1310	Durham	0.4/1.3/ 4/ 86
WJMH-F	102.1	Reidsville	0.9/3.0/ 20/ 517
WNCT-F	107.9	Greenville	1.0/1.3/ 30/ 397
WQMG-F	97.1	Greensboro	0.6/2.4/ 24/ 473

RADIO STATIONS

WDNC, 620, 5 KW/1 KW (DA-2), NOSTALGIA	CBS , $ 20.00 (Christal)			
WKIX, 850, 10 KW/5 KW (DA-2), NOSTALGIA	UNISUP MBS , $ 17.00 (CBS)	Universal/Alchemy
WLLE, 570, 500 W/55 W , BLACK/GOSPEL	SBN , $ 16.00 (---)	
WPTF, 680, 50 KW (DA-N) , FULL SERVICE	ABC,CNN, $ 55.00 (McGuild)	
WDCG-F, 105.1, 100 KW @ 1525, CHR	ABC , $ 49.00 (Christal)	
WFXC-F, 107.1, 1.2 KW @ 505, BLACK	———— , $ 29.00 (Eastman)	Pinnacle
WNND-F, 103.9, 3 KW @ 298, JAZZ/NAC	, $ 25.00 (Banner)	(FUQUAY)
WQDR-F, 94.7, 99 KW @ 1128, COUNTRY	ABC, UNIULT, $ 75.00 (McGuild)	
WQOK-F, 97.5, 100 KW @ 981, BLACK	ABC , $ 50.00 (Durpetti)	Ragan Henry (S BOSTON)
WRAL-F, 101.5, 100 KW @ 1889, AC	, $ 90.00 (Katz)	Capitol-Goodman
WRDU-F, 106.1, 100 KW @ 1348, AOR	SOURCE , $ 118.00 (HMR)	Voyager (WILSON)
WTRG-F, 100.7, 100 KW @ 1968, OLDIES	NBC CBS , $ 55.00 (HNWH)	Joyner (ROCKY MOUNT)
WYLT-F, 96.1, 100 KW @ 984, SOFT AC	UNISUP, UNIPWR , $ 42.00 (CBS)	Universal/Alchemy
WZZU-F, 93.9, 100 KW @ 1269, CLASSIC AOR	ABC , $ 32.00 (Torbet)	Village (BURLINGTON)

American Radio Winter 1992 Supplement, Copyright 1992

RICHMOND

Arbitron Rank/Pop (12+): 55/736,100

MSA Rank/Pop: 61/861,000
ADI # 60

Average Person Ratings: 16.9
Market TSL: 22.50 hours

Stations: 20/19
Diaries: 1361/541:1/58.1%
Sample Target: 1160
% Below Line: 0.7
% Not Listed: 11.1

1991 Revenue: $27,500,000
HH Inc.: $36,708
Retail $: 7.3 Bil
Pop per Station: 38,742
#1 Biller: WRVA $4,400,000

12+ METRO		1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. WRVA	(FS)	156/12.5	12.2	10.5	11.3	11.7	11.6	165/1801	1649/22.4	24.3	23.3				WRVA
2. WCDX-F	(B)	146/11.7	10.7	11.4	9.9	9.1	10.9	155/1439	1269/17.2	16.4	16.1				WCDX-F
3. WKHK-F	(C)	134/10.8	10.7	10.5	11.2	9.7	10.8	153/1815	1501/20.4	20.0	18.8				WKHK-F
4. WTVR-F	(EZ/SAC)	99/ 7.9	6.9	6.5	7.4	6.6	7.2	128/1420	1194/16.2	15.6	14.4				WTVR-F
5. WPLZ-F	(B)	94/ 7.5	6.1	8.1	6.1	8.2	6.9	101/1272	1094/14.9	13.3	16.0				WPLZ-F
6. WRXL-F	(AOR)	85/ 6.8	6.4	9.3	10.3	9.8	8.2	90/1457	1277/17.3	18.6	19.7				WRXL-F
7. WRVQ-F	(CHR)	81/ 6.5	9.3	9.0	9.7	9.6	8.6	107/1714	1365/18.5	23.5	24.8				WRVQ-F
8. WMXB-F	(AC)	73/ 5.9	5.4	6.2	6.8	6.0	6.1	88/1413	1148/15.6	15.5	14.9				WMXB-F
9. WVGO-F	(CL AOR)	62/ 5.0	4.3	3.7	3.3	3.7	4.1	65/932	827/11.2	11.4	9.9				WVGO-F
10. WDCK-F	(AC)	56/ 4.5	4.0	3.2	3.6	2.9	3.8	71/1227	993/13.5	14.7	10.0				WDCK-F
11. WFTH	(G)	20/ 1.6	1.6	0.7	0.6	1.4	1.1	21/181	175/ 2.4	2.4	2.9				WFTH
12. WLEE	(T)	19/ 1.5	1.4	1.7	0.8	0.8	1.4	19/214	205/ 2.8	2.4	2.0				WLEE
WGCV	(REL)	19/ 1.5	1.2	1.4	1.5	0.8	1.4	19/176	170/ 2.3	2.7	2.1				WGCV
14.															
15.															

12+ FM SHARE (METRO): 76.71% (850 of 1108) (WIN 91: 78.79%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	WCDX-F	1 WCDX-F›	1 WCDX-F	1 WCDX-F	1 WCDX-F‹	1 WRVA ›	1 WRVA ›	1 WTVR-F‹	1 WCDX-F‹	1 WCDX-F	1 WCDX-F
2	WRVQ-F	2 WRXL-F‹	2 WKHK-F	2 WKHK-F›	2 WKHK-F›	2 WTVR-F	2 WCDX-F‹	2 WKHK-F	2 WKHK-F	2 WPLZ-F	2 WPLZ-F
3	WPLZ-F	3 WKHK-F	3 WRXL-F	3 WRXL-F	3 WPLZ-F	3 WKHK-F›	3 WKHK-F›	3 WRVA	3 WRVA	3 WRVA ›	3 WRVA
4		4 WVGO-F‹	4 WPLZ-F	4 WPLZ-F	4 WMXB-F	4 WPLZ-F	4 WRXL-F	4 WCDX-F	4 WTVR-F‹	4 WKHK-F	4 WKHK-F
5		5 WMXB-F	5 WMXB-F	WMXB-F	5 WRVA ‹	5 WCDX-F	5 WRVQ-F	5 WMXB-F	5 WPLZ-F	5 WRVQ-F	5
6		6 WRVQ-F	6 WVGO-F	6 WDCK-F	6 WDCK-F	6 WDCK-F	6 WMXB-F‹	6 WRXL-F	6 WRVQ-F	6 WRXL-F	6
7		7 WPLZ-F	7 WRVQ-F	7 WVGO-F	7 WTVR-F	7	7 WTVR-F	7 WRVQ-F	7 WRXL-F	7	7

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	WCDX-F›	1 WCDX-F›	1 WCDX-F›	1 WCDX-F	1 WCDX-F	1 WRXL-F	1 WCDX-F›	1 WCDX-F	1 WCDX-F	1 WKHK-F‹
2	WRXL-F	2 WMXB-F	2 WMXB-F	2 WKHK-F	2 WKHK-F	WCDX-F›	2 WRXL-F	2 WVGO-F	2 WRXL-F	2 WCDX-F
	WRVQ-F	3 WKHK-F	3 WKHK-F›	3 WMXB-F›	3 WMXB-F	3 WVGO-F	3 WVGO-F	3 WKHK-F	3 WKHK-F	3 WPLZ-F
4	WPLZ-F	4 WRVQ-F	4 WRVQ-F	4 WRVQ-F	4 WDCK-F	4 WRVQ-F	4 WKHK-F	4 WRXL-F›	4 WPLZ-F	4 WRXL-F
	WMXB-F	5 WRXL-F	5 WRXL-F	5 WDCK-F‹	5 WRVA ‹	5 WPLZ-F›	5 WPLZ-F	5 WPLZ-F	5 WVGO-F›	5 WVGO-F
6	WVGO-F	6 WPLZ-F	6 WDCK-F	6 WRXL-F‹	6 WTVR-F‹	6 WKHK-F	6 WRVQ-F	6 WMXB-F	6 WRVQ-F	6 WRVA
	WKHK-F	7 WVGO-F	7 WPLZ-F	7 WPLZ-F	7 WRVQ-F	7	7	7	7	7

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WANT	990	Richmond	0.6/3.1/ 8/ 234
WDYL-F	92.1	Chester/Richmnd	0.9/4.0/ 11/ 311
WRBN	1540	Richmond	0.3/1.3/ 4/ 99
WSTK	1290	Colonial Hghts	0.4/1.3/ 5/ 97
WTVR	1380	Richmond	1.1/4.1/ 14/ 301
WXGI	950	Richmond	1.0/3.5/ 13/ 263
WAFX-F	106.9	Suffolk/Norfolk	0.7/2.4/ 15/ 332

RADIO STATIONS

WANT, 990, 1 KW/16 W	, BLACK	NBN	, $ 15.00 (---)		
WFTH, 1590, 5 KW (DAYS)	, GOSPEL	UNIULT	, $ 14.00 (---)		
WLEE, 1320, 5 KW (DAYS)	, TALK	ABC NBC	, $ 16.00 (---)		
WRNL, 910, 5 KW (DA-N)	, OLDIES		, $ NA (Katz)	Capitol-Goodman	
WRVA, 1140, 50 KW (DA-1)	, FULL SERVICE	CBS	, $ 94.00 (Christal)	Edens	
WTVR, 1380, 5 KW (DA-2)	, NOSTALGIA	ABC	, $ 20.00 (MMR)	Park	
WXGI, 950, 5 KW/50 W	, COUNTRY	NBC	, $ 15.00 (---)		
WCDX-F, 92.7, 2.4 KW ● 367	, BLACK		, $ 55.00 (MMR)	Sinclair (MECHANICSVILLE)	
WDYL-F, 92.1, 3 KW ● 298	, RELIGION	CNN	, $ 16.00 (---)	(CHESTER)	
WKHK-F, 95.3, 13 KW ● 449	, COUNTRY	UNIULT	, $ 75.00 (Banner)	(COLONIAL HGTS)	
WMXB-F, 103.7, 20 KW ● 840	, AC	APR	, $ 72.00 (Banner)	Radio Ventures	
WPLZ-F, 99.3, 3 KW ● 328	, BLACK	UNIPWR	, $ 43.00 (McGuild)		
WRVQ-F, 94.5, 200 KW ● 351	, CHR	ABC	, $ 90.00 (Christal)	Edens	
WRXL-F, 102.1, 140 KW ● 321	, AOR		, $ 99.00 (Katz)	Capitol-Goodman	
WTVR-F, 98.1, 50 KW ● 840	, EZ/SOFT AC ●	ABC	, $ 41.00 (MMR)	Park	
WVGO-F, 106.5, 8 KW ● 1233	, CLASSIC AOR		, $ 32.00 (Torbet)	Benchmark	

American Radio Winter 1992 Supplement, Copyright 1992

RIVERSIDE-SAN BERNARDINO

Arbitron Rank/Pop (12+): 28/1,297,500

MSA Rank/Pop: 11/2,440,000
Los Angeles ADI
Average Person Ratings: 17.4
Market TSL: 23.00 hours

Stations: 41/16
Diaries: 1436/903.5/49.9%
Sample Target: 1420
% Below Line: 49.4
% Not Listed: 12.0

1991 Revenue: $18,000,000
HH Inc.: $36,090
Retail $: 16.9 Bil
Pop per Station: 81,093
#1 Biller: KFRG-F $4,500,000

12+ METRO		1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. KFRG-F	(C)	217/ 9.6	11.5	10.1	8.3	6.8	9.9	270/3649	2690/20.7	18.9	15.4				KFRG-F
2. KGGI-F	(CHR)	197/ 8.7	9.1	7.3	9.3	6.7	8.6	268/4126	3023/23.3	22.1	18.4				KGGI-F
3. KLOS-F	(AOR)	138/ 6.1	6.1	4.4	5.1	5.0	5.4	203/2981	1845/14.2	14.8	10.4				KLOS-F
4. KFI	(T)	115/ 5.1	5.5	5.8	5.7	5.6	5.5	194/2140	1355/10.4	11.3	12.5				KFI
5. KOST-F	(AC)	110/ 4.9	5.2	4.5	5.0	4.9	4.9	201/2981	1803/13.9	14.3	12.3				KOST-F
6. KCAL-F	(AOR)	101/ 4.5	2.8	3.1	3.5	3.1	3.5	126/1734	1378/10.6	9.8	8.5				KCAL-F
7. KQLZ-F	(AOR)	79/ 3.5	2.8	2.1	1.6	4.0	2.5	124/1981	1269/ 9.8	7.5	8.8				KQLZ-F
8. KRTH-F	(O)	73/ 3.2	3.7	3.4	4.0	4.4	3.6	104/2288	1510/11.6	12.3	10.6				KRTH-F
9. KIIS-F	(CHR)	67/ 3.0	3.2	3.3	2.5	2.8	3.0	122/2704	1487/11.3	13.2	10.9				KIIS-F
10. KHTX-F	(O)	62/ 2.7	4.7	3.4	4.5	6.5	3.8	78/1370	986/ 7.6	9.8	11.3				KHTX-F
11. KCAL	(SP)	54/ 2.4	1.4	2.3	1.5	1.6	1.9	55/605	584/ 4.5	3.1	2.6				KCAL
12. KBIG-F	(AC)	53/ 2.3	1.4	2.4	2.1	1.5	2.0	86/1418	907/ 7.0	4.7	5.3				KBIG-F
13. KROQ-F	(AOR)	46/ 2.0	2.1	2.9	1.9	1.7	2.2	66/1327	844/ 6.5	5.2	4.7				KROQ-F
KWRP-F	(EZ)	46/ 2.0	1.0	1.2	1.6	1.0	1.5	46/437	437/ 3.4	2.2	2.5				KWRP-F
15. KCBS-F	(O)	45/ 2.0	1.5	1.7	1.9	1.7	1.8	76/1503	776/ 6.0	4.5	5.1				KCBS-F
16. KLVE-F	(SP)	43/ 1.9	1.3	0.7	0.9	1.2	1.2	50/567	458/ 3.5	3.3	2.5				KLVE-F
17. KCKC	(C)	42/ 1.9	2.8	2.4	2.3	1.6	2.3	43/427	395/ 3.0	3.6	3.3				KCKC
18. KNX	(N)	40/ 1.8	2.7	2.1	2.8	4.5	2.3	59/1315	823/ 6.3	8.9	12.8				KNX
19.															
20.															

12+ FM SHARE (METRO): 80.31% (1599 of 1991) (WIN 91: 76.19%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KGGI-F››	1 KLOS-F‹	1 KFRG-F‹	1 KFRG-F	1 KFRG-F	1 KFRG-F›	1 KFRG-F	1 KFRG-F›	1 KGGI-F	1 KGGI-F›	1 KFRG-F
2 KIIS-F	2 KGGI-F	2 KLOS-F	2 KLOS-F›	2 KLOS-F›	2 KFI ›	2 KLOS-F	2 KGGI-F‹	2 KFRG-F›	2 KOST-F›	2 KFI
3 KPWR-F	3 KCAL-F	3 KGGI-F	3 KGGI-F	3 KGGI-F	3 KOST-F	3 KGGI-F	3 KFI ‹	3 KOST-F	3 KFRG-F	3 KLOS-F
4 KQLZ-F	4 KQLZ-F‹	4 KCAL-F‹	4 KOST-F	4 KOST-F‹	4 KHTX-F	4 KFI	4 KLOS-F	4 KLOS-F	4 KQLZ-F	4 KABC
5	5 KFRG-F	5 KOST-F	5 KCAL-F	5 KFI	5	5	5 KOST-F	5 KFI	5 KCAL-F	5 KOST-F
6	6 KOST-F	6	6	6	6	6	6 KCAL-F	KCAL-F	6 KLOS-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KGGI-F›	1 KGGI-F›	1 KGGI-F	1 KGGI-F	1 KFRG-F›
2 KOST-F›	2 KOST-F	2 KLOS-F	2 KFRG-F	2 KGGI-F
3 KIIS-F	3 KFRG-F‹	3 KFRG-F	3 KOST-F›	3 KOST-F
4 KBIG-F	4 KLOS-F	4 KOST-F	4 KLOS-F	4 KRTH-F‹
5 KQLZ-F	5 KBIG-F‹	5 KQLZ-F	5 KBIG-F	5 KLOS-F
6 KCAL-F	6 KQLZ-F	KBIG-F	6	6
KCAL				

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KCAL-F›	1 KLOS-F	1 KLOS-F›	1 KLOS-F	1 KLOS-F
2 KQLZ-F	2 KCAL-F›	2 KCAL-F	2 KCAL-F‹	2 KFRG-F›
3 KGGI-F‹	3 KQLZ-F	3 KFRG-F	3 KFRG-F›	3 KFI
4 KLOS-F›	KGGI-F	4 KGGI-F	4 KGGI-F	4 KCAL-F›
5 KCAL	5 KFRG-F	5 KQLZ-F	5 KQLZ-F‹	5 KOST-F
6 KFRG-F	6	6 KOST-F	6 KFI	6
7 KROQ-F				
KDIF				

OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME
KATY-F	101.3	Idyllwild/Hemet	0.4/1.0/ 11/ 171
KBON-F	103.9	Lake Arrowhead	1.4/4.9/ 37/ 823
KDIF	1440	Riverside/SB	0.8/2.5/ 17/ 342
KHSJ	1320	Hemet	0.4/1.1/ 8/ 137
KHYE-F	105.7	Hemet	0.5/1.9/ 15/ 326
KLFE	1240	S Bernardino/Rv	0.4/1.4/ 9/ 216
KOLA-F	99.9	San Bernardino	1.5/6.4/ 36/ 888
KQLH-F	92.7	Riverside	0.9/3.2/ 21/ 431
KRSO	590	San Bernardino	0.6/2.8/ 18/ 460
KABC	790	Los Angeles	1.5/3.4/ 42/ 646
KFWB	980	Los Angeles	0.7/3.1/ 42/ 904
KKBT-F	92.3	Los Angeles	1.6/5.7/ 44/ 883
KKGO-F	105.1	Los Angeles	0.7/2.6/ 23/ 417
KLIT-F	101.9	Glendale/LA	1.1/4.1/ 29/ 655
KLSX-F	97.1	Los Angeles	1.3/5.5/ 40/1169
KMPC	710	Los Angeles	0.8/2.0/ 24/ 392
KPSI-F	100/5	Palm Springs	0.4/1.0/ 8/ 224
KPWR-F	105.9	Los Angeles	1.4/5.7/ 67/1379
KTNQ	1020	Los Angeles	0.5/1.1/ 13/ 224
KTWV-F	94.7	Los Angeles	1.5/5.2/ 49/ 950
KXEZ-F	98.7	Los Angeles	1.2/3.4/ 40/ 658
XTRA	690	Tijuana/SnDiego	0.6/1.5/ 18/ 350
XTRA-F	91.1	Tijuana	0.4/1.2/ 9/ 249

American Radio Winter 1992 Supplement, Copyright 1992

RIVERSIDE-SAN BERNARDINO

RADIO STATIONS

KCAL, 1410, 5 KW/4 KW (DA-N) , HISPANIC		, $ 26.00 (Lotus)			
KCKC, 1350, 5 KW/500 W (DA-2), COUNTRY		ABC , $ 35.00 (HNWH)			
KDIF, 1440, 1 KW , HISPANIC		UPI , $ 20.00 (Katz Hisp.)			
KMEN, 1290, 5 KW (DA-2) , SPORTS		SMN , $ 17.00 (McGuild)	American
KRSO, 590, 1 KW (DA-2) , NOSTALGIA		NBC, UNISUP, $ 23.00 (Katz)	Henry
KBON-F, 103.9, 38 W @ 2539, OLDIES		, $ 25.00 (HNWH)	
KCAL-F, 96.7, 1.8 KW @ 377, AOR		, $ 50.00 (Torbet)	Anaheim
KFRG-F, 95.1, 50 KW @ 321, COUNTRY		ABC , $ 91.00 (MMR)	Amaturo
KGGI-F, 99.1, 2.6 KW @ 1843, CHR		ABC , $ 70.00 (McGuild)	American
KHTX-F, 97.5, 68 KW @ 1571, OLDIES		, $ 45.00 (Katz)	Henry
KOLA-F, 99.9, 31 KW @ 1630, OLDIES		ABC , $ 35.00 (Banner)	
KQLH-F, 92.7, 3 KW @ 299, AC		MBS , $ 30.00 (Banner)	
KWRP-F, 96.1, 60 W @ 1522, EZ		CBS , $ 25.00 (---)	

American Radio Winter 1992 Supplement, Copyright 1992

ROANOKE-LYNCHBURG

Arbitron Rank/Pop (12+): 96/367,200

MSA Rank/Pop: 192/380,000 (Roanoke)
ADI # 69

Average Person Ratings: 17.6

Market TSL: 23.25 hours

Stations: 22/19
Diaries: 894/411:1/59.9%
Sample Target: 850
% Below Line: 2.0
% Not Listed: 14.7

1991 Revenue: $12,700,000
HH Inc.: $31,409
Retail $: 3.4 Bil
Pop per Station: 19,326
#1 Biller: WXLK-F $2,900,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. WYYD-F (C)	96/14.8	11.8	12.1	13.3	12.1	13.0	163/1680	1002/27.3	22.3	21.0				WYYD-F
2. WLYK-FF (CHR)	94/14.6	1.2	----	0.5	1.2	4.1	167/2600	1189/32.4	1.6	2.5				WLYK-FF
3. WPVR-F (EZ/SAC)	63/ 9.7	10.7	10.3	9.3	10.6	10.0	106/1225	737/20.1	18.6	18.0				WPVR-F
4. WSLQ-F (AC)	55/ 8.5	9.7	10.3	8.0	7.9	9.1	98/1518	793/21.6	19.4	21.2				WSLQ-F
5. WROV-F (AOR)	52/ 8.0	8.5	7.7	10.6	8.1	8.7	119/1280	624/17.0	18.4	14.5				WROV-F
6. WJJS-F (?)	38/ 5.9	1.0	1.3	0.6	1.5	2.2	51/471	345/ 9.4	3.8	3.5				WJJS-F
7. WJLM-F (C)	33/ 5.1	5.9	3.4	4.3	3.9	4.7	34/403	364/ 9.9	12.5	8.5				WJLM-F
WFIR (FS)	33/ 5.1	5.4	5.9	4.3	5.1	5.2	42/557	404/11.0	12.0	11.9				WFIR
9. WSLC (C/FS)	17/ 2.6	2.9	2.4	4.0	3.9	3.0	25/315	213/ 5.8	6.2	8.0				WSLC
10. WGOL-F (O)	15/ 2.3	3.6	2.6	2.7	1.9	2.8	15/259	243/ 6.6	7.4	6.2				WGOL-F
11. WTOY (B)	12/ 1.9	1.2	1.3	1.9	1.9	1.6	12/130	130/ 3.5	2.1	4.4				WTOY
12. WJMH-F (B)	7/ 1.1	1.2	2.0	2.3	1.9	1.6	27/514	147/ 4.0	3.3	4.4				WJMH-F
13.														
14.														
15.														

12+ FM SHARE (METRO): 85.33% (471 of 552) (WIN 91: 82.39%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WLYK-FF>>1	WLYK-FF> 1	WLYK-FF 1	WYYD-F 1	WYYD-F 1	WYYD-F 1	WYYD-F 1	WYYD-F 1	WLYK-FF 1	WLYK-FF> 1	WYYD-F>
2	2 WROV-F	2 WYYD-F 2	WLYK-FF< 2	WLYK-FF< 2	WPVR-F> 2	WLYK-FF> 2	WPVR-F 2	WYYD-F> 2	WYYD-F 2	WSLQ-F
3	3 WYYD-F>	3 WROV-F< 3	WSLQ-F 3	WSLQ-F 3	WSLQ-F 3	WPVR-F 3	WLYK-FF 3	WPVR-F 3	WPVR-F 3	WLYK-F
4	4 WSLQ-F>	4 WSLQ-F> 4	WROV-F> 4	WROV-F 4	WJJS-F 4	WSLQ-F 4	WROV-F 4	WROV-F 4	WJJS-F 4	WTOY
5	5 WPVR-F	5 WPVR-F> 5	WPVR-F 5	WPVR-F	WFIR 5	WROV-F 5	WSLQ-F 5	WSLQ-F> 5	WSLQ-F	WJJS-F
6	6 WJLM-F	6 WJLM-F 6	6	6	6	WJJS-F 6	WFIR 6	WJLM-F 6	WROV-F 6	
						7	WJLM-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WLYK-FF>>1	WLYK-FF>>1	WLYK-FF> 1	WLYK-FF> 1	WLYK-FF
2 WROV-F> 2	WYYD-F 2	WYYD-F 2	WYYD-F 2	WYYD-F
3 WJLM-F	WROV-F 3	WSLQ-F 3	WSLQ-F 3	WPVR-F
4 WYYD-F 4	WSLQ-F> 4	WROV-F 4	WPVR-F 4	WSLQ-F>
5 WSLQ-F 5	WJLM-F 5	WPVR-F 5	WROV-F 5	WJJS-F
6 6	6	WJJS-F 6	6	WROV-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLYK-FF>>1	WLYK-FF< 1	WROV-F> 1	WROV-F 1	WYYD-F
2 WROV-F 2	WROV-F> 2	WYYD-F 2	WYYD-F 2	WROV-F
3 WYYD-F 3	WYYD-F> 3	WLYK-FF>> 3	WLYK-FF 3	WSLQ-F>
WJLM-F 4	WSLQ-F 4	WSLQ-F 4	WSLQ-F> 4	WLYK-FF>
5 WSLQ-F 5	WPVR-F 5	WPVR-F 5	WJLM-F 5	WPVR-F
6 WPVR-F 6	WJLM-F 6	WFIR 6	WPVR-F	WFIR

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WKDE-F	105.5	Altavista/Lynch	0.8/1.7/ 6/ 151
WLVA	590	Lynchburg	0.9/1.4/ 6/ 51
WRIS	1410	Roanoke	0.5/1.2/ 3/ 44
WROV	1240	Roanoke	0.8/4.8/ 5/ 186
WTTX-F	107.1	Appomattox	0.6/1.9/ 4/ 76
WXYU	1320	Lynchburg/Roano	0.8/1.7/ 5/ 79
WZST-F	102.7	Lynchburg	0.5/4.5/ 5/ 258
WMKG-F	94.5	Eden	0.3/1.2/ 5/ 140
WQOK-F	97.5	S.Boston/Ralgh.	0.6/2.6/ 34/ 417

RADIO STATIONS

WFIR, 960,	5 KW (DA-N)	, FULL SERVICE	CBS , $ 20.00 (Christal)	Gibbons	
WJJS, 1320,	1 KW/24 W	, BLACK	ABC,UNISUP, $ 15.00 (K & P)		(LYNCHBURG)
WROV, 1240,	1 KW	, OLDIES	SMN, ABC, $ 13.00 (HNWH)	Weil	
WSLC, 610,	5 KW/1 KW (DA-2),	COUNTRY/FS	NBC, $ 18.00 (Katz)	Mel Wheeler	
WJLM-F, 93.5,	6 KW @ 98,	COUNTRY	MBS, UNIULT, $ 21.00 (Torbet)		(SALEM)
WGOL-F, 98.3,	3.9 KW @ 239,	OLDIES	UNISUP,UNIULT, $ 18.00 (Roslin)		(LYNCHBURG)
WLYK-F, 100.1,	.7 KW @ 646,	CHR	UNIPWR, $ 13.00 (McGuild)	Coleman	(LYNCHBURG)
WPVR-F, 94.9,	100 KW @ 1981,	EZ/SOFT AC	, $ 32.00 (Christal)	Gibbons	
WROV-F, 96.3,	14 KW @ 2076,	AOR	ABC , $ 38.00 (HNWH)	Weil	(MARTINSVILLE)
WSLQ-F, 99.1,	200 KW @ 1991,	AC	ABC, $ 37.00 (Katz)	Mel Wheeler	
WXLK-F, 92.3,	93 KW @ 2050,	CHR	UNIPWR, $ 63.00 (McGuild)	Coleman	
WXYU-F, 101.7,	3.4 KW @ 289,	COUNTRY	SMN, ABC, $ 11.00 (K & P)		(LYNCHBURG)
WYYD-F, 107.9,	21 KW @ 1768,	COUNTRY	MBS, $ 45.00 (McGuild)		(AMHURST)
WZST-F, 102.7,	22 KW @ 745,	SOFT AC	, $ 13.00 (Savalli)		(LYNCHBURG)

American Radio Winter 1992 Supplement, Copyright 1992

ROCHESTER

Arbitron Rank/Pop (12+): 46/830,000

MSA Rank/Pop: 51/995,000
ADI # 72

Average Person Ratings: 16.6

Market TSL: 21.75 hours

Stations: 17/13
Diaries: 1231/674:1/56.2%
Sample Target: 1260
% Below Line: 2.8
% Not Listed: 21.5

1991 Revenue: $23,800,000
HH Inc.: $36,263
Retail $: 7.9 Bil
Pop per Station: 63,846
#1 Biller: WCMF-F $5,300,000

12+ METRO		1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. WCMF-F	(AOR)	204/14.8	16.2	19.2	16.6	16.2	16.7	237/2931	2463/29.7	30.4	30.7				WCMF-F
2. WHAM	(FS)	179/13.0	15.2	11.7	11.5	15.0	12.9	190/2466	2229/26.9	29.8	30.2				WHAM
3. WBEE-F	(C)	154/11.2	10.3	11.8	12.5	10.5	11.4	169/2041	1729/20.8	17.8	17.5				WBEE-F
4. WPXY-F	(CHR)	145/10.5	9.5	9.7	10.4	9.5	10.0	151/2279	2112/25.4	26.1	25.3				WPXY-F
5. WVOR-F	(AC)	96/ 7.0	6.9	5.9	8.6	8.1	7.1	101/1680	1561/18.8	20.5	20.3				WVOR-F
6. WRQI-F	(EZ)	65/ 4.7	2.1	2.4	3.2	3.6	3.1	69/1110	1004/12.1	6.8	10.3				WRQI-F
7. WDKX-F	(B)	64/ 4.6	5.4	5.2	4.3	4.6	4.9	64/774	770/ 9.3	9.7	8.9				WDKX-F
8. WKLX-F	(O)	63/ 4.6	6.1	6.5	6.6	4.9	5.9	66/1291	1123/13.5	17.8	15.6				WKLX-F
9. WBBF	(BB)	59/ 4.3	3.9	3.5	3.8	2.2	3.9	59/610	610/ 7.3	8.9	5.3				WBBF
10.															

12+ FM SHARE (METRO): 76.45% (828 of 1083) (WIN 91: 82.48%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPXY-F››	1 WCMF-F››	1 WCMF-F›	1 WCMF-F›	1 WCMF-F	1 WHAM ›	1 WCMF-F‹	1 WCMF-F	1 WCMF-F	1 WCMF-F	1 WHAM ›
2 WCMF-F	2 WPXY-F›	2 WPXY-F	2 WBEE-F‹	2 WBEE-F	2 WBEE-F›	2 WHAM	2 WHAM	2 WHAM	2 WPXY-F	2 WBEE-F
3	3 WRQI-F	3 WVOR-F	3 WHAM ‹	3 WHAM ‹	3 WVOR-F‹	3 WBEE-F	3 WBEE-F	3 WPXY-F	3 WHAM	3 WCMF-F
4	4 WDKX-F‹	WBEE-F‹	4 WVOR-F	4 WVOR-F	4 WBBF	4 WPXY-F	4 WPXY-F	4 WBEE-F	4 WBEE-F	4
5	5 WBEE-F	5 WHAM	5 WPXY-F	5 WPXY-F	5 WRMM-F	5 WVOR-F	5 WVOR-F›	5 WVOR-F›	5 WDKX-F	5
6	6 WRMM-F‹	6 WRMM-F‹	6 WRQI-F	6 WRMM-F‹	6	6	6 WRQI-F	6 WRQI-F	6	6
7	7 WVOR-F	7 WRQI-F	7 WRMM-F	7 WRQI-F	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WPXY-F	1 WPXY-F	1 WPXY-F›	1 WPXY-F	1 WVOR-F
2 WCMF-F›	2 WCMF-F›	2 WCMF-F	2 WCMF-F	WPXY-F
3 WDKX-F›	3 WRMM-F	3 WBEE-F	3 WRMM-F	3 WBEE-F‹
4 WRMM-F	4 WDKX-F	4 WRMM-F	4 WVOR-F	4 WRMM-F
5	5 WBEE-F	5 WRQI-F	5 WDKX-F	5 WHAM
6	6 WRQI-F	6 WVOR-F	WBEE-F	6 WCMF-F
7	7 WVOR-F	7	7 WHAM	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WCMF-F››	1 WCMF-F››	1 WCMF-F››	1 WCMF-F››	1 WCMF-F›
2	2 WRQI-F	2 WRQI-F›	2 WHAM	2 WBEE-F‹
3	3 WPXY-F›	3 WBEE-F	3 WBEE-F	3 WHAM
4	4 WVOR-F	4 WPXY-F	4 WRQI-F	4 WVOR-F
5	5 WHAM	5 WVOR-F	5 WVOR-F	5 WRQI-F›
6	WBEE-F	WHAM	6 WPXY-F	6 WKLX-F
7	7	7	7	7

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WLKA-F	102.3	Canadaigua	0.4/1.5/ 7/ 148
WRMM	990	Rochester	0.2/1.3/ 3/ 110
WRMM-F	101.3	Rochester	
WWWG	1460	Rochester	0.5/1.8/ 7/ 164
WEZQ-F	107.7	Weathersfield	0.9/3.0/ 31/ 374
WMJQ-F	102.5	Buffalo	0.7/3.6/ 23/ 522
WNTQ-F	93.1	Syracuse	0.7/1.5/ 26/ 354
WYLF	850	Penn Yan	0.5/1.2/ 11/ 192

RADIO STATIONS

WBBF, 950, 1 KW (DA-2)	, NOSTALGIA	UNIULT , $ 25.00 (Katz)	Heritage	
WHAM, 1180, 50 KW	, FULL SERVICE	CBS, NBC-T, $ 58.00 (McGuild)	Lincoln	
WBEE-F, 92.5, 50 KW @ 500,	COUNTRY	UNIULT , $ 64.00 (Katz)	Heritage	
WCMF-F, 96.5, 50 KW @ 449,	AOR	, $ 106.00 (Torbet)	Stoner	
WDKX-F, 103.9, .8 KW @ 541,	BLACK	, $ 30.00 (Williams)		
WKLX-F, 98.9, 37 KW @ 564,	OLDIES	, $ 51.00 (Durpetti)		
WPXY-F, 97.9, 50 KW @ 400,	CHR	, $ 68.00 (MMR)	Pyramid	
WRQI-F, 95.1, 50 KW @ 496,	CL AOR	, $ 28.00 (HNWH)	(BRISTOL)	
WRMM-F, 101.3, 27 KW @ 195,	SOFT AC	, $ 55.00 (Christal)	Atlantic	
WVOR-F, 100.5, 50 KW @ 479,	AC	, $ 87.00 (McGuild)	Lincoln	

American Radio Winter 1992 Supplement, Copyright 1992

SACRAMENTO

Arbitron Rank/Pop (12+): 30/1,274,900

MSA Rank/Pop: 30/1,480,000
ADI # 19

Average Person Ratings: 16.7
Market TSL: 22.25 hours

Stations: 30/24
Diaries: 1507/846:1/50.7%
Sample Target: 1480
% Below Line: 5.2
% Not Listed: 13.3

1991 Revenue: $55,000,000
HH Inc.: $37,407
Retail $: 11.9 Bil
Pop per Station: 53,120
#1 Biller: KRAK-AF $10,400,000

12+ METRO		1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. KFBK	(N/T)	251/11.8	12.5	10.7	10.6	12.4	11.4	304/3727	3094/24.3	22.3	23.1				KFBK
2. KRAK-F	(C)	183/ 8.6	11.4	9.4	9.7	10.1	9.8	229/3195	2450/19.2	20.8	19.9				KRAK-F
3. KSFM-F	(CHR)	171/ 8.0	7.7	6.3	6.7	7.3	7.2	227/3312	2215/17.4	18.3	18.9				KSFM-F
4. KRXQ-F	(AOR)	155/ 7.3	6.0	6.6	6.9	7.9	6.7	184/2209	1889/14.8	15.5	16.0				KRXQ-F
5. KSEG-F	(CL AOR)	120/ 5.6	4.5	5.2	3.8	4.7	4.8	143/2288	1879/14.7	12.7	12.8				KSEG-F
6. KXOA-F	(AC)	98/ 4.6	6.7	5.6	4.6	7.2	5.4	111/2074	1840/14.4	16.5	19.1				KXOA-F
7. KYMX-F	(SAC/EZ)	96/ 4.5	4.4	5.7	4.9	4.7	4.9	101/1898	1708/13.4	12.9	11.2				KYMX-F
8. KHYL-F	(O)	94/ 4.4	3.4	5.5	4.8	3.4	4.5	116/2086	1413/11.1	11.0	12.5				KHYL-F
9. KGBY-F	(AC)	91/ 4.3	3.4	4.4	3.8	3.7	4.0	94/1883	1637/12.8	10.2	10.8				KGBY-F
10. KCTC	(EZ/BB)	80/ 3.8	2.9	2.8	2.8	2.2	3.1	87/1003	868/ 6.8	6.4	4.9				KCTC
11. KWOD-F	(CHR)	75/ 3.5	3.9	4.5	3.3	2.7	3.8	88/1882	1400/11.0	11.7	12.1				KWOD-F
12. KNCI-F	(AOR)	72/ 3.4	2.4	2.7	3.4	3.1	3.0	79/1944	1469/11.5	11.8	12.3				KNCI-F
13. KQPT-F	(J/NA)	65/ 3.1	2.8	3.2	4.0	3.4	3.3	68/1183	1030/ 8.1	8.2	9.7				KQPT-F
14. KRAK	(C)	53/ 2.5	2.2	2.9	2.4	3.3	2.5	141/1567	807/ 6.3	6.2	6.8				KRAK
15. KNBR	(?)	32/ 1.5	----	1.0	1.3	0.4	0.9	92/1543	642/ 5.0	0.0	2.8				KNBR
16. KGO	(N/T)	30/ 1.4	1.3	1.7	1.7	1.7	1.5	116/1486	627/ 4.9	5.1	4.9				KGO
17. KSMJ	(O)	29/ 1.4	1.2	0.8	0.9	0.6	1.1	40/480	361/ 2.8	2.9	2.3				KSMJ
18. KFIA	(REL)	27/ 1.3	0.4	0.5	0.7	0.9	0.7	43/617	378/ 3.0	1.5	2.6				KFIA
19.															
20.															

12+ FM SHARE (METRO): 68.98% (1274 of 1847) (WIN 91: 73.31%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KSFM-F>>	1 KRXQ-F>	1 KRAK-F<	1 KRAK-F	1 KFBK <	1 KFBK >	1 KFBK >	1 KFBK >	1 KRAK-F	1 KSFM-F>	1 KFBK >
2 KRXQ-F>	2 KSFM-F<	2 KRXQ-F	KFBK	2 KRAK-F>	2 KRAK-F>	2 KRAK-F	2 KRAK-F>	2 KSFM-F<	2 KFBK	2 KGO >
3 KWOD-F	3 KRAK-F<	3 KFBK	3 KSEG-F	3 KSEG-F	3 KCTC	3 KSFM-F<	3 KRXQ-F	3 KFBK	3 KRXQ-F	3 KRAK-F
4	4 KSEG-F>	4 KSEG-F	4 KRXQ-F	4 KYMX-F	4 KYMX-F<	4 KRXQ-F	4 KSEG-F	4 KRXQ-F	4 KWOD-F<	4 KWOD-F
5	5 KWOD-F	5 KSFM-F	5 KGBY-F<	KRXQ-F	5 KXOA-F	5 KGBY-F	KHYL-F	5 KSEG-F	5 KRAK-F	5 KRXQ-F
6	6 KFBK	6 KGBY-F<	6 KYMX-F	6 KXOA-F<	6 KHYL-F	6 KSEG-F	6 KYMX-F	6 KXOA-F<	6 KSEG-F	6
7	7	7 KHYL-F	KXOA-F	7 KGBY-F<	7	7 KHYL-F	7 KSFM-F<	7 KYMX-F	7 KXOA-F	7
				8 KHYL-F		8 KXOA-F	8 KXOA-F	8 KGBY-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KRXQ-F	1 KSFM-F<	1 KRAK-F>	1 KRAK-F	1 KRAK-F
2 KSFM-F>	2 KRXQ-F	2 KSFM-F	2 KGBY-F	2 KFBK
3 KWOD-F	3 KRAK-F>	3 KSEG-F	3 KSFM-F	3 KGBY-F
4 KGBY-F	4 KSEG-F	4 KQPT-F	4 KRXQ-F	4 KYMX-F<
5 KRAK-F	5 KGBY-F	5 KYMX-F	5 KXOA-F<	5 KXOA-F
6 KSEG-F	6 KWOD-F	6 KGBY-F	6 KFBK	6
KHYL-F	7 KQPT-F	7 KRXQ-F	7 KYMX-F	7
			KSEG-F	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRXQ-F>>	1 KRXQ-F>	1 KRXQ-F	1 KRXQ-F	1 KFBK
2 KSFM-F	2 KSEG-F	2 KSEG-F	2 KFBK <	2 KRAK-F
3 KWOD-F	3 KRAK-F<	3 KFBK	3 KSEG-F	3 KSEG-F
KSEG-F>	4 KFBK	4 KRAK-F>	4 KRAK-F>	4 KRXQ-F>
5 KHYL-F	5 KSFM-F<	5 KWOD-F	5 KSFM-F	5 KHYL-F
6 KRAK-F	6 KWOD-F	6 KSFM-F	KHYL-F	6
7	7	7 KNCI-F	7	7

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KFIA-F	101.9	Shngle Sp/Scrmt	0.5/1.7/ 11/ 268
KQBR-F	105.5	Davis/Scrmnto	1.0/4.0/ 28/ 662
KSAC	1240	Sacramento	0.3/1.6/ 7/ 203
KXOA	1470	Sacramento	0.4/2.0/ 10/ 297
KCBS	740	San Francisco	0.6/3.1/ 71/1443
KFRC	610	San Francisco	0.9/3.6/ 35/ 733
KMEL-F	106.1	San Francisco	0.3/1.7/ 47/ 872
KRFD-F	99.9	Marysville	0.4/2.7/ 42/ 803

American Radio Winter 1992 Supplement, Copyright 1992

RADIO STATIONS

AM STATIONS

KCTC	1320, 5 KW (DA-2)	EZ/Nostalgia	UNIULT UNISUP,	$ 31.00	(Christal)	Tribune Co.
KFBK	1530, 50 KW (DA-2)	News/Talk	ABC APR,	$159.00	(Group W)	Westinghouse
KRAK	1140, 50 KW (DA-2)	SEE KRAK-FM				
KRCX	1110, 5 KW/500 W (DA-2),	Hispanic		$ 39.00	(Katz Hisp.)	Fuller-Jeffrey
KSAC	1240, 1 KW	Sports		$ 25.00	(K & P)	
KSMJ	1380, 5 KW (DA-2)	Oldies	SMN,	$ NA	(MMR)	Booth
KXOA	1470, 5 KW/1 KW (DA-2)	Oldies		$ 27.00	(Banner)	Brown

FM STATIONS

KGBY-F	92.5, 50 KW @ 449	AC		$ 57.00	(Group W)	Westinghouse
KHYL-F	101.1, 36 KW @ 173	Oldies		$ 61.00	(Eastman)	Parker
KNCI-F	98.5, 50 KW @ 500	Country		$ 60.00	(Mc-Guild)	Nationwide
KQPT-F	100.5, 115 KW @ 380	Jazz/NAC	SOURCE,	$ 59.00	(CBS)	Duchossois
KRAK-F	105.1, 50 KW @ 500	Country		$190.00	(Katz)	EZ
KRXQ-F	93.7, 25 KW @ 298	AOR		$ 95.00	(Torbet)	Fuller-Jeffrey
KSEG-F	96.9, 50 KW @ 500	Classic AOR	ABC,	$ 58.00	(Christal)	Great American
KSFM-F	102.5, 50 KW @ 500	CHR		$ 81.00	(MMR)	Booth
KWOD-F	106.5, 50 KW @ 500	CHR	CBS ABC,	$ 46.00	(HNWH)	
KXOA-F	107.9, 50 KW @ 404	AC		$140.00	(Banner)	Brown
KYMX-F	96.1, 50 KW @ 476	Soft AC/EZ		$ 65.00	(Christal)	Tribune Co.

American Radio Winter 1992 Supplement, Copyright 1992

SAGINAW-BAY CITY-MIDLAND

Arbitron Rank/Pop (12+): 115/324,500
MSA Rank/Pop: 120/408,000
ADI # 59 (w/Flint)
Average Person Ratings: 17.5
Market TSL: 23.00 hours

Stations: 19/13
Diaries: 881/368:1/58.0%
Sample Target: 820
% Below Line: 7.7
% Not Listed: 13.9

1991 Revenue: $10,400,000
HH Inc.: $30,637
Retail $: 3.0 Bil
Pop per Station: 24,961
#1 Biller: WIOG-F $2,300,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. WKCQ-F (C)	81/14.3	11.8	13.3	12.3	9.9	12.9	134/2039	912/28.1	25.4	22.9				WKCQ-F
2. WHNN-F (O)	59/10.4	11.1	15.1	11.1	10.9	11.9	145/1968	730/22.5	27.4	28.8				WHNN-F
3. WSGW (N/T)	57/10.0	12.2	11.2	8.5	12.3	10.5	73/879	627/19.3	24.4	21.2				WSGW
4. WKQZ-F (AOR)	52/ 9.2	7.0	9.6	10.9	12.3	9.2	96/1066	614/18.9	17.5	20.2				WKQZ-F
5. WIOG-F (CHR)	48/ 8.5	11.7	15.8	15.0	19.2	12.8	163/3060	970/29.9	32.1	40.4				WIOG-F
6. WGER-F (SAC)	45/ 7.9	6.8	6.0	7.8	7.1	7.1	54/737	522/16.1	16.2	18.1				WGER-F
7. WTLZ-F (B)	30/ 5.3	5.3	5.3	7.0	5.7	5.7	45/526	299/ 9.2	10.3	11.2				WTLZ-F
8. WKNX (BB)	23/ 4.0	1.9	1.2	1.7	1.7	2.2	26/200	137/ 4.2	4.7	5.0				WKNX
9. WTCF-F (CHR)	19/ 3.3	1.3	1.5	0.5	----	1.6	22/351	299/ 9.2	4.4	0.0				WTCF-F
10. WIXC-F (?)	14/ 2.5	----	----	----	----	0.6	25/275	170/ 5.2	0.0	0.0				WIXC-F
11. WJR (MOR)	12/ 2.1	2.6	1.2	0.9	2.7	1.7	91/1303	216/ 6.7	8.5	5.8				WJR
WFDF (BB)	12/ 2.1	2.4	2.8	2.2	1.3	2.4	73/929	189/ 5.8	8.0	5.0				WFDF
13. WWCK-F (CHR)	11/ 1.9	2.8	1.5	2.7	0.7	2.2	88/1515	287/ 8.8	8.3	5.6				WWCK-F
14. WCEN-F (C)	9/ 1.6	2.1	1.5	----	0.5	1.3	74/852	223/ 6.9	5.2	3.1				WCEN-F
15.														

12+ FM SHARE (METRO): 77.10% (377 of 489) (WIN 91: 80.74%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIOG-F>>	1 WKQZ-F>	1 WKCQ-F	1 WHNN-F<	1 WKCQ-F	1 WKCQ-F<	1 WSGW	1 WKCQ-F>	1 WKCQ-F	1 WTLZ-F<	1 WKCQ-F>
2 WWCK-F	2 WKCQ-F	2 WKQZ-F	2 WKCQ-F>	WHNN-F>	2 WSGW	2 WKCQ-F	2 WHNN-F	2 WKQZ-F	2 WKCQ-F<	2 WSGW
WTLZ-F	3 WIOG-F>	3 WHNN-F>	3 WKQZ-F	3 WKQZ-F<	3 WHNN-F>	3 WHNN-F	3 WGER-F<	3 WSGW	3 WIOG-F	WKQZ-F
4	4 WTLZ-F	4 WIOG-F	4 WGER-F	4 WGER-F>	4 WGER-F>	4 WIOG-F	4 WSGW <	WIOG-F	4 WKQZ-F>	4 WHNN-F
5	5 WGER-F	5 WGER-F	5 WIOG-F	5 WKNX	5 WKNX	5 WKQZ-F	5 WKQZ-F>	WHNN-F	5 WTCF-F	5
6	6 WHNN-F	6 WTLZ-F	6 WSGW	6 WSGW	6	6 WGER-F	6 WIOG-F	6 WGER-F	WSGW	6
7	7	7	7	7	7	7	7	7	WHNN-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WTLZ-F	1 WIOG-F	1 WKCQ-F	1 WKCQ-F	1 WKCQ-F	1 WKQZ-F>>	1 WKQZ-F>>	1 WKQZ-F>>	1 WKQZ-F	1 WHNN-F
2 WIOG-F>	2 WTLZ-F	2 WKQZ-F	2 WHNN-F	2 WHNN-F	2 WKCQ-F>	2 WKCQ-F>	2 WKCQ-F	2 WKCQ-F	2 WKCQ-F<
3 WKQZ-F	WKQZ-F	WGER-F	WGER-F	3 WGER-F>	3 WIOG-F	3 WIOG-F>	WHNN-F	3 WHNN-F>	3 WKQZ-F>
4 WGER-F>	WKCQ-F	4 WIOG-F>	4 WIOG-F	4 WIOG-F	4	4 WHNN-F	4 WIOG-F	4 WIOG-F	4 WSGW >
5 WDZZ-F	5 WGER-F	5 WTLZ-F	5 WTLZ-F	5	5	5	5	5 WSGW	5 WGER-F
WTCF-F	6	WHNN-F	6 WKQZ-F	6	6	6	6	6	6 WIOG-F
WKCQ-F	7	7	7	7	7	7	7	7	7

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WMPX	1490	Midland	0.4/1.6/ 2/ 56
WSAM	1400	Saginaw/BayCity	1.1/5.6/ 6/ 197
WDZZ-F	92.7	Flint	0.9/2.0/ 41/ 619
WOWE-F	98.9	Vassar	0.4/2.2/ 21/ 232
WWWW-F	106.7	Detroit	0.4/2.3/ 20/ 298

RADIO STATIONS

WKNX, 1210, 10 KW (DAYS)	, NOSTALGIA	, $ 10.00 (Patt)			
WSAM, 1400, 1 KW (DA-2)	, OLDIES	ABC , $ 12.00 (Christal)	MacDonald		
WSGW, 790, 5 KW/1 KW (DA-2),	FULL SERVICE	NBC, MBS, $ 36.00 (Katz)	Booth		
WCEN-F, 94.5, 100 KW @	981, COUNTRY	UNISUP, MBS, $ 19.00 (Patt)		(MT. PLEASANT)	
WGER-F, 106.3, 2 KW @	380, SOFT AC	MBS, $ 28.00 (McGuild)			
WHNN-F, 96.1, 100 KW @	1020, OLDIES	UNIULT, $ 54.00 (Eastman)	Liggett		
WIOG-F, 102.5, 86 KW @	800, CHR	ABC, SOURCE , $ 55.00 (Katz)	Booth		
WKCQ-F, 98.1, 50 KW @	492, COUNTRY	ABC , $ 41.00 (Christal)	MacDonald		
WKQZ-F, 93.3, 38 KW @	554, AOR	UNIPWR ABC , $ 29.00 (Banner)			
WMJT-F, 100.9, 2.6 KW @	500, AC	, $ 13.00 (Banner)		(PINCONNING)	
WTCF-F, 100.5, 3 KW @	328, CHR	CNN , $ 10.00 (---)		(CARROLLTON)	
WTLZ-F, 107.1, 5 KW @	398, BLACK	SBN , $ 20.00 (Roslin)	Taylor		

Other Ranked Stations - See Flint and Detroit

American Radio Winter 1992 Supplement, Copyright 1992

ST. LOUIS

Arbitron Rank/Pop (12+): 18/2,015,100
MSA Rank/Pop: 14/2,490,000
ADI # 18
Average Person Ratings: 17.8
Market TSL: 23.25 hours

Stations: 30/30
Diaries: 2123/951:1/58.1%
Sample Target: 1940
% Below Line: 0.0
% Not Listed: 7.1

1991 Revenue: $65,300,000
HH Inc.: $35,186
Retail $: 19.0 Bil
Pop per Station: 67,303
#1 Biller: KMOX $19,000,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. KMOX (T/FS)	672/18.7	17.1	19.4	18.6	20.4	18.5	740/8555	7679/38.0	37.1	40.9				KMOX
2. KSHE-F (AOR)	261/ 7.3	8.8	9.7	8.3	8.1	8.5	343/4428	3528/17.5	19.3	19.8				KSHE-F
3. KMJM-F (B)	250/ 7.0	7.4	7.1	6.9	6.9	7.1	251/2372	2296/11.4	11.9	11.9				KMJM-F
4. WIL -F (C)	241/ 6.7	6.7	7.7	5.5	6.8	6.6	334/3944	3011/14.9	15.5	15.7				WIL -F
5. KSD -F (CL AOR)	188/ 5.2	5.9	5.7	5.9	5.8	5.7	203/3591	3305/16.4	17.7	16.8				KSD -F
6. KYKY-F (AC)	185/ 5.1	6.2	5.9	5.7	5.0	5.7	194/3517	3309/16.4	17.7	16.4				KYKY-F
7. WKBQ-F (CHR)	174/ 4.8	5.0	4.3	5.2	4.8	4.8	211/3713	3095/15.3	16.8	16.3				WKBQ-F
8. KLOU-F (O)	173/ 4.8	3.4	4.0	4.5	3.8	4.2	190/3365	3002/14.9	12.9	15.4				KLOU-F
9. KEZK-F (SAC/EZ)	172/ 4.8	4.4	3.5	5.0	5.0	4.4	192/3236	2930/14.5	14.0	14.4				KEZK-F
10. WKKX-F (C)	100/ 2.8	2.6	2.8	2.5	2.6	2.7	131/2068	1688/ 8.4	6.7	7.6				WKKX-F
11. KFUO-F (CL)	94/ 2.6	2.1	1.9	1.9	1.9	2.1	98/1612	1525/ 7.6	6.3	6.3				KFUO-F
12. WEW (BB)	81/ 2.3	2.4	1.9	2.0	1.8	2.2	83/707	648/ 3.2	3.8	2.7				WEW
13. KHTK-F (CHR)	75/ 2.1	2.5	3.2	2.3	1.5	2.5	82/2085	1939/ 9.6	11.6	6.8				KHTK-F
14. KRJY-F (SAC)	65/ 1.8	0.9	2.1	1.8	2.1	1.6	68/1400	1312/ 6.5	4.5	7.5				KRJY-F
15. WFXB-F (AOR)	59/ 1.6	1.5	1.2	2.2	1.8	1.6	60/1249	1125/ 5.6	6.4	7.1				WFXB-F
16. WRTH (BB)	58/ 1.6	2.4	1.2	1.8	1.6	1.8	58/862	860/ 4.3	4.8	4.6				WRTH
17. KXOK (B)	54/ 1.5	1.2	1.8	1.4	0.6	1.5	55/834	823/ 4.1	3.4	3.5				KXOK
18. KATZ (B)	52/ 1.4	1.5	1.7	1.9	2.1	1.6	52/720	720/ 3.6	5.0	5.4				KATZ
19. KATZ-F (B)	50/ 1.4	1.4	1.2	1.0	1.3	1.3	50/967	960/ 4.8	4.8	4.3				KATZ-F
20.														

12+ FM SHARE (METRO): 64.28% (2149 of 3343) (WIN 91: 69.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKBQ-F	1 KSHE-F	1 KSHE-F	1 KMOX	1 KMOX >	1 KMOX >>	1 KMOX >>	1 KMOX >>	1 KMOX >	1 KMOX	1 KMOX >>
2 KMJM-F>>	2 KMJM-F	2 KMOX	2 KSHE-F	2 KSHE-F	2 WIL -F	2 WIL -F	2 KSHE-F	2 KSHE-F>	2 KMJM-F>	2 KMJM-F>
3 KHTK-F	3 KSD -F>	3 KSD -F	3 KSD -F	3 KSD -F<	3 KLOU-F	3 KMJM-F	3 KEZK-F	3 KMJM-F<	3 KSHE-F	3 KSHE-F<
4	4 WKBQ-F<	KMJM-F	4 KLOU-F<	4 KLOU-F<	4 KEZK-F	4 KSHE-F	4 WIL -F	4 KYKY-F<	4 WKBQ-F>	4 WIL -F
5	5 KYKY-F	5 KYKY-F	5 KYKY-F	5 KYKY-F	5 KYKY-F	5 KYKY-F	5 KYKY-F	5 WIL -F	5 WIL -F	5
6	6 WIL -F	6 KLOU-F	6 KMJM-F<	6 WIL -F	6	6 WKBQ-F	KLOU-F	6 KSD -F<	6 KSD -F	6
7	7 KMOX	7 WIL -F	7 KEZK-F	7 KEZK-F<	7	KSD -F	7 KSD -F	7 KLOU-F<	7 KHTK-F	7
8	8	8 KEZK-F	8 WIL -F	8 KMJM-F	8	8	8 KMJM-F	8 WKBQ-F	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KMJM-F>	1 KMJM-F>	1 KMJM-F	1 KMJM-F	1 KMOX
2 WKBQ-F>	2 KYKY-F	2 KSD -F<	2 KYKY-F	2 KEZK-F
3 KSHE-F	KSD -F	3 KYKY-F	3 KEZK-F	3 KYKY-F
4 KYKY-F	4 KSHE-F	4 KEZK-F>	4 KSD -F<	4 KMJM-F
5 KSD -F	5 WKBQ-F	5 KSHE-F	5 KMOX	5 KLOU-F<
6 WIL -F	6 KEZK-F	6 WIL -F>	6 KSHE-F	6 WIL -F
7 KHTK-F	7 WIL -F	7 KXOK	KLOU-F	7 KSD -F
8 WKKX-F	8	KMOX	8 WIL -F	8 KSHE-F
			9 WKBQ-F	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KSHE-F>>	1 KSHE-F>>	1 KSHE-F>	1 KSHE-F	1 KMOX
2 KMJM-F	2 KSD -F	2 KSD -F>	2 KMOX	2 KSHE-F
3 WKBQ-F	3 KMJM-F	3 KMOX	3 KSD -F>	3 KSD -F
4 KSD -F	4 WKBQ-F	4 KMJM-F>	4 KLOU-F	4 KLOU-F
5 WIL -F>	KMOX	5 WKKX-F<	5 KMJM-F	5 WIL -F<
6 KYKY-F	6 WIL -F	6 WKBQ-F<	6 WIL -F	6 KYKY-F
7	7 WKKX-F	7 WIL -F	KYKY-F	7 WKKX-F
8	8 KYKY-F	8 KYKY-F	8 WKKX-F	8 KMJM-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KASP	1380	St. Louis	0.8/2.0/ 30/ 412
KEZK	590	Wood River/St.L	1.2/3.0/ 42/ 659
KFXB-F	105.7	Ste. Genve/St.L	1.0/5.9/ 47/1430
KIRL	1460	St. Charles/StL	0.7/1.8/ 26/ 360
KSIV	1320	Clayton/St.Ls	0.6/2.1/ 23/ 433
KSTL	690	St. Louis	0.3/1.0/ 14/ 222
KUSA	550	St. Louis	1.3/5.1/ 69/1598
WCBW-F	104.9	Columbia/St. L.	0.7/3.1/ 26/ 638
WESL	1490	E. St. Louis	0.7/2.1/ 26/ 433
WGNU	920	Granite City	0.8/1.9/ 29/ 392
WIBV	1260	Belleville	1.2/3.4/ 46/ 701

American Radio Winter 1992 Supplement, Copyright 1992

ST. LOUIS

RADIO STATIONS

AM STATIONS

KATZ, 1600, 5 KW (DA-N)	, BLACK	SBN NBN,	$ 35.00	(K & P)	Interurban
KEZK, 59, 1 KW (DA-2)	, SEE KEZK-FM				
KMOX, 1120, 50 KW	, TALK/FULL SERVICE	CBS,	$ 322.00	(CBS)	CBS
KSIV, 1320, 5 KW/125 W	, RELIGION	,	$ 19.00	(---)	Bott
KUSA, 550, 5 KW (DA-N)	, COUNTRY OLDIES	MBS,	$ 40.00	(McGuild)	Gannett
KXOK, 630, 5 KW (DA-2)	, BLACK	,	$ 30.00	(Torbet)	
KXEN, 1010, 50 KW (DAYS, DA)	, RELIGION	,	$ 24.00	(---)	Mid America Gospel
WESL, 1490, 700 W/1 KW (DA-1),	GOSPEL	SBN UNIULT,	$ 23.00	(K & P)	Willis
WEW , 770, 1 KW (DAYS)	, NOSTALGIA	,	$ 26.00	(Roslin)	
WIBV, 1260, 5 KW (DA-2)	, MOR	MBS, NBC-T,	$ 20.00	(---)	
WRTH, 1430, 5 KW (DA-2)	, NOSTALGIA	UNISUP ABC,	$ 40.00	(Eastman)	Heritage
KGLD, 1380, 5 KW/1 KW (DA-2)	, OLDIES	,	$ 24.00	(Katz)	Chasa

FM STATIONS

KATZ, 100.3, 50 KW @ 489,	BLACK	NBN,	$ 36.00	(K & P)	Interurban
KEZK, 102.5, 100 KW @ 1027,	SOFT AC/EZ	UNIULT,	$ 79.00	(MMR)	Adams
KFUO, 99.1, 100 KW @ 1027,	CLASSICAL	NBC,	$ 43.00	(CMBS)	
KFXB, 105.7, 100 KW @ 1374,	AOR	,	$ 42.00	(Durpetti)	(ST. GENEVIEVE)
WFXB, 101.1, 50 KW @ 594,	AOR	,	$ NA	(Torbet)	River Cities
KHTK, 97.1, 100 KW @ 561,	CHR	,	$ 38.00	(Torbet)	Frischling
KLOU, 103.3, 100 KW @ 918,	OLDIES	CBS,	$ 78.00	(CBS)	CBS
KMJM, 107.7, 100 KW @ 1027,	BLACK	,	$ 100.00	(McGuild)	Noble
KRJY, 96.3, 100 KW @ 551,	SOFT AC	,	$ 46.00	(Banner)	
KSD , 93.7, 100 KW @ 859,	CLASSIC AOR	,	$ 112.00	(McGuild)	Gannett
KSHE, 94.7, 100 KW @ 1027,	AOR	,	$ 156.00	(HNWH)	Emmis
KYKY, 98.1, 100 KW @ 541,	AC	,	$ 139.00	(MMR)	EZ
WC8W, 104.9, 4 KW @ 400,	RELIGION	,	$ 21.00	(---)	Universal
WIL , 92.3, 100 KW @ 1020,	COUNTRY	ABC,	$ 90.00	(Eastman)	Heritage
WKBQ, 106.5, 90 KW @ 1027,	CHR	,	$ 64.00	(Katz)	Chase
WKKX, 104.1, 39 KW @ 551,	COUNTRY	,	$ 46.00	(Banner)	(JERSEYVILLE, IL)

American Radio Winter 1992 Supplement, Copyright 1992

SALINAS-MONTEREY-SANTA CRUZ

Arbitron Rank/Pop (12+): 76/495,200

MSA Rank/Pop: 134/602,000 (Salinas)
ADI # 111

Average Person Ratings: 16.7
Market TSL: 22.25 hours

Stations: 35/18
Diaries: 1034/479:1/51.9%
Sample Target: 970
% Below Line: 30.8
% Not Listed: 15.2

1991 Revenue: $11,900,000
HH Inc.: $39,277
Retail $: 4.5 Bil
Pop per Station: 27,511
#1 Biller: KDON-AF $2,000,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. KDON-F (CHR)	82/ 9.9	11.8	9.6	11.7	11.1	10.8	85/1311	1254/25.3	25.4	24.4				KDON-F
2. KGO (N/T)	68/ 8.2	8.3	9.7	9.0	8.6	8.8	68/897	862/17.4	17.1	19.9				KGO
3. KTOM-F (C)	50/ 6.0	7.2	7.2	7.8	5.9	7.1	51/783	756/13.4	13.0	14.4				KTOM-F
4. KBOQ-F (CL)	44/ 5.3	2.8	3.3	3.0	2.2	3.6	44/582	572/11.6	6.8	5.9				KBOQ-F
5. KBAY-F (EZ)	40/ 4.8	5.1	4.0	4.2	3.4	4.5	47/479	424/ 8.6	9.9	7.5				KBAY-F
6. KWAV-F (AC)	39/ 4.7	4.5	4.3	4.9	4.5	4.6	40/704	688/13.9	12.5	12.3				KWAV-F
7. KTGE (SP)	33/ 4.0	2.9	2.8	3.1	3.5	3.2	33/318	318/ 6.4	6.9	4.5				KTGE
8. KUFX-F (AOR)	29/ 3.5	3.5	5.2	6.6	2.6	4.7	32/586	557/11.2	13.1	12.6				KUFX-F
9. KPIG-F (C)	27/ 3.3	2.0	1.8	0.5	2.0	1.9	28/299	289/ 5.8	4.8	4.1				KPIG-F
10. KCTY (SP)	26/ 3.1	4.7	2.9	3.8	2.9	3.6	26/237	237/ 4.8	6.1	5.2				KCTY
11. KOCN-F (SAC)	25/ 3.0	3.7	2.0	2.4	1.9	2.8	25/364	364/ 7.4	8.5	7.4				KOCN-F
12. KRAY-F (SP)	24/ 2.9	1.8	1.4	2.2	1.8	2.1	24/317	317/ 6.4	5.4	4.0				KRAY-F
13. KMBY-F (AOR)	22/ 2.7	3.6	2.4	3.2	3.5	3.0	22/469	465/ 9.4	10.0	10.6				KMBY-F
KHIP-F (O)	22/ 2.7	1.9	2.5	2.8	2.6	2.5	23/395	352/ 7.1	5.6	8.9				KHIP-F
15. KCBS (N/T)	21/ 2.5	2.6	2.8	2.2	3.3	2.5	21/496	467/ 9.4	9.3	13.4				KCBS
16. KXDC-AF (J/NA)	18/ 2.2	0.9	1.4	1.8	2.1	1.6	18/216	212/ 4.3	3.7	4.7				KXDC-AF
17. KNBR (N/T)	17/ 2.1	1.0	3.1	2.2	1.2	2.1	20/361	325/ 6.6	6.7	5.3				KNBR
KDBQ-F (AC)	17/ 2.1	2.6	3.4	2.4	4.8	2.6	18/426	399/ 7.9	8.6	10.7				KDBQ-F
19. KAZA (SP)	15/ 1.8	1.7	0.5	0.5	1.1	1.1	15/182	144/ 2.9	2.8	2.2				KAZA
KLFA-F (SP)	15/ 1.8	1.5	2.9	2.2	1.9	2.1	15/151	151/ 3.0	1.9	2.7				KLFA-F

12+ FM SHARE (METRO): 70.66% (496 of 702) (WIN 91: 73.17%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDON-F>>	1 KDON-F>	1 KDON-F>	1 KTOM-F	1 KTOM-F	1 KGO >	1 KDON-F	1 KGO	1 KDON-F>	1 KDON-F	1 KGO >>
2 KTGE	2 KWAV-F	2 KTOM-F	2 KWAV-F	2 KWAV-F	2 KBOQ-F	2 KGO >	2 KDON-F	2 KGO	2 KGO >	2 KDON-F
KRAY-F	3 KTGE	3 KWAV-F	KDON-F	KDON-F<	3 KTOM-F<	3 KTOM-F	3 KTOM-F<	3 KTOM-F	3 KBOQ-F	3 KTOM-F
KLFA-F	4 KUFX-F	4 KUFX-F	4 KPIG-F	4 KGO	4 KBAY-F	4 KWAV-F	4 KBAY-F<	KBOQ-F<	4 KTGE	KRAY-F
KCTY	5 KRAY-F	5 KTGE	5 KGO	5 KPIG-F	5	5 KCBS	5 KBOQ-F<	5 KBAY-F	5 KRAY-F	5
6	KMBY-F	6	KTGE	6 KBOQ-F	6	6 KBAY-F	6 KWAV-F	6 KWAV-F	6 KHIP-F	6
						KBOQ-F				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KDON-F>>	1 KDON-F>	1 KWAV-F	1 KDON-F>	1 KWAV-F
2 KUFX-F	2 KWAV-F	KDON-F	2 KWAV-F	KDON-F
3 KWAV-F	3 KTGE	3 KXDC-AF	3 KTOM-F	3 KGO
KTOM-F	4 KXDC-AF	KTGE	4 KTGE	KTOM-F
5 KMEL-F	5 KUFX-F	5 KOCN-F	5 KUFX-F	KBOQ-F
KMBY-F	KOCN-F	6 KRAY-F	KOCN-F	6 KTGE
	7 KRAY-F			KOCN-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KDON-F>>	1 KDON-F>>	1 KWAV-F	1 KDON-F>	1 KTOM-F
2 KMBY-F>	2 KMBY-F	KTOM-F	2 KTOM-F	2 KPIG-F>
3 KUFX-F	3 KWAV-F	KRAY-F	3 KPIG-F	3 KGO
4	4 KTGE	KDON-F	4 KWAV-F	4 KWAV-F
5	5 KUFX-F	5 KTGE	5 KUFX-F	KDON-F
6	6	6 KPIG-F	KMBY-F	6
		KMBY-F		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KHKN-F	104.3	Gonzales/Slnas	0.5/1.6/ 4/ 80
KLAU	1540	Capitola/Montry	0.4/1.9/ 3/ 95
KSCO	1080	Santa Cruz/Mntr	1.1/3.4/ 9/ 170
KSUR-F	99.5	Greenfield	0.5/2.1/ 4/ 115
KARA-F	105.7	Santa Clara	0.5/1.9/ 5/ 98
KDFC-F	102.1	San Francisco	0.4/1.0/ 3/ 56
KFRC	610	San Francisco	0.4/1.5/ 4/ 86
KLOK	1170	San Jose/SF	0.8/2.1/ 8/ 114
KMEL-F	106.1	San Francisco	0.7/2.7/ 8/ 148
KMPG	1520	Hollister	0.4/1.1/ 5/ 101
KOIT-F	96.5	San Francisco	0.5/0.9/ 4/ 56
KOME-F	98.5	San Jose/San Fr	0.4/2.9/ 3/ 146
KRTY-F	95.3	Los Gatos/SJ	0.8/3.2/ 7/ 161
KSJO-F	92.3	San Jose	1.0/3.7/ 12/ 237

American Radio Winter 1992 Supplement, Copyright 1992

RADIO STATIONS

KCTY	, 980,	1 KW/247W (DA-1),	Hispanic	,	$ NA	(Lotus)	
KSCO	, 1080,	10 KW/5 KW (DA-2),	Talk	UNISUP NBC,	$15.00	(---)	
KTGE	, 1570,	5 KW/500W (DA-1),	Hispanic	,	$13.00	(Caballero)	
KTOM	, 1380,	5 KW (DA-2) ,	see KTOM-F				
KBOQ-F,	92.7,	1 KW @ 567 ,	Classical	,	$25.00	(Durpetti)	
KRAY-F,	103.9,	5.8 KW @ -134 ,	Hispanic	,	$26.00	(Lotus)	
KDON-F,	102.5,	19 KW @ 2270 ,	CHR	,	$45.00	(Christal)	Henry
KHIP-F,	93.5,	.9 W @ 1519 ,	Oldies	UNISUP UNIULT,	$15.00	(Eastman)	(HOLLISTER)
KLFA-F,	93.9,	5.4 KW @ 702 ,	Hispanic	,	$14.00	(Caballero)	(KING CITY)
KMBY-F,	107.1,	.9 KW @ 604 ,	AOR	,	$30.00	(HNWH)	
KOCN-F,	104.9,	1.9 KW @ 600 ,	Soft AC	MBS UNISUP,	$23.00	(Torbet)	
KPIG-F,	107.5,	2.9 KW @ 335 ,	Country	,	$15.00	(Katz)	
KSUR-F,	99.5,	50 KW @ 492 ,	Classical	,	$13.00	(CMBS)	Mt. Wilson (GREENFIELD)
KTOM-F,	100.7,	1 KW @ 2420 ,	Country	ABC,	$41.00	(Katz)	Magic
KWAV-F,	96.9,	18 KW @ 2450 ,	AC	APR,	$38.00	(HNWH)	Buckley
KXDC-F,	101.7	.8 KW @ 590 ,	Jazz/NAC	,	$14.00	(---)	

Other Ranked Stations - See San Jose and San Francisco

American Radio Winter 1992 Supplement, Copyright 1992

SALT LAKE CITY

Arbitron Rank/Pop (12+): 36/1,044,300
MSA Rank/Pop: 46/1,080,000
ADI # 42
Average Person Ratings: 14.8
Market TSL: 19.50 hours

Stations: 29/29
Diaries: 1447/722:1/59.0%
Sample Target: 1380
% Below Line: 0.0
% Not Listed: 9.7

1991 Revenue: $31,000,000
HH Inc.: $29,410
Retail $: 7.6 Bil
Pop per Station: 36,010
#1 Biller: KKAT-F $4,300,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. KKAT-F (C)	161/10.4	10.8	11.0	13.9	11.1	11.5	183/2762	2351/22.5	23.0	20.8				KKAT-F
2. KSFI-F (EZ/SAC)	137/ 8.9	6.7	6.6	8.8	9.0	7.8	168/2647	2280/21.8	19.0	19.2				KSFI-F
3. KSOP-AF (C)	110/ 7.1	7.5	8.2	7.6	5.3	7.6	137/2035	1678/16.1	15.1	14.6				KSOP-AF
4. KBER-F (AOR)	107/ 6.9	7.9	5.3	6.4	4.6	6.6	113/1943	1788/17.1	17.1	14.1				KBER-F
5. KLZX-F (CL AOR)	103/ 6.7	6.0	7.3	6.7	7.1	6.7	114/1578	1489/14.3	15.1	13.3				KLZX-F
6. KSL (FS)	94/ 6.1	8.4	4.4	5.3	8.3	6.1	121/2468	2024/19.4	25.2	23.1				KSL
7. KCPX-AF (AC)	68/ 4.4	4.1	4.6	4.6	3.6	4.4	71/1604	1477/14.1	11.9	11.7				KCPX-AF
8. KUTQ-F (CHR)	63/ 4.1	3.6	4.1	2.8	2.4	3.6	69/1767	1590/15.2	13.1	9.3				KUTQ-F
9. KISN-F (CHR)	58/ 3.8	4.8	5.5	3.9	5.7	4.5	71/1906	1546/14.8	16.9	15.2				KISN-F
10. KDYL (BB)	43/ 2.8	2.2	2.2	2.3	3.2	2.4	43/527	527/ 5.0	4.0	5.1				KDYL
11. KMGR-F (SAC)	42/ 2.7	2.3	3.5	2.3	2.8	2.7	43/794	728/ 7.0	8.8	7.2				KMGR-F
12. KBZN-F (J/NA)	39/ 2.5	2.2	2.2	1.3	1.6	2.0	42/652	612/ 5.9	6.5	4.5				KBZN-F
13. KXRK-F (?)	38/ 2.5	0.6	1.3	0.5	0.8	1.2	40/668	640/ 6.1	4.7	4.9				KXRK-F
14. KALL (AC)	37/ 2.4	1.9	3.3	3.0	2.4	2.7	38/815	807/ 7.7	7.2	7.8				KALL
15. KZHT-F (CHR)	36/ 2.3	2.3	3.2	2.8	2.6	2.7	38/1066	1011/ 9.7	9.5	9.9				KZHT-F
KBCK-F (C)	36/ 2.3	2.3	1.5	2.6	1.6	2.2	39/563	530/ 5.1	3.9	4.5				KBCK-F
17. KRSP-F (AOR)	35/ 2.3	3.0	2.4	3.4	3.3	2.8	49/1095	942/ 9.0	12.3	12.5				KRSP-F
KALL-F (O/AC)	35/ 2.3	1.8	1.8	2.1	1.6	2.0	40/974	824/ 7.9	7.7	7.1				KALL-F
19. KJQN-F (AOR)	30/ 1.9	3.0	3.1	3.7	3.7	2.9	34/846	743/ 7.1	8.8	9.7				KJQN-F
20. KTKK (T)	29/ 1.9	2.3	2.5	1.6	1.7	2.1	30/340	330/ 3.2	3.8	3.4				KTKK

12+ FM SHARE (METRO): 80.29% (1120 of 1395) (WIN 91: 73.53%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KUTQ-F<	1 KKAT-F	1 KKAT-F	1 KKAT-F	1 KKAT-F	1 KSFI-F	1 KKAT-F	1 KSFI-F	1 KKAT-F	1 KBER-F	1 KKAT-F
2 KBER-F>>	2 KLZX-F	2 KLZX-F<	2 KSFI-F<	2 KSFI-F	2 KSL	2 KSFI-F	2 KKAT-F	2 KSFI-F	2 KKAT-F	2 KSFI-F
3 KKAT-F>	3 KBER-F	3 KSFI-F	3 KLZX-F	3 KLZX-F<	3 KSOP-AF	3 KLZX-F<	3 KSOP-AF	3 KBER-F	3 KSFI-F<	3 KSL
4 KISN-F	4 KSFI-F	4 KSOP-AF	4 KSOP-AF	4 KSOP-AF>	4 KKAT-F	4 KSL	4 KLZX-F>	4 KSOP-AF	4 KUTQ-F	4 KALL
5 KZHT-F	5 KSOP-AF	5 KBER-F	5 KCPX-AF	5 KCPX-AF	5 KDYL	5 KSOP-AF	5 KBER-F	5 KLZX-F<	5 KISN	5 KLZX-F
6	6 KCPX-AF	6 KCPX-AF	6 KBER-F	6 KSL	6	6 KBER-F<	6 KCPX-AF	6 KSL	6 KSL	6
						7 KISN-F			7 KSOP-AF	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KKAT-F	1 KKAT-F>	1 KKAT-F>	1 KSFI-F	1 KSFI-F
2 KSFI-F	2 KSFI-F>	2 KSOP-AF	KKAT-F>	2 KKAT-F
3 KXRK-F	3 KCPX-AF	3 KSFI-F	3 KSOP-AF	3 KSOP-AF>
4 KBER-F	4 KSOP-AF	4 KCPX-AF	4 KCPX-AF	4 KCPX-AF
5 KCPX-AF	5 KBER-F	5 KLZX-F	5 KISN-F	5 KISN-F
6 KUTQ-F	6 KLZX-F	6 KISN-F	6	6
KISN-F	KISN-F	7 KBER-F	7	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KLZX-F	1 KLZX-F	1 KLZX-F	1 KLZX-F	1 KLZX-F
2 KBER-F	2 KKAT-F>	2 KKAT-F>	2 KKAT-F>	2 KKAT-F>
3 KKAT-F>	3 KBER-F>	3 KBER-F>	3 KBER-F	3 KSOP-AF
4 KRSP-F	4 KSOP-AF	4 KSOP-AF	4 KSOP-AF	KSL
5 KSOP-AF	5 KJQN-F	5	5 KSFI-F<	KBER-F
KXRK-F	6	6	6 KCPX-AF	6 KSFI-F<
KUTQ-F	7	7	7	7 KCPX-AF
KJQN-F				

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KCNR	860	Salt Lake City	0.6/3.6/ 9/ 379
KFAM	700	N Salt Lake Cit	1.3/2.6/ 21/ 334
KISN	570	Salt Lake City	1.1/7.4/ 18/ 806
KLO	1430	Ogden	0.4/1.5/ 8/ 185
KQOL-F	106.5	Spanish Frk/SL	1.2/2.7/ 19/ 302
KSOS-F	106.9	Brigham/St.Lk.	1.1/3.8/ 26/ 530
KZQQ-F	107.9	Roy/SL City	0.4/1.2/ 6/ 136

American Radio Winter 1992 Supplement, Copyright 1992

SALT LAKE CITY

RADIO STATIONS

AM STATIONS

KALL,	910,	5 KW/1KW (DA-N)	Full Service	ABC MBS, $30.00	(Eastman)	Hatch
KDYL,	1280,	5 KW/500W (DA-N)	Nostalgia	SMN, $29.00	(CBS)	
KISN,	570,	5 KW (DA-1)	SEE KISN-FM			
KSL ,	1160,	50 KW	Full Service	CNN CBS, $75.00	(CBS)	Bonneville
KTKK,	630,	1 KW/500 W (DA-2)	Talk	ABC NBC, $30.00	(K & P)	
KUTR,	1320,	5 KW (DA-1)	AC	MBS, $20.00	(MMR)	John Price

FM STATIONS

KALL,	94.1,	40 KW @ 3060	Oldies/AC	ABC, $31.00	(Eastman)	Hatch
KBCK,	105.7,	7 KW @ 3660	Country	, $23.00	(---)	Mid America Gospel
KBER,	101.1,	25 KW @ 3739	AOR	, $49.00	(Torbet)	(OGDEN)
KBZN,	97.9,	26 KW @ 3769	Jazz/NAC	, $26.00	(---)	(OGDEN)
KCPX,	98.7,	40 KW @ 2929	AC	, $47.00	(MMR)	John Price
KISN,	97.1,	30 KW @ 3651	CHR	, $61.00	(Mc-Guild)	
KJQN,	95.5,	50 KW @ 679	AOR	, $28.00	(Schubert)	(OGDEN)
KKAT,	101.9,	26 KW @ 3739	Country	, $93.00	(Banner)	Apollo (OGDEN)
KLZX,	93.3,	26 KW @ 3739	Classic AOR	ABC, $66.00	(Christal)	Citadel
KMGR,	107.5,	45 KW @ 2850	Soft AC	UNISUP UNIULT, $34.00	(HNWH)	Ragan Henry (OREM)
KQOL,	106.5,	8 KW @ 2709	EZ	UNIULT, $24.00	(---)	(SPANISH FORK)
KZHT,	94.9,	48 KW @ 2798	CHR	, $33.00	(Katz)	(PROVO)
KRSP,	103.5,	28 KW @ 3628	AOR	ABC, $48.00	(Banner)	
KSFI,	100.3,	26 KW @ 3739	EZ/Soft AC	, $65.00	(CBS)	
KSOP,	104.3,	25 KW @ 3638	Country	, $54.00	(MMR)	
KSOS,	106.9,	68 KW @ 2368	AC	, $20.00	(Moore)	(BRIGHAM)
KUTQ,	99.5,	40 KW @ 2952	CHR	SOURCE, NBC, $32.00	(K & P)	Citadel (BOUNTIFUL)

American Radio Winter 1992 Supplement, Copyright 1992

SAN ANTONIO

Arbitron Rank/Pop (12+): 35/1,078,100

MSA Rank/Pop: 36/1,350,000
ADI # 43

Average Person Ratings: 18.7

Market TSL: 24.25 hours

Stations: 30/29
Diaries: 1400/770:1/49.7%
Sample Target: 1390
% Below Line: 0.3
% Not Listed: 8.9

1991 Revenue: $39,000,000
HH Inc.: $29,279
Retail $: 9.6 Bil
Pop per Station: 37,175
#1 Biller: KCYY-F/KKYX $7,200,000

12+ METRO		1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. KCYY-F	(C)	244/12.1	9.9	12.4	10.6	12.4	11.3	292/3086	2396/22.2	23.5	21.7				KCYY-F
2. KTFM-F	(CHR)	201/10.0	9.2	9.3	9.2	10.1	9.4	210/2657	2392/22.2	23.4	22.8				KTFM-F
3. KXTN-F	(SP)	171/ 8.5	7.5	9.7	7.4	3.9	8.3	227/2386	1829/17.0	15.3	8.0				KXTN-F
4. KAJA-F	(C)	127/ 6.3	6.9	6.3	5.3	6.0	6.2	151/2374	1896/17.6	16.3	16.0				KAJA-F
5. WOAI	(N/T)	110/ 5.5	3.7	4.4	6.3	6.2	5.0	145/2344	1728/16.0	12.1	15.7				WOAI
6. KISS-F	(AC)	106/ 5.3	0.4	1.1	1.2	2.2	2.0	130/1799	1488/13.8	3.5	6.7				KISS-F
7. KQXT-F	(SAC/EZ)	104/ 5.2	6.5	5.0	5.2	5.6	5.5	121/1589	1439/13.3	14.1	12.9				KQXT-F
8. KZEP-F	(AOR)	77/ 3.8	4.2	3.9	4.9	5.6	4.2	83/1340	1224/10.9	13.0	14.9				KZEP-F
9. KKYX	(C)	76/ 3.8	4.2	4.6	4.3	4.2	4.2	176/1842	889/ 8.2	8.3	9.4				KKYX
10. KSRR-F	(AC/CHR)	73/ 3.6	3.5	3.9	3.2	3.1	3.5	86/1503	1266/11.7	12.8	10.9				KSRR-F
11. KCOR	(SP)	69/ 3.4	3.7	3.6	5.8	3.6	4.1	85/716	669/ 6.2	6.3	6.5				KCOR
12. KSMG-F	(O)	66/ 3.3	3.7	3.4	4.4	4.8	3.7	79/1397	1265/11.7	11.1	12.4				KSMG-F
13. KSAQ-F	(AOR)	61/ 3.0	4.9	4.1	5.2	4.8	4.3	69/1555	1413/13.1	13.4	13.5				KSAQ-F
14. KONO-AF	(O)	50/ 2.5	3.9	3.9	3.2	2.0	3.4	59/1329	1082/10.0	9.3	7.0				KONO-AF
KTSA	(BB/MOR)	50/ 2.5	2.9	2.0	2.8	3.3	2.5	72/1173	865/ 8.0	8.1	7.2				KTSA
16. KKYX-F	(AC)	45/ 2.2	2.3	2.9	3.0	2.5	2.6	56/1016	841/ 7.8	8.1	8.7				KKYX-F
17. KRIO-F	(C)	32/ 1.6	2.1	2.4	1.1	----	1.8	50/784	600/ 5.6	6.1	0.0				KRIO-F
KEDA	(SP)	32/ 1.6	1.0	2.1	1.2	2.2	1.5	41/343	325/ 3.0	2.6	5.1				KEDA
19. KLUP	(AC)	26/ 1.3	----	0.2	0.3	0.6	0.4	33/483	420/ 3.9	0.3	0.8				KLUP
20.															

12+ FM SHARE (METRO): 73.29% (1347 of 1838) (WIN 91: 63.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KTFM-F>>	1 KCYY-F<	1 KCYY-F>	1 KCYY-F	1 KCYY-F	1 KCYY-F>	1 KCYY-F>	1 KCYY-F>	1 KCYY-F	1 KTFM-F>	1 KISS-F
2	2 KTFM-F	2 KTFM-F<	2 KXTN-F	2 KXTN-F	2 WOAI	2 KTFM-F	2 KAJA-F<	2 KTFM-F	2 KXTN-F	2 KCYY-F
3	3 KISS-F	3 KXTN-F	3 KTFM-F	3 KTFM-F	3 KXTN-F	3 KAJA-F	3 KTFM-F	3 KXTN-F	3 KCYY-F	3 KTFM-F>
4	4 KXTN-F	4 KISS-F	4 KISS-F<	4 KQXT-F<	4 KKYX <	4 KXTN-F	4 KXTN-F<	4 KAJA-F	4 KISS-F	4 KXTN-F
5	5 KAJA-F	5 KAJA-F	5 KAJA-F<	5 KAJA-F<	5 KQXT-F	5 WOAI	5 KQXT-F	5 KISS-F<	5 WOAI	KAJA-F
6	6 KSRR-F<	6 KZEP-F	6 KQXT-F	6 KISS-F<	6 KAJA-F	6 KKYX	6 WOAI	6 WOAI <	6 KSAQ-F	6 KQXT-F
7	7 KZEP-F	KQXT-F	7 KZEP-F<	7 KZEP-F	7	7 KQXT-F	7	7 KQXT-F	7	7 WOAI
8	8 KSAQ-F	8	8 KSMG-F	8 KSMG-F	8	8	8	8	8	KSAQ-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KCYY-F>	1 KCYY-F	1 KCYY-F	1 KCYY-F>	1 KCYY-F>
2 KTFM-F	2 KTFM-F>	2 KTFM-F	2 KTFM-F	2 KXTN-F
3 KAJA-F	3 KAJA-F<	3 KXTN-F	3 KXTN-F	3 KTFM-F<
4 KSRR-F	4 KXTN-F	4 KAJA-F	4 KAJA-F>	4 KAJA-F
5 KXTN-F	5 KSRR-F	5 KSRR-F	5 KSRR-F<	5 KQXT-F
6 KSAQ-F	6	6 KQXT-F	6 KQXT-F	6
7 KISS-F	7	7 KSMG-F	7	7
		8 KZEP-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KISS-F	1 KISS-F>	1 KISS-F>>	1 KISS-F	1 KISS-F<
2 KTFM-F>	2 KTFM-F	2 KTFM-F	2 KXTN-F	2 KXTN-F
3 KXTN-F	3 KXTN-F	3 KZEP-F	3 KCYY-F	3 KCYY-F
KSAQ-F	4 KZEP-F<	KXTN-F	4 KTFM-F	4 KZEP-F
KCYY-F	5 KCYY-F<	5 KCYY-F	5 KZEP-F	5 WOAI
6 KAJA-F	6 KSAQ-F	6 KSAQ-F	6	KQXT-F
7 KZEP-F	7 KAJA-F	7 KQXT-F	7	
		8 KSRR-F		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KDRY	1100	Alamo Heights	0.4/2.3/ 8/ 258
KGNB	1420	New Braunfels	0.6/1.6/ 13/ 184
KMMZ	1480	San Antonio	0.8/2.3/ 16/ 243
KSAH	720	Universal City	1.1/2.3/ 41/ 362
KSJL	760	San Antonio	0.5/2.0/ 13/ 286
KSLR	630	San Antonio	0.7/3.4/ 18/ 447
KVAR	1160	San Antonio	0.4/1.4/ 8/ 153
KWED	1580	Seguin	0.6/1.7/ 12/ 182
KZVE	1310	San Antonio	0.4/1.7/ 8/ 197
KEYI-F	103.5	San Marcos/Aust	0.3/1.8/ 13/ 337

American Radio Winter 1992 Supplement, Copyright 1992

RADIO STATIONS

AM STATIONS

KCOR, 1350,	5 KW (DA-N)	, HISPANIC		, $	57.00	(Katz)	Tichenor
KEDA, 1540,	5 KW/1 KW (DA-N),	HISPANIC		, $	25.00	(Caballero)	
XKYX, 680,	50 KW/10 KW(DA-N),	COUNTRY	ABC , $		54.00	(Katz)	New City
KONO, 860,	5 KW/1 KW	, SEE KONO-FM					
KSAH, 720,	10 KW/1 KW (DA-2),	HISPANIC		, $	22.00	(Caballero)	
KTSA, 550,	5 KW (DA-N)	, NOSTALGIA/MOR	NBC-T ABC , $		29.00	(Banner)	
KZVE, 1310,	5 KW/280 W(DA-1),	HISPANIC		, $	25.00	(Schubert)	TK
WOAI, 1200,	50 KW	, NEWS/TALK	CBS , $		88.00	(Christal)	Clear Channel

FM STATIONS

KAJA, 97.3,	100 KW @ 984,	COUNTRY		, $	58.00	(Christal)	Clear Channel
KCYY, 100.3,	98 KW @ 581,	COUNTRY		, $	100.00	(Katz)	NewCity
KISS, 99.5,	100 KW @ 1112,	AOR	SMN ABC , $		44.00	(MMR)	Adams
KMMX, 106.7,	100 KW @ 1017,	AC		, $	50.00	(Banner)	
KONO, 101.1,	100 KW @ 649,	OLDIES	UNIULT NBC , $		40.00	(Christal)	(FREDICKSBURG)
KQXT, 101.9,	100 KW @ 669,	SOFT AC/EZ		, $	NA	(Group W)	Westinghouse
KRIO, 94.1,	22 KW @ 695,	COUNTRY		, $	25.00	(---)	(FLORESVILLE)
KSAQ, 96.1,	100 KW @ 479,	AOR		, $	49.00	(Eastman)	Inner City
KSMG, 105.3,	100 KW @ 1250,	OLDIES		, $	60.00	(CBS)	Rusk
KSRR, 92.9,	100 KW @ 1017,	AC/CHR		, $	41.00	(Christal)	Booth
KTFM, 102.7,	100 KW @ 669,	CHR		, $	70.00	(Banner)	
KXTN, 107.5,	100 KW @ 1469,	HISPANIC		, $	53.00	(Schubert)	TK
KZEP, 104.5,	100 KW @ 659,	AOR	MBS , $		55.00	(HNWH)	Lotus

American Radio Winter 1992 Supplement, Copyright 1992

SAN DIEGO

Arbitron Rank/Pop (12+): 15/2,173,700
MSA Rank/Pop: 13/2,540,000
ADI # 24
Average Person Ratings: 16.3
Market TSL: 21.50 hours

Stations: 39/32
Diaries: 2191/992:1/52.0%
Sample Target: 1920
% Below Line: 5.0
% Not Listed: 10.7

1991 Revenue: $86,000,000
HH Inc.: $41,672
Retail $: 19.9 Bil
Pop per Station: 67,928
#1 Biller: KFMB $10,000,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. KSON-AF (C)	293/ 8.2	7.5	7.1	8.8	6.1	7.9	293/3645	3645/16.8	16.4	12.9				KSON-AF
2. KJQY-F (SAC)	190/ 5.4	5.7	5.2	5.6	4.9	5.5	190/2945	2945/13.5	13.5	11.7				KJQY-F
3. KGB -F (AOR)	189/ 5.3	5.5	4.9	6.0	4.9	5.4	189/3672	3672/16.9	17.3	14.9				KGB -F
4. KSDO (N/T)	181/ 5.1	4.6	5.6	5.2	5.9	5.1	181/2545	2545/11.7	10.1	11.6				KSDO
5. KFMB-F (AC)	177/ 5.0	4.4	4.7	5.4	5.7	4.9	177/2911	2911/13.4	14.9	16.6				KFMB-F
6. KKLQ-AF (CHR)	174/ 4.9	6.5	6.5	6.0	7.3	6.0	174/3795	3795/17.5	17.7	19.3				KKLQ-AF
7. XTRA-F (AOR)	158/ 4.5	5.4	5.5	5.4	4.4	5.2	158/2943	2943/13.5	13.4	13.8				XTRA-F
8. KYXY-F (AC)	147/ 4.1	5.8	4.0	3.6	4.3	4.4	147/2692	2692/12.4	13.0	11.3				KYXY-F
9. KPOP (BB)	138/ 3.9	3.6	3.8	4.5	4.1	4.0	138/1562	1562/ 7.2	6.4	6.8				KPOP
10. KIFM-F (J)	128/ 3.6	4.1	4.3	3.2	3.6	3.8	128/2112	2112/ 9.7	10.1	10.6				KIFM-F
11. KFMB (FS)	126/ 3.6	4.0	5.0	6.5	5.1	4.8	126/2045	2045/ 9.4	13.4	12.9				KFMB
12. XHTZ-F (CHR)	123/ 3.5	4.0	3.4	2.4	2.6	3.3	123/2798	2798/12.9	12.7	9.3				XHTZ-F
13. KIOZ-F (AOR)	114/ 3.2	2.1	4.0	2.6	1.9	3.0	114/1675	1675/ 7.7	5.8	5.5				KIOZ-F
14. KFSD-F (CL)	110/ 3.1	4.0	3.8	3.0	3.7	3.5	110/1697	1697/ 7.8	9.7	8.5				KFSD-F
15. KCLX-F (?)	108/ 3.0	3.0	2.8	4.2	3.3	3.3	108/2189	2189/10.1	9.7	9.4				KCLX-F
16. KCBQ-F (O)	94/ 2.6	2.4	2.9	2.5	2.8	2.6	94/1782	1782/ 8.2	9.0	7.3				KCBQ-F
17. KBZS-F (?)	70/ 2.0	1.9	1.5	1.7	1.1	1.8	70/1374	1374/ 6.3	6.8	6.6				KBZS-F
18. XTRA (SPTS)	64/ 1.8	2.1	2.0	1.1	1.2	1.8	64/1158	1158/ 5.3	8.5	4.9				XTRA
19. XLTN-F (SP)	63/ 1.8	1.0	0.8	0.9	1.6	1.1	63/1078	1078/ 5.0	3.0	3.3				XLTN-F
20.														

12+ FM SHARE (METRO): 73.04% (2314 of 3168) (WIN 91: 72.14%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	KKLQ-AF	KGB -F	KSON-AF	KSON-AF>	KSON-AF>	KSON-AF	KSON-AF	KSON-AF	KSON-AF>	KKLQ-AF	KSON-F
2	XHTZ-F>>	XTRA-F	KGB -F	KGB -F	KFMB-F	KSDO	KSDO	KJQY-F	KJQY-F<	XHTZ-F<	KSDO
3	KIOZ-F	KSON-AF	KFMB-F<	KFMB-F	KGB -F<	KJQY-F	KFMB-F<	KSDO <	KKLQ-AF	XTRA-F	KPOP
4	XTRA-F	KKLQ-AF	XTRA-F	KIFM-F	KIFM-F<	KPOP	KGB -F	KGB -F<	XTRA-F	KSON-AF<	KYXY-F
5		KFMB-F	KKLQ-AF	KJQY-F	KJQY-F	KFMB	KFMB	KFMB-F	KGB -F<	KYXY-F<	KFMB
6		KIOZ-F	KIFM-F	KCLX-F	KYXY-F	KFSD-F	KKLQ-AF<	KPOP	KFMB-F	KIOZ-F	XHKY-F<
7		KCLX-F	KYXY-F	KYXY-F	KCLX-F	KYXY-F	KJQY-F	KYXY-F		KGB -F	KIFM-F
8		XHTZ-F	KCLX-F	XTRA-F	XTRA-F	KIFM-F					

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1	KKLQ-AF	KFMB-F	KFMB-F>	KSON-AF	KSON-AF
2	KIOZ-F	KSON-AF<	KSON-AF	KFMB-F	KFMB-F<
3	XHTZ-F	KKLQ-AF	KGB -F	KJQY-F	KJQY-F>
4	XTRA-F	KGB -F	KCLX-F	KKLQ-AF	KYXY-F>
5	KSON-AF	XTRA-F	KJQY-F	KYXY-F	KKLQ-AF
6	KGB -F	KJQY-F	KKLQ-AF	KGB -F	KGB -F
7	KJQY-F	KYXY-F<	KYXY-F<	7	KFSD-F
8		XHTZ-F	XTRA-F	8	

	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	XTRA-F<	KGB -F	KGB -F>	KGB -F	KSON-AF
2	KGB -F	XTRA-F>	XTRA-F	KSON-AF	KIFM-F<
3	KKLQ-AF	KIOZ-F	KSON-AF	XTRA-F	KGB -F>
	KIOZ-F>	KSON-AF	KCLX-F<	KIFM-F	XTRA-F<
5	XHTZ-F	KKLQ-AF	KIFM-F	KIOZ-F	KCLX-F
6	KSON-AF	KFMB-F<	KIOZ-F	KCLX-F	KFMB-F<
	KFMB-F	KCLX-F	KFMB-F	KFMB-F	KSDO
8					

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KBNN-F	100.1	Julian	0.3/1.1/ 12/ 234
KCBQ	1170	San Diego	1.4/3.6/ 48/ 788
KCEO	1000	Vista	0.5/2.0/ 18/ 430
KGMG	1320	Oceanside	0.7/0.7/ 26/ 158
KKOS-F	95.9	Carlsbad	0.6/1.7/ 22/ 359
KOWF-F	92.1	Escondido/SD	0.7/2.4/ 26/ 530
KPRZ	1210	San Marcos/SD	0.8/1.7/ 30/ 368
KSPA	1450	Escondido/SD	0.6/1.3/ 23/ 274
XEMO	860	Tijuana	1.5/3.9/ 52/ 847
XHKY-F	95.7	Tijuana/SD	1.1/2.9/ 39/ 630
XHRM-F	92.5	Tijuana	1.3/5.0/ 46/1083
KFI	640	Los Angeles	1.4/4.4/ 50/ 958
KLOS-F	95.5	Los Angeles	0.6/2.2/ 21/ 475
KLVE-F	107.5	Los Angeles	0.3/0.8/ 11/ 182
KNX	1070	Los Angeles	1.4/5.1/ 51/1113
KOST-F	103.5	Los Angeles	0.3/1.4/ 12/ 302
KRTH-F	101.1	Los Angeles	0.5/2.2/ 18/ 470
XPRS	1090	Tijuana	0.5/0.8/ 16/ 170

American Radio Winter 1992 Supplement, Copyright 1992

SAN DIEGO

RADIO STATIONS

AM STATIONS

KCBQ,	1170,	50 KW/5 KW (DA-2)	,	SEE KCBQ-FM			
KCEO,	1000,	2.5 KW/250 W (DA-1)	,	BUSINESS NEWS	BRN ABC, $ 30.00	(---)	
KFMB,	760,	5 KW (DA-N)	,	Full Service	CBS, $170.00	(Mc-Guild)	Midwest TV
KPOP,	1360,	5 KW/1 KW	,	Nostalgia	NBC, UNISUP, $ 47.00	(Katz)	Brown
KSDO,	1130,	10 KW (DA-2)	,	News/Talk	ABC, $109.00	(Durpetti)	Gannett
XTRA,	690,	50 KW (DA-2)	,	Sports	MBS, $ 55.00	(MMR)	Nobla

FM STATIONS

KCBQ,	105.3,	29 KW @ 620	,	Oldies	, $ 83.00	(HNWH)	Adams
KFMB,	100.7,	30 KW @ 620	,	AC	, $144.00	(Mc-Guild)	Midwest TV
KFSD,	94.1,	100 KW @ 640	,	Classical	, $ 71.00	(HNWH)	Lotus
KGB ,	101.5,	50 KW @ 500	,	AOR	, $159.00	(Katz)	Brown
KIFM,	98.1,	28 KW @ 640	,	Jazz	, $100.00	(CBS)	
KIOZ,	102.1,	10 KW @ 980	,	AOR	, $ 51.00	(Banner)	(OCEANSIDE)
KJQY,	103.7,	36 KW @ 581	,	Soft AC	, $128.00	(MMR)	Legacy
KBZS,	94.9,	22 KW @ 328	,	Oldies	, $ 60.00	(Eastman)	Anaheim
KKLQ,	106.5,	50 KW @ 440	,	CHR	APR MBS, $165.00	(Christal)	Edens
KSDO,	102.9,	32 KW @ 617	,	Classic AOR	, $ 70.00	(Durpetti)	Gannett
KSON,	97.3,	50 KW @ 440	,	Country	, $171.00	(Banner)	Jeff-Pilot
KYXY,	96.5,	41 KW @ 541	,	AC	, $ 95.00	(HNWH)	
XHRM,	92.5,	100 KW @ ?	,	Black	ABC, $ 45.00	(K & P)	(TIJUANA)
XHTZ,	90.3,	100 KW @ 994	,	CHR	ABC, $ 40.00	(---)	(TIJUANA)
XLTN,	104.5,	60 KW @ 994	,	Hispanic	, $ 35.00	(Katz Hisp)	(TIJUANA)
XTRA,	91.1,	100 KW @ 686	,	AOR	, $135.00	(MMR)	Noble (TIJUANA)

American Radio Winter 1992 Supplement, Copyright 1992

SAN FRANCISCO

Arbitron Rank/Pop (12+): 4/5,178,000

MSA Rank/Pop: 28/4,760,000
ADI # 5

Average Person Ratings: 16.4
Market TSL: 21.75 hours

Stations: 51/49
Diaries: 3943/1313:1/50.4%
Sample Target: 3000
% Below Line: 1.2
% Not Listed: 11.8

1991 Revenue: $170,700,000
HH Inc.: $45,752
Retail $: 40.8 Bil
Pop per Station: 105,673
#1 Biller: KGO $23,000,000

12+ METRO		1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. KGO	(T/N)	716/ 8.4	8.4	8.0	7.8	8.9	8.1	881/11627	9378/18.1	20.6	21.6				KGO
2. KCBS	(N)	419/ 4.9	5.5	4.1	4.8	6.7	4.8	515/10593	8757/16.9	18.6	19.7				KCBS
3. KMEL-F	(CHR)	392/ 4.6	5.3	5.3	6.1	6.2	5.3	423/7503	6833/13.2	13.5	14.9				KMEL-F
4. KFRC	(BB)	380/ 4.5	4.3	4.9	4.3	4.5	4.5	418/5678	4880/ 9.4	9.3	9.4				KFRC
5. KOIT-AF	(SAC)	365/ 4.3	3.6	3.0	3.7	3.2	3.7	389/6536	6205/12.0	11.0	10.3				KOIT-AF
6. KSAN-F	(C)	316/ 3.7	2.9	2.5	3.0	3.2	3.0	325/4644	4491/ 8.7	7.6	7.2				KSAN-F
7. KNBR	(T)	290/ 3.4	3.3	4.5	3.8	2.4	3.8	415/7812	5731/11.1	10.1	9.0				KNBR
8. KIOI-F	(AC)	285/ 3.3	2.7	3.2	3.9	2.9	3.3	290/5478	5334/10.3	9.1	8.7				KIOI-F
9. KABL-AF	(EZ/SAC)	271/ 3.2	3.0	2.7	2.6	2.9	2.9	277/4919	4742/ 9.2	9.2	7.8				KABL-AF
10. KSOL-F	(B)	241/ 2.8	2.9	2.8	3.6	2.9	3.0	248/5270	5142/ 9.9	10.8	9.4				KSOL-F
11. KKSF-F	(J/NA)	228/ 2.7	2.5	2.7	2.5	2.3	2.6	233/3425	3260/ 6.3	7.1	6.4				KKSF-F
12. KRQR-F	(AOR)	215/ 2.5	2.2	2.8	2.3	2.9	2.5	230/4368	4010/ 7.7	7.3	7.1				KRQR-F
13. KITS-F	(CHR)	213/ 2.5	3.1	2.7	2.6	3.1	2.7	219/3729	3604/ 7.0	8.1	7.1				KITS-F
14. KBAY-F	(EZ)	194/ 2.3	2.3	2.0	2.1	1.9	2.2	246/3384	2791/ 5.4	4.9	4.2				KBAY-F
15. KKHI-AF	(CL)	192/ 2.3	1.6	2.2	2.4	2.3	2.1	198/3427	3358/ 6.5	5.3	5.8				KKHI-AF
16. KDFC-AF	(CL)	188/ 2.2	2.3	2.3	2.7	1.9	2.4	198/3988	3817/ 7.4	7.4	7.1				KDFC-AF
17. KOFY	(SP)	168/ 2.0	0.7	0.8	0.6	0.5	1.0	169/1725	1657/ 3.2	2.4	1.6				KOFY
18. KBLX-AF	(J/U)	161/ 1.9	2.4	2.5	2.0	2.3	2.2	165/3517	3403/ 6.6	6.6	7.3				KBLX-AF
19. KHQT-F	(CHR)	154/ 1.8	1.5	1.8	1.9	1.4	1.8	155/2332	2302/ 4.4	5.2	4.3				KHQT-F
20. KDBQ-FF	(AC)	152/ 1.8	1.2	1.7	1.6	1.6	1.6	170/3417	2992/ 5.8	5.8	5.4				KDBQ-FF
21. KFOG-F	(AOR)	150/ 1.8	1.6	2.3	1.9	2.3	1.9	156/3524	3402/ 6.6	6.3	7.6				KFOG-F
22. KSJO-F	(AOR)	130/ 1.5	1.8	1.6	1.6	1.6	1.6	145/2973	2697/ 5.2	5.0	5.0				KSJO-F
23. KFRC-F	(O)	129/ 1.5	1.8	2.3	2.2	1.9	2.0	132/3326	3259/ 6.3	7.5	7.5				KFRC-F
24. KSFO	(O)	127/ 1.5	1.8	2.6	2.1	1.4	2.0	134/3095	2906/ 5.6	6.2	5.5				KSFO
25. KOME-F	(AOR)	123/ 1.4	1.8	1.4	1.5	1.3	1.5	129/2658	2398/ 4.6	5.0	4.6				KOME-F
26. KBRG-F	(SP)	115/ 1.4	2.1	2.0	1.1	1.4	1.6	115/1468	1463/ 2.8	3.0	1.9				KBRG-F
27. KYA -F	(O)	108/ 1.3	1.4	1.2	1.1	1.4	1.3	112/2826	2758/ 5.3	5.2	5.8				KYA -F
28. KJAZ-F	(J)	103/ 1.2	1.0	0.8	1.1	1.3	1.0	104/1802	1765/ 3.4	3.0	3.4				KJAZ-F
29. KNEW	(C)	100/ 1.2	1.2	0.8	1.2	1.0	1.1	100/1376	1365/ 2.6	3.4	2.8				KNEW
30. KARA-F	(AC)	83/ 1.0	0.9	0.7	1.3	0.9	1.0	90/1421	1284/ 2.5	3.1	3.0				KARA-F

12+ FM SHARE (METRO): 63.78% (4789 of 7509) (WIN 91: 63.35%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	KMEL-F	KMEL-F›	KMEL-F	KGO	KGO	KGO ›	KGO	KGO ›	KGO	KGO	KGO ››
2	KSOL-F›	KIOI-F‹	KGO	KOIT-AF	KOIT-AF	KCBS ‹	KCBS ›	KOIT-AF	KMEL-F	KMEL-F›	KCBS
3	KHQT-F	KITS-F	KOIT-AF	KSAN-F	KSAN-F‹	KFRC ›	KMEL-F	KFRC	KCBS	KIOI-F	KNBR ›
4		KRQR-F‹	KIOI-F	KKSF-F	KCBS	KOIT-AF	KOIT-AF‹	KCBS	KFRC ‹	KSOL-F	KFRC
5		KSOL-F	KSAN-F	KIOI-F	KABL-AF	KNBR	KNBR	KSAN-F	KOIT-AF	KNBR	KIOI-F
6		KSAN-F	KRQR-F	KRQR-F	KNBR	KABL-AF	KFRC	KRQR-F	KSAN-F	KOIT-AF	KSAN-F
7		KOIT-AF	KKSF-F	KCBS ‹	KKSF-F	KSAN-F	KSAN-F	KNBR	KSOL-F	KBLX-AF	KMEL-F
8		KOME-F‹	KITS-F	KNBR ‹	KIOI-F	KKHI-AF	KABL-AF	KIOI-F	KNBR	KDFC-AF‹	KBAY-F
9		KSJO-F	KNBR	KMEL-F	KRQR-F	KBAY-F	KIOI-F	KABL-AF‹	KIOI-F	KFRC	KBLX-F
10		KOFY	KCBS	KABL-AF	KMEL-F	KKSF-F		KMEL-F	KABL-AF	KSAN-F	KFRC-F
										KHQT-F	

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1	KMEL-F›	KMEL-F›	KMEL-F‹	KMEL-F‹	KOIT-AF
2	KSOL-F	KIOI-F	KIOI-F‹	KOIT-AF‹	KGO
	KIOI-F	KSAN-F	KOIT-AF	KIOI-F	KSAN-F‹
4	KSAN-F	KOIT-AF	KSAN-F›	KSAN-F	KIOI-F
5	KITS-F	KSOL-F	KBLX-AF	KGO	KABL-AF
6	KHQT-F›	KITS-F	KFOG-F	KABL-AF	KBRG-F
7	KOIT-AF	KBLX-AF	KFRC-F	KSOL-F	KMEL-F
8	KOME-F	KOFY ‹	8	KKSF-F	KKSF-F
9	KSJO-F	KHQT-F	9	9	KBLX-AF
10	KOFY	KFOG-F	10	10	10

	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	KMEL-F›	KMEL-F	KRQR-F	KGO ‹	KGO
2	KITS-F	KITS-F	KITS-F‹	KRQR-F	KRQR-F‹
3	KIOI-F	KRQR-F›	KMEL-F	KMEL-F	KNBR
4	KSOL-F	KIOI-F	KOME-F	KNBR	KKSF-F
	KRQR-F	KSJO-F	KGO	KITS-F	KCBS
6	KOFY ‹	KOME-F‹	KSJO-F	KIOI-F‹	KOIT-AF
7	KSJO-F	KSOL-F	KKSF-F	KOIT-AF	KSAN-F
8	KOIT-AF	KOFY	KNBR	KKSF-F	KABL-AF
	KHQT-F	KGO	9	KSAN-F	KITS-F‹
10	KSAN-F	KSAN-F	10	KCBS	KFOG-F

American Radio Winter 1992 Supplement, Copyright 1992

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KDIA	1310	Oakland/SF	0.8/2.6/ 70/1365
KEEN	1370	San Jose	0.8/1.3/ 68/ 693
KEZR-F	106.5	San Jose	0.9/3.1/ 82/1653
KFAX	1100	San Francisco	0.8/1.8/ 64/ 967
KIQI	1010	San Francisco	0.8/1.6/ 65/ 873
KKIQ-F	101.7	Livermore/Plsnt	0.3/1.0/ 29/ 569
KLOK	1170	SanJose/SanFran	0.6/1.8/ 56/1079
KRTY-F	95.3	Los Gatos	0.9/2.4/ 82/1409
KUFX-F	94.5	Gilroy	0.9/3.7/112/2651
KXFX-F	101.7	Santa Rosa	0.7/1.4/ 61/ 807
KZST-F	100.1	Santa Rosa	0.5/1.2/ 42/ 683
KRAK	1140	Sacramento	0.8/1.0/171/1861
KSFM-F	102.5	Woodland/Scrmnt	0.4/1.5/239/3544

RADIO STATIONS

AM STATIONS

KABL, 960, 5 KW (DA-1)	, SEE KABL-FM					
KCBS, 740, 50 KW (DA-2)	, NEWS	CBS	, $ 245.00	(CBS)	CBS
KDIA, 1310, 5 KW (DA-1)	, BLACK		, $ 41.00	(---)	
KEST, 1450, 1 KW	, ETHNIC		, $ 45.00	(---)	Douglas
KFAX, 1100, 50 KW (DA-1)	, RELIGION		, $ 40.00	(---)	Salem
KFRC, 610, 5 KW	, NOSTALGIA	MBS, UNISUP	, $ 90.00	(Schubert)	Bedford
KGO , 810, 50 KW	, TALK/NEWS	ABC	, $ 350.00	(Banner)	Cap. Cities/ABC
KIQI, 1010, 10 KW/500W (DA-1)	, HISPANIC		, $ 50.00	(Caballero)	
KNBR, 680, 50 KW	, TALK	NBC	, $ 161.00	(Eastman)	Susquehanna
KNEW, 910, 5 KW (DA-N)	, COUNTRY		, $ NA	(McGuild)	Malrite
KSFO, 560, 5 KW (DA-N)	, OLDIES	UNIPWR	, $ 106.00	(MMR)	

FM STATIONS

KABL, 98.1, 100 KW @ 940, EZ/SOFT AC		UNISUP	, $ 105.00	(Christal)	Shamrock
KBLX, 102.9, 7 KW @ 1290, JAZZ/URBAN			, $ 110.00	(HNWH)	Inner City
KBRG, 104.9, 3 KW @ 300, HISPANIC			, $ 53.00	(Katz Hisp)	
KDBK, 98.9, 7 KW @ 1450, AC		ABC	, $ 75.00	(Katz)	Viacom
KDFC, 102.1, 33 KW @ 1050, CLASSICAL			, $ 78.00	(CMBS)	
KFOG, 104.5, 8 KW @ 1450, AOR		SOURCE	, $ 130.00	(Eastman)	Susquehanna
KFRC, 99.7, 45 KW @ 1240, OLDIES			, $ 85.00	(Schubert)	Bedford
KIOI, 101.3, 125 KW @ 1161, AC			$ 222.00	(Durpetti)	Fairmont
KITS, 105.3, 15 KW @ 1200, CHR/AOR		UNIPWR ABC	, $ 150.00	(HNWH)	Entercom
KJAZ, 92.7, 2 KW @ 400, JAZZ			, $ 75.00	(K & P)	
KKSF, 103.7, 8 KW @ 1469, JAZZ/NAC			, $ 155.00	(Banner)	Brown
KMEL, 106.1, 69 KW @ 1289, CHR			, $ 205.00	(Christal)	Century
KOIT, 96.5, 33 KW @ 1410, SOFT AC			, $ 200.00	(Torbet)	Bonneville
KRQR, 97.3, 82 KW @ 1099, AOR		CBS	, $ 155.00	(CBS)	CBS
KSAN, 94.9, 30 KW @ 1210, COUNTRY			, $ 210.00	(McGuild)	Malrite
KSOL, 107.7, 9 KW @ 1161, BLACK		APR	, $ 110.00	(MMR)	United
KYA , 93.3, 50 KW @ 500, OLDIES		UNIPWR	, $ 97.00	(MMR)	

Other Ranked Stations - See San Jose

American Radio Winter 1992 Supplement, Copyright 1992

SAN JOSE

Arbitron Rank/Pop (12+): 31/1,272,300

MSA Rank/Pop: 31/1,470,000
San Francisco ADI
Average Person Ratings: 16.7
Market TSL: 21.75 hours

Stations: 45/17
Diaries: 1603/794:1/50.2%
Sample Target: 1540
% Below Line: NA
% Not Listed: NA

1991 Revenue: $27,000,000
HH Inc.: $51,455
Retail $: 13.1 Bil
Pop per Station: 74,841
#1 Biller: KOME-F $4,300,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. KHQT-F (CHR)	138/ 6.5	5.3	6.9	7.1	5.5	6.4	155/2331	1971/15.5	17.0	14.1				KHQT-F
2. KBAY-F (EZ)	130/ 6.1	5.9	6.3	6.2	6.3	6.1	233/3017	1555/12.2	12.2	12.6				KBAY-F
3. KSJO-F (AOR)	92/ 4.3	5.1	4.7	4.7	4.8	4.7	132/2610	1606/12.6	11.9	12.7				KSJO-F
4. KOME-F (AOR)	89/ 4.2	3.5	4.8	3.9	3.4	4.1	122/2345	1396/11.0	11.0	11.7				KOME-F
5. KBRG-F (?)	77/ 3.6	3.2	2.0	2.4	1.8	2.8	106/1233	720/ 5.7	5.6	3.7				KBRG-F
6. KARA-F (O)	75/ 3.5	3.1	2.8	4.8	3.1	3.5	84/1305	1046/ 8.2	9.8	10.3				KARA-F
7. KRTY-F (C)	74/ 3.5	3.3	2.5	3.3	2.2	3.2	82/1392	1170/ 9.2	7.0	5.4				KRTY-F
8. KEZR-F (AC)	73/ 3.4	5.2	4.8	4.0	4.7	4.3	81/1618	1321/10.4	12.2	12.9				KEZR-F
9. KUFX-F (CL AOR)	60/ 2.8	3.2	4.1	3.2	2.9	3.3	101/2313	1250/ 9.8	11.4	11.5				KUFX-F
10. KEEN (C)	58/ 2.7	1.2	1.8	1.7	1.6	1.9	67/676	558/ 4.4	3.3	3.3				KEEN
11. KDFC-AF (CL)	46/ 2.1	1.6	1.9	2.1	1.4	1.9	120/2182	749/ 5.9	6.6	5.2				KDFC-AF
12. KLOK (SP)	29/ 1.4	1.5	0.8	1.0	0.9	1.2	48/847	462/ 3.6	3.9	2.6				KLOK
13. KLIV (?)	18/ 0.8	----	0.5	0.6	1.1	0.5	18/446	424/ 3.3	0.0	5.1				KLIV
14. KNTA (SP)	12/ 0.6	0.5	0.6	0.8	1.2	0.6	12/284	236/ 1.9	2.3	1.8				KNTA
15. KSJX (AOR)	11/ 0.5	0.4	0.3	0.1	----	0.3	11/225	199/ 1.6	1.2	0.0				KSJX
16. KAZA (SP)	10/ 0.5	0.9	1.3	1.2	1.0	1.0	24/335	196/ 1.5	2.1	2.1				KAZA
17.														
18.														

12+ FM SHARE (METRO): NA

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHQT-F>>	1 KHQT-F<	1 KHQT-F	1 KARA-F<	1 KARA-F<	1 KBAY-F>>	1 KHQT-F	1 KBAY-F>	1 KHQT-F	1 KHQT-F>>	1 KBAY-F
2 KBRG-F>	2 KOME-F<	2 KOME-F<	2 KOME-F	2 KBAY-F<	2 KEEN	2 KBAY-F	2 KSJO-F	2 KBAY-F	2 KBRG-F>	2 KHQT-F
3 KSJO-F	3 KSJO-F>	3 KSJO-F	3 KBAY-F	3 KOME-F	3 KARA-F	3 KSJO-F	3 KOME-F	3 KOME-F	3 KBAY-F	KEEN
4	4 KEZR-F	4 KARA-F<	4 KHQT-F<	4 KEZR-F	4	4 KOME-F	4 KHQT-F	4 KSJO-F	4 KEZR-F	4 KBRG-F
5	5 KBRG-F	5 KEZR-F<	5 KUFX-F	5 KUFX-F	5	5 KEEN	KARA-F	5 KBRG-F	5 KSJO-F	5
6	6	6 KBRG-F	KEZR-F	KHQT-F	6	6	6 KEZR-F	6 KEZR-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KHQT-F>	1 KHQT-F	1 KEZR-F	1 KHQT-F	1 KEZR-F<
2 KOME-F	2 KEZR-F<	2 KHQT-F	2 KEZR-F	2 KARA-F
3 KSJO-F>	3 KOME-F	3 KARA-F	3 KARA-F	3 KBAY-F
4 KEZR-F>	4 KSJO-F	4 KOME-F	4 KOME-F	4 KHQT-F
5 KBRG-F	5 KARA-F	5 KSJO-F	5 KSJO-F	5 KRTY-F
6	6	KRTY-F	6	KBRG-F
		7 KUFX-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KSJO-F	1 KSJO-F<	1 KOME-F>	1 KSJO-F	1 KOME-F
2 KHQT-F>	2 KOME-F	2 KSJO-F>	KOME-F	2 KBAY-F<
3 KOME-F	3 KHQT-F>	3 KUFX-F	3 KHQT-F	3 KARA-F
4 KBRG-F	4 KBRG-F	KHQT-F	4 KBRG-F	4 KUFX-F
5 KRTY-F	5 KUFX-F	5 KBRG-F	5 KUFX-F	KSJO-F
6	6	6	6	6

OTHER RATED STATIONS — METRO SHR/CUME RTG

See San Francisco for more about the following stations:

KABL	0.1/0.7	KKHI-F	0.8/2.8
KABL-F	0.8/3.0	KKSF-F	2.1/4.6
KBLX-F	1.2/4.9	KMEL-F	2.5/7.9
KCBS	4.1/16.3	KNBR	2.8/9.5
KDBQ FF	1.4/5.3	KOFY	0.6/1.8
KFAX	0.6/1.8	KOIT	0.5/1.1
KFOG-F	0.5/2.1	KOIT-F	3.2/9.6
KFRC	3.4/6.2	KRQR-F	0.5/2.0
KFRC-F	0.8/5.0	KSAN-F	3.1/7.4
KGO	7.9/18.2	KSFO	1.0/3.5
KIOI-F	2.0/8.0	KYA -F	0.8/3.3
KITS-F	1.8/6.6	KSOL-F	1.9/7.0
KKHI	0.1/0.4		

RADIO STATIONS

KAZA,	1290,	5 KW (DAYS, DA)	, HISPANIC	CRC,	$ 33.00	(Caballero)	
KEEN,	1370,	5 KW (DA-2)	, EZ	UPI,	$ NA	(MMR)	
KLOK,	1170,	50 KW/5 KW (DA-2)	, HISPANIC	,	$ 37.00	(Katz Hisp)	
KNTA,	1430,	1 KW (DA-1)	, HISPANIC	,	$ 40.00	(Lotus)	
KSJX,	1500,	10 KW/5 KW (DA-2)	, AOR	ABC,	$ 22.00	(Durpetti)	
KARA-F,	105.7,	50 KW @ 500	, OLDIES	,	$ 82.00	(Eastman)	Empire
KBAY-F,	100.3,	15 KW @ 2578	, EZ	,	$ 74.00	(MMR)	
KEZR-F,	106.5,	50 KW @ 430	, AC	,	$ 80.00	(Christal)	
KHQT-F,	97.7,	1.6 KW @ 449	, CHR	,	$ 61.00	(HNWH)	Anaheim
KOME-F,	98.5,	13 KW @ 880	, AOR	,	$100.00	(Torbet)	Infinity
KRTY-F,	95.3,	.4 KW @ 859	, COUNTRY	UNISUP UNIULT ,	$ 41.00	(Durpetti)	Crown
KSJO-F,	92.3,	50 KW @ 466	, AOR	ABC,	$ 68.00	(Durpetti)	
KUFX-F,	94.5,	1.2 KW @ 2535	, CL AOR	,	$ 70.00	(Katz)	
KDBQ-F,	99.1,	1.1 KW @ 2617	, AC	,	$ NA	(Katz)	Viacom (SANTA CRUZ)

American Radio Winter 1992 Supplement, Copyright 1992

SEATTLE-TACOMA

Arbitron Rank/Pop (12+): 13/2,342,500

MSA Rank/Pop: 23/2,450,000 (Seattle)
ADI # 15

Average Person Ratings: 16.5

Market TSL: 21.75 hours

Stations: 32/32
Diaries: 2132/1099:1/55.4%
Sample Target: 1980
% Below Line: 0.0
% Not Listed: 9.9

1991 Revenue: $88,100,000
HH Inc.: $37,172
Retail $: 22.9 Bil
Pop per Station: 73,203
#1 Biller: KIRO $17,000,000

12+ METRO		1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. KMPS-AF	(C)	348/ 9.0	6.8	7.8	5.6	7.8	7.3	371/4150	3708/13.8	15.1	13.4				KMPS-AF
2. KIRO	(N/T)	282/ 7.3	9.2	10.6	9.4	11.4	9.1	322/5452	4963/21.2	26.7	26.4				KIRO
3. KUBE-F	(CHR)	236/ 6.1	4.5	4.7	5.1	4.8	5.1	256/4364	3943/16.8	17.2	14.4				KUBE-F
4. KBSG-AF	(O)	205/ 5.3	4.8	4.5	3.2	3.2	4.5	254/4128	3387/14.2	15.1	10.3				KBSG-AF
5. KPLZ-F	(CHR)	198/ 5.1	6.9	6.4	6.7	6.0	6.3	236/4821	4159/17.8	19.0	16.9				KPLZ-F
6. KXRX-F	(AOR)	169/ 4.4	3.5	5.2	5.3	3.6	4.6	191/2720	2386/10.2	9.9	8.8				KXRX-F
7. KOMO	(FS)	165/ 4.3	6.5	5.2	5.0	5.7	5.3	181/3517	3111/13.3	21.7	16.2				KOMO
8. KING-F	(CL)	160/ 4.1	3.4	3.4	4.5	3.9	3.8	173/2346	2135/ 9.1	9.4	9.4				KING-F
9. KRPM-F	(C)	146/ 3.8	5.2	2.8	4.3	3.1	4.0	203/2714	2139/ 9.1	10.2	8.7				KRPM-F
10. KZOK-F	(CL AOR)	142/ 3.7	3.6	3.7	3.3	3.2	3.6	152/3080	2839/12.1	11.1	10.9				KZOK-F
11. KLSY-F	(AC)	137/ 3.6	3.7	3.4	4.5	2.9	3.8	159/2895	2574/11.0	11.0	10.8				KLSY-F
12. KISW-F	(AOR)	130/ 3.4	2.4	4.7	5.9	3.6	4.1	145/2724	2391/10.2	8.0	9.9				KISW-F
KEZX-F	(EZ)	130/ 3.4	2.7	3.5	2.5	1.1	3.0	135/1417	1275/ 5.4	5.9	3.0				KEZX-F
14. KIXI	(BB)	129/ 3.3	3.8	3.8	4.2	3.2	3.8	143/2279	1944/ 8.3	9.0	7.6				KIXI
15. KING	(T/N)	113/ 2.9	2.5	2.4	2.1	3.6	2.5	126/2029	1730/ 7.4	7.4	9.5				KING
16. KKNW-F	(J/NA)	112/ 2.9	2.1	2.3	2.2	3.5	2.4	120/1531	1444/ 6.2	4.9	5.9				KKNW-F
17. KNDD-F	(AOR)	94/ 2.4	3.2	1.5	1.9	2.5	2.3	114/2064	1794/ 7.7	7.8	6.5				KNDD-F
18. KMTT-F	(AOR)	89/ 2.3	2.3	3.3	2.4	3.0	2.6	115/1755	1410/ 5.9	7.0	7.3				KMTT-F
19. KLTX-F	(SAC)	88/ 2.3	2.9	2.8	2.5	3.1	2.6	100/1773	1607/ 6.9	8.3	8.8				KLTX-F
20. KJR	(SPTS/T)	87/ 2.3	1.8	0.7	0.8	1.1	1.4	90/1823	1711/ 7.3	6.8	5.4				KJR
21. KCMS-F	(REL)	66/ 1.7	2.2	1.7	1.7	1.7	1.8	82/1371	1080/ 4.6	4.5	4.6				KCMS-F
22. KWMX-F	(AC)	64/ 1.7	1.9	2.2	2.5	1.5	2.1	68/1202	1083/ 4.6	5.6	5.1				KWMX-F
23. KVI	(O)	43/ 1.1	1.3	1.1	1.2	1.3	1.2	49/957	853/ 3.6	4.6	5.2				KVI
24.															
25.															

12+ FM SHARE (METRO): 70.93% (2467 of 3478) (WIN 91: 68.65%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KUBE-F	1 KMPS-AF	1 KMPS-AF>	1 KMPS-AF	1 KMPS-AF	1 KIRO	1 KIRO	1 KMPS-AF	1 KMPS-AF	1 KUBE-F	1 KIRO >
2 KPLZ-F	2 KXRX-F	2 KBSG-AF	2 KBSG-AF	2 KBSG-AF	2 KMPS-AF	2 KMPS-AF>	2 KIRO <	2 KIRO <	2 KMPS-AF	2 KMPS-F
3	3 KUBE-F<	3 KXRX-F	3 KXRX-F	3 KIRO	3 KOMO	3 KUBE-F	3 KXRX-F	3 KUBE-F	3 KPLZ-F	3 KOMO
4	4 KISW-F	4 KUBE-F	4 KIRO	4 KXRX-F	4 KING-F	4 KPLZ-F<	4 KBSG-AF	4 KBSG-AF	4 KBSG-AF<	4 KJR
5	5 KZOK-F	5 KZOK-F	5 KZOK-F	5 KLSY-F<	5 KBSG-AF	5 KOMO	5 KRPM-F<	5 KXRX-F	5 KLSY-F<	5 KPLZ-F
6	6 KPLZ-F	6	KUBE-F<	6 KZOK-F	6 KIXI <	6 KXRX-F	6 KOMO <	KPLZ-F	6 KJR <	6
7	7 KNDD-F	7	7 KLSY-F	KUBE-F<	7 KEZX-F	7 KBSG-AF	7 KUBE-F	7	7 KIRO	7
				8 KRPM-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KMPS-AF<	1 KMPS-AF>	1 KMPS-AF>	1 KMPS-AF>	1 KMPS-AF>
2 KPLZ-F	2 KUBE-F	2 KUBE-F	2 KBSG-AF<	2 KBSG-AF
3 KUBE-F	3 KPLZ-F	3 KLSY-F	3 KUBE-F<	3 KLSY-F
4 KNDD-F	4 KLSY-F	4 KBSG-AF	4 KLSY-F	4 KUBE-F
5 KISW-F	5 KRPM-F	5 KRPM-F	5 KPLZ-F	5 KRPM-F
6 KRPM-F	6 KNDD-F<	6 KPLZ-F	6 KRPM-F	6 KIRO <
7 KLTX-F	7 KBSG-AF	7 KZOK-F<	7	7 KPLZ-F
		8 KXRX-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KXRX-F	1 KXRX-F	1 KXRX-F	1 KXRX-F	1 KXRX-F
2 KUBE-F	2 KISW-F	2 KISW-F>	2 KMPS-AF	2 KMPS-AF<
3 KMPS-AF<	3 KZOK-F	3 KZOK-F	3 KZOK-F<	3 KBSG-AF
4 KZOK-F	4 KMPS-AF	4 KMPS-AF>	4 KBSG-AF<	4 KIRO
5 KNDD-F>	5 KUBE-F	5 KIRO	5 KISW-F	5 KISW-F
6 KISW-F	6	6	6 KIRO	6 KZOK-F
7 KPLZ-F	7	7	7 KUBE-F	7

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KCIS	630	Edmonds	0.7/2.8/ 29/ 673
KGNW	820	Burien/Seattle	0.8/2.5/ 31/ 619
KKFX	1250	Seattle	0.7/1.8/ 28/ 416
KRIZ	1420	Renton/Seattle	0.5/0.7/ 19/ 163
KWYZ	1230	Everett	0.4/0.9/ 14/ 208
KZOK	1590	Seattle	0.7/1.5/ 29/ 376

American Radio Winter 1992 Supplement, Copyright 1992

SEATTLE-TACOMA

RADIO STATIONS

AM STATIONS

KBLE, 1050, 5 KW/543 W	, RELIGION			, $ 25.00 (---)		
KCIS, 630, 5 KW/2.5 KW (DA-2),	RELIGION		UPI,	$ 35.00 (---)		
KING, 1090, 50 KW (DA-2)	, TALK/NEWS	CNN	ABC,	$ 53.00 (MMR)		
KIRO, 710, 50 KW (DA-N)	, NEWS/TALK		CBS,	$ 285.00 (Torbet)	Bonneville	
KIXI, 880, 50 KW/10 KW (DA-2),	NOSTALGIA	UNISUP	UNIULT,	$ 50.00 (Schubert)	Sandusky	
KJR , 950, 5 KW (DA-N)	, SPORTS/TALK			, $ 50.00 (HNWH)	Ackerly	
KKFX, 1250, 5 KW (DA-N)	, BLACK		ABC,	$ 37.00 (HNWH)	Bingham	
KMPS, 1300, 5 KW (DA-N)	, SEE KMPS-F					
KOMO, 1000, 50 KW (DA-N)	, FULL SERVICE		ABC,	$ 105.00 (Katz)		
KVI , 570, 5 KW	, OLDIES			, $ 45.00 (Banner)	Golden West	

FM STATIONS

KBSG, 97.3, 55 KW @ 2890,	OLDIES		, $ 101.00 (Torbet)	Viacom	
KCMS, 105.3, 115 KW @ 718,	RELIGION	UPI,	$ 44.00 (---)		
KEZX, 98.9, 100 KW @ 1109,	EZ	ABC,	$ 50.00 (Durpetti)	Park	
KING, 98.1, 100 KW @ 699,	CLASSICAL		, $ 77.00 (MMR)		
KISW, 99.9, 100 KW @ 1148,	AOR		, $ 94.00 (McGuild)	Nationwide	
KKNW, 106.9, 100 KW @ 820,	JAZZ/NAC		, $ 63.00 (Banner)	Brown	
KLSY, 92.5, 58 KW @ 2342,	AC	APR ABC,	$ 91.00 (Christal)	Sandusky	
KLTX, 95.7, 100 KW @ 1181,	SOFT AC		, $ 59.00 (HNWH)	Ackerly	
KMPS, 94.1, 98 KW @ 1167,	COUNTRY	APR,	$ 155.00 (McGuild)	EZ	
KNDD, 107.7, 100 KW @ 1194,	AOR		, $ 52.00 (Schubert)	Noble	
KPLZ, 101.5, 100 KW @ 1200,	CHR		, $ 130.00 (Durpetti)	Golden West	
KRPM, 106.1, 58 KW @ 2342,	COUNTRY	UNIPWR,	$ 68.00 (Christal)	Heritage	
KMTT, 103.7, 100 KW @ 1670,	AC/ROCK		, $ 57.00 (Durpetti)	Entercom	
KUBE, 93.3, 100 KW @ 1289,	CHR		, $ 130.00 (MMR)	Cook Inlet	
KWMX, 100.7, 100 KW @ 731,	AC		, $ 55.00 (Torbet)	Bonneville	
KXRX, 96.5, 81 KW @ 1220,	AOR		, $ 107.00 (Katz)	Shamrock	
KZOK, 102.5, 100 KW @ 1171,	CLASSIC AOR		, $ 69.00 (Eastman)	Adams	

American Radio Winter 1992 Supplement, Copyright 1992

SHREVEPORT

Arbitron Rank/Pop (12+): 122/300,000
MSA Rank/Pop: 134/360,000
ADI # 65
Average Person Ratings: 16.6
Market TSL: 22.25 hours

Stations: 15/14
Diaries: 811/370:1/50.7%
Sample Target: 810
% Below Line: 5.0
% Not Listed: 10.8

1991 Revenue: $9,200,000
MH Inc.: $25,952
Retail $: 2.7 Bil
Pop per Station: 21,428
#1 Biller: KRMD-AF $2,300,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. KRMD-AF (C)	115/23.1	18.4	20.7	16.3	17.0	19.6	155/1731	1064/35.5	30.9	27.4				KRMD-AF
2. KMJJ-F (B)	92/18.5	18.8	19.3	17.3	15.1	18.5	109/957	726/24.2	22.6	23.0				KMJJ-F
3. KEEL (BB)	34/ 6.8	5.6	9.0	5.7	8.0	6.8	42/588	463/15.4	13.2	14.1				KEEL
4. KOKA (G)	33/ 6.6	7.7	8.0	6.7	7.3	7.3	42/486	381/12.7	12.5	9.9				KOKA
5. KWKH-F (C)	28/ 5.6	5.1	6.1	4.6	6.1	5.3	45/844	446/14.9	13.7	13.7				KWKH-F
6. KTUX-F (CHR)	25/ 5.0	6.2	5.9	6.0	7.8	5.8	37/862	466/15.5	16.9	17.2				KTUX-F
KTAL-F (AOR)	25/ 5.0	7.7	5.7	6.4	5.0	6.2	66/874	327/10.9	12.0	10.6				KTAL-F
8. KITT-F (AC)	24/ 4.8	5.3	4.2	9.4	5.9	5.9	50/912	427/14.2	13.8	15.3				KITT-F
9. KVKI-AF (AC)	20/ 4.0	3.4	4.2	4.9	6.7	4.1	23/472	363/12.1	12.0	15.5				KVKI-AF
10. KLKL-F (O)	19/ 3.8	4.1	4.4	6.4	8.6	4.7	19/352	303/10.1	11.6	13.6				KLKL-F
11. KWKH (C)	18/ 3.6	5.1	3.4	4.4	3.1	4.1	32/498	270/ 9.0	11.2	9.7				KWKH
12. KIOU (?)	6/ 1.2	----	0.6	----	----	0.5	6/61	61/ 2.0	0.0	0.0				KIOU
13.														
14.														
15.														

12+ FM SHARE (METRO): 76.58% (340 of 444) (WIN 91: 78.98%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KMJJ-F>>	1 KRMD-AF<	1 KRMD-AF	1 KRMD-AF>	1 KRMD-AF>	1 KRMD-AF>>	1 KRMD-AF>>	1 KRMD-AF>>	1 KRMD-AF	1 KMJJ-F>>	1 KOKA >>
2 KTUX-F	2 KMJJ-F>>	2 KMJJ-F>>	2 KMJJ-F>	2 KMJJ-F>>	2 KEEL	2 KMJJ-F>	2 KMJJ-F>	2 KMJJ-F>	2 KRMD-AF	2 KMJJ-F
3 KRMD-AF	3 KTAL-F>	3 KTAL-F	3 KITT-F>	3 KITT-F	3 KOKA	3 KEEL	3 KEEL >	3 KEEL >	3 KOKA >	3 KWKH-F>
4	4 KTUX-F	KITT-F	4 KTAL-F	4 KTAL-F	4 KMJJ-F	4 KOKA	4 KITT-F	4 KWKH-F<	4 KWKH-F	4 KRMD-F
5	5 KITT-F	5	KLKL-F	KLKL-F	5 KWKH-F	5 KITT-F	5 KTAL-F	5 KOKA <	5 KTUX-F	5
6	6	6	6	6	6 KWKH	6 KWKH	6 KLKL-F	6 KITT-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KMJJ-F	1 KMJJ-F	1 KMJJ-F	1 KRMD-AF	1 KRMD-AF
2 KRMD-AF>>	2 KRMD-AF>>	2 KRMD-AF>>	KMJJ-F>>	2 KMJJ-F>>
3 KTUX-F	3 KITT-F	3 KITT-F>	3 KITT-F	3 KITT-F>
4	4	4 KWKH-F	4	4 KLKL-F
5	5	5	5	5

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMJJ-F>>	1 KRMD-AF	1 KRMD-AF>>	1 KRMD-AF>	1 KRMD-AF>>
2 KRMD-AF	2 KMJJ-F>	2 KTAL-F	2 KMJJ-F	2 KMJJ-F
KTAL-F	3 KTAL-F>	KMJJ-F>	3 KTAL-F	3 KTAL-F>
4 KTUX-F>>	4 KTUX-F	4 KITT-F	4	4 KLKL-F
5 KOKA	5	5	5	KEEL

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KASO	1240	Minden	1.0/1.8/ 5/ 55

RADIO STATIONS

KEEL ,	710, 50 KW/5 KW (DA-2),	Nostalgia	ABC UNISUP, $23.00	(Katz)	Multimedia
KOKA ,	980, 5 KW/80 W (DA-1),	Gospel	SBN NBC, $18.00	(HNWH)	
KWKH ,	1130, 50 KW (DA-N) ,	SEE KWKH-FM			
KITT-F,	93.7, 100 KW @ 1010 ,	AC	ABC, $34.00	(Katz)	Multimedia
KLKL-F,	92.1, 3.3 KW @ 298 ,	Oldies	, $21.00	(Durpetti)	Dowe (BENTON)
KMJJ-F,	100.1, 3 KW @ 298 ,	Black	SBN, $26.00	(McGuild)	Sun Group
KRMD-F,	101.1, 100 KW @ 1118 ,	Country	, $53.00	(Eastman)	AmCom
KTAL-F,	98.1, 100 KW @ 1361 ,	AOR	, $28.00	(Banner)	(TEXARKANA)
KTUX-F,	98.9, 100 KW @ 718 ,	CHR	, $25.00	(Banner)	(CARTHAGE)
KVKI-F,	96.5, 100 KW @ 797 ,	AC	, $22.00	(Christal)	
KWKH-F,	94.5, 100 KW @ 321 ,	Country	MBS, $41.00	(Christal)	Great Empire

American Radio Winter 1992 Supplement, Copyright 1992

SPOKANE

Arbitron Rank/Pop (12+): 102/354,600
MSA Rank/Pop: 130/359,000
ADI # 77
Average Person Ratings: 16.3
Market TSL: 21.75 hours

Stations: 20/20
Diaries: 836/424:1/59.8%
Sample Target: 830
% Below Line: 0.0
% Not Listed: 10.7

1991 Revenue: $11,200,000
HH Inc.: $27,026
Retail $: 3.1 Bil
Pop per Station: 17,730
#1 Biller: KGA/KDRK-F $2,200,000

12+ METRO		1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. KDRK-F	(C)	56/ 9.7	7.4	9.9	10.2	11.9	9.3	84/943	665/18.8	18.4	20.3				KDRK-F
2. KZZU-F	(CHR)	54/ 9.3	10.8	14.2	14.4	11.2	12.2	72/1166	854/24.1	25.7	27.2				KZZU-F
KEZE-F	(AOR)	54/ 9.3	7.8	5.2	7.6	7.9	7.5	60/631	494/13.9	15.9	15.1				KEZE-F
4. KISC-F	(AC)	53/ 9.2	11.7	11.5	13.2	11.0	11.4	73/936	732/20.6	23.2	23.1				KISC-F
5. KKZX-F	(CL AOR)	45/ 7.8	5.5	5.6	4.8	5.4	5.9	54/561	491/13.8	14.0	12.5				KKZX-F
6. KXLY-F	(EZ/SAC)	38/ 6.6	7.8	4.1	6.9	8.3	6.3	48/709	497/14.0	16.7	17.5				KXLY-F
7. KXLY	(N/T)	37/ 6.4	7.4	6.1	4.8	6.5	6.2	42/606	520/14.7	17.6	17.4				KXLY
8. KEYF-AF	(O)	36/ 6.2	8.0	9.2	7.1	4.3	7.6	51/832	556/15.7	21.0	9.2				KEYF-AF
KGA	(C)	36/ 6.2	3.5	4.0	3.2	4.5	4.2	46/524	388/10.9	9.9	11.8				KGA
10. KAQQ	(BB)	22/ 3.8	3.2	3.6	3.9	2.2	3.6	30/411	274/ 7.7	6.5	6.0				KAQQ
11. KAAR-F	(O)	17/ 2.9	1.9	2.2	1.2	3.2	2.0	19/229	188/ 5.3	3.2	8.4				KAAR-F
12. KTRW	(C)	15/ 2.6	2.1	1.6	2.1	1.6	2.1	21/243	194/ 5.5	4.1	5.1				KTRW
KKPL-F	(SAC)	15/ 2.6	3.0	5.2	4.4	3.2	3.8	21/349	294/ 8.3	9.9	13.8				KKPL-F
14. KCDA-F	(C)	12/ 2.1	3.5	1.4	1.6	3.1	2.2	19/202	163/ 4.6	7.8	6.3				KCDA-F
15. KJRB	(T)	11/ 1.9	1.9	2.3	1.9	2.3	2.0	11/245	223/ 6.3	7.5	7.4				KJRB

12+ FM SHARE (METRO): 74.47% (385 of 517) (WIN 91: 76.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZZU-F››	1 KEZE-F	1 KISC-F	1 KISC-F	1 KISC-F	1 KGA	1 KDRK-F‹	1 KISC-F	1 KEZE-F	1 KEZE-F	1 KXLY ››
2 KEZE-F›	2 KZZU-F	KEZE-F	2 KDRK-F	2 KDRK-F	2 KXLY-F	2 KXLY	2 KDRK-F	2 KZZU-F	2 KISC-F	2 KKZX-F
3 KDRK-F	3 KKZX-F	3 KDRK-F‹	3 KEYF-AF	3 KEYF-AF	KXLY ‹	3 KZZU-F‹	3 KKZX-F	KDRK-F›	3 KZZU-F›	3 KZZU-F
4	KISC-F	4 KKZX-F	KEZE-F	4 KEZE-F‹	4 KDRK-F	4 KISC-F	4 KEZE-F	4 KISC-F	4 KKZX-F›	KDRK-F
5	5 KDRK-F	5 KZZU-F	5 KKZX-F	5 KKZX-F	5 KEYF-AF	5 KGA	5 KXLY-F‹	5 KKZX-F	5 KXLY	5 KXLY-F
6	6	6 KEYF-AF	6 KZZU-F	6 KXLY-F	KISC-F	6 KEZE-F‹	6 KGA	6 KXLY-F	6 KDRK-F	KEZE-F
7	7	7	7	7	7	7 KXLY-F‹	7 KZZU-F	7 KEYF-AF	7	7
						8 KKZX-F				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KZZU-F	1 KISC-F	1 KISC-F›	1 KISC-F›	1 KISC-F›
2 KEZE-F›	2 KZZU-F	2 KEZE-F	2 KEZE-F	2 KEYF-AF
3 KISC-F	3 KEZE-F›	3 KZZU-F	KDRK-F	3 KDRK-F
KDRK-F›	4 KDRK-F	4 KDRK-F	4 KEYF-AF	4 KEZE-F
5 KKZX-F	5 KKZX-F	5 KEYF-AF	5 KZZU-F	5 KXLY-F
KAAR-F	6 KEYF-AF	KKZX-F	6	6 KKPL-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KEZE-F	1 KEZE-F	1 KKZX-F	1 KKZX-F	1 KKZX-F
2 KKZX-F›	2 KKZX-F›	KDRK-F	2 KEZE-F	2 KDRK-F
3 KZZU-F	3 KZZU-F	3 KZZU-F	3 KDRK-F	3 KEZE-F
4 KDRK-F›	KDRK-F›	KEZE-F	4 KZZU-F	4 KISC-F
5 KISC-F	5 KISC-F	5 KISC-F	5 KISC-F	5 KEYF-AF
6	6	6 KXLY	6 KEYF-AF	KXLY
				7 KZZU-F
				KXLY-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KKCH-F	94.5	Hayden	1.0/2.4/ 6/ 113
KSBN	1230	Spokane	0.7/1.8/ 4/ 65
KUDY	1280	Spokane	0.5/1.7/ 3/ 62
KVNI	1080	Coeur D Alene	0.5/2.9/ 3/ 111

RADIO STATIONS

KAQQ ,	590,	5 KW ,	Nostalgia	UNISUP CNN, $16.00	(MMR)	Home News
KGA ,	1510,	50 KW (DA-N) ,	Country	ABC, $ NA	(Eastman)	Citadel
KJRB ,	790,	5 KW (DA-N) ,	Talk	UNISUP UNIULT, $15.00	(Mc-Guild)	Apollo
KTRW ,	970,	5 KW/1 KW (DA-N),	Country	UNIULT, $14.00	(Christal)	Highsmith
KXLY ,	920,	5 KW ,	News/Talk	CBS MBS, $22.00	(Torbet)	Morgan Murphy
KAAR-F,	95.3,	1.3 KW @ 672 ,	Oldies	APR, $14.00	(---)	Sunbrook (MEDICAL LAKE)
KCDA-F,	103.1,	2.4 KW @ 1886 ,	Country	UNISUP UNIULT, $15.00	(Roslin)	(COEUR d'ALENE)
KDRK-F,	93.7,	56 KW @ 2378 ,	Country	, $50.00	(Eastman)	Citadel
KEYF-F,	101.1,	100 KW @ 843 ,	Oldies	, $24.00	(---)	(CHENEY)
KEZE-F,	105.7,	100 KW @ 1909 ,	AOR	UNIPWR, $31.00	(Mc-Guild)	Apollo
KISC-F,	98.1,	94 KW @ 2030 ,	AC	, $43.00	(MMR)	Home News
KKPL-F,	96.1,	56 KW @ 2378 ,	Soft AC	UNISUP, $21.00	(Banner)	(OPPORTUNITY)
KKZX-F,	98.9,	100 KW @ 1614 ,	Classic AOR	, $25.00	(Banner)	
KXLY-F,	99.9,	37 KW @ 2998 ,	EZ/Soft AC	, $28.00	(Torbet)	Morgan Murphy
KZZU-F,	92.9,	85 KW @ 2080 ,	CHR	, $36.00	(Christal)	Highsmith

American Radio Winter 1992 Supplement, Copyright 1992

SPRINGFIELD, MA

Arbitron Rank/Pop (12+): 72/509,900

MSA Rank/Pop: 85/596,000
ADI # 96
Average Person Ratings: 16.7
Market TSL: 22.25 hours

Stations: 23/12
Diaries: 1013/503:1/51.9%
Sample Target: 980
% Below Line: 25.7
% Not Listed: 19.7

1991 Revenue: $10,500,000
HH Inc.: $34,910
Retail $: 4.6 Bil
Pop per Station: 42,491
#1 Biller: WHYN-F $2,600,000

12+ METRO		1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. WPKX-F	(C)	90/10.6	10.0	9.5	6.1	8.0	9.1	97/990	912/17.9	19.0	14.5				WPKX-F
2. WHYN-F	(AC)	74/ 8.7	6.7	6.9	8.8	9.5	7.8	81/1240	1158/22.7	20.3	20.7				WHYN-F
3. WAQY-F	(AOR)	73/ 8.6	9.0	9.2	7.7	7.8	8.6	78/1325	1208/23.3	23.7	20.3				WAQY-F
4. WTIC-F	(CHR)	59/ 6.9	5.4	7.2	8.1	7.1	6.9	59/1084	1066/20.9	21.0	20.2				WTIC-F
WMAS-F	(AC)	59/ 6.9	7.7	10.0	8.6	6.9	8.3	61/916	892/17.5	18.7	16.6				WMAS-F
6. WMAS	(BB)	56/ 6.6	6.8	5.2	4.9	4.6	5.9	56/522	522/10.2	11.8	7.8				WMAS
7. WHYN	(FS)	53/ 6.2	5.5	5.5	8.3	6.7	6.9	53/725	722/14.2	17.2	16.1				WHYN
8. WRCH-F	(EZ)	31/ 3.6	2.8	3.2	3.1	2.5	3.2	31/418	391/ 7.7	9.3	8.1				WRCH-F
9. WCCC-F	(AOR)	23/ 2.7	2.5	2.6	2.3	2.5	2.5	23/460	445/ 8.6	8.9	9.4				WCCC-F
WAAF-F	(AOR)	23/ 2.7	4.3	3.7	3.8	3.4	3.6	36/529	430/ 8.4	9.9	5.3				WAAF-F
11. WDRC-F	(AC)	21/ 2.5	3.1	3.4	2.4	3.5	2.8	21/430	430/ 8.4	9.7	8.9				WDRC-F
12. WNNZ	(T/N)	17/ 2.0	1.6	0.7	1.3	0.6	1.4	19/294	260/ 5.1	5.3	3.4				WNNZ
WHMP	(AC)	17/ 2.0	1.1	2.1	1.0	1.5	1.5	17/199	196/ 3.8	4.0	5.0				WHMP
14. WTIC	(MOR)	16/ 1.9	2.5	1.9	1.3	1.3	1.9	16/324	304/ 6.0	7.0	4.9				WTIC
15. WKSS-F	(CHR)	15/ 1.8	2.5	1.7	1.9	2.0	2.0	15/552	540/10.6	11.1	8.9				WKSS-F

12+ FM SHARE (METRO): 74.31% (509 of 685) (WIN 91: 71.97%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTIC-F››	1 WAQY-F›	1 WAQY-F	1 WPKX-F	1 WPKX-F	1 WPKX-F	1 WPKX-F	1 WPKX-F	1 WPKX-F	1 WAQY-F›	1 WPKX-F›
2 WAQY-F	2 WTIC-F	2 WPKX-F‹	2 WHYN-F‹	2 WHYN-F	2 WMAS	2 WHYN-F	2 WHYN-F‹	2 WTIC-F	2 WTIC-F›	2 WTIC
3 WAAF-F	3 WHYN-F	3 WHYN-F	3 WMAS-F	3 WMAS-F	3 WHYN	3 WHYN	3 WMAS-F	WHYN-F	3 WHYN-F	3 WMAS
4 WKSS-F	4 WMAS-F	4 WMAS-F	4 WAQY-F	4 WAQY-F›	4 WHYN-F	4 WAQY-F	4 WMAS	4 WAQY-F	4 WPKX-F›	4 WHYN-F
WHYN-F	5 WPKX-F	5 WTIC-F	5 WTIC-F	5 WTIC-F	5 WMAS-F	5 WMAS-F	5 WAQY-F	5 WMAS-F	5 WAAF-F	WHYN
6	6	6	6	6	6	6 WTIC-F	6 WHYN ‹	6 WHYN	WHYN	6
						WMAS	7 WTIC-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WTIC-F	1 WHYN-F	1 WHYN-F›	1 WHYN-F‹	1 WPKX-F
2 WAQY-F	2 WTIC-F	2 WMAS-F	2 WPKX-F‹	2 WHYN-F
3 WHYN-F›	3 WAQY-F	3 WTIC-F	3 WMAS-F	3 WMAS-F›
4 WMAS-F›	4 WMAS-F›	WAQY-F›	4 WTIC-F	4 WTIC-F
5 WRCH-F	5 WPKX-F	5 WKSS-F	5 WAQY-F	5 WAQY-F
6	6	6	6	6 WRCH-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAQY-F››	1 WAQY-F››	1 WAQY-F	1 WAQY-F›	1 WPKX-F
2 WAAF-F›	2 WTIC-F	2 WTIC-F	2 WPKX-F	2 WAQY-F‹
3 WTIC-F›	3 WAAF-F	3 WCCC-F	3 WHYN-F	3 WHYN-F
4 WCCC-F	4 WCCC-F	4 WHYN-F	4 WTIC-F	4 WMAS-F›
5	5	5 WMAS-F	WMAS-F	5 WTIC-F
6	6	6 WAAF-F	6 WCCC-F	6

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WACE	730	Chicopee	0.6/2.0/ 9/ 108
WARE	1250	Ware	0.7/2.6/ 6/ 133
WHMP-F	99.3	Northampton	1.4/8.6/ 18/ 539
WRNX-F	100.9	Amherst/Nrthmpt	0.5/2.9/ 6/ 190
WFAN	660	New York	0.7/1.2/ 7/ 69
WHCN-F	105.9	Hartford	0.9/6.0/ 8/ 316
WSRS-F	96.1	Worcester	1.1/5.1/ 11/ 316
WWYZ-F	92.5	Waterbury	0.9/3.4/ 9/ 193

RADIO STATIONS

WHMP, 1400, 1 KW	, EZ/FS	NBC , $ 13.00 (K & P)	Sillerman (NORTHAMPTON)
WHYN, 560, 5 KW/1 KW (DA-2)	, FULL SERVICE	ABC , $ 37.00 (McGuild)	Wilks-Schwartz
WMAS, 1450, 1 KW	, NOSTALGIA	MBS , $ 28.00 (Banner)	Lappin
WNNZ, 640, 50 KW/1 KW (DA-2)	, TALK/NEWS	UNIULT, CBS , $ 14.00 (Eastman)	
WSPR, 1270, 5 KW/1 KW (DA-2)	, TALK	, $ 12.00 (Roslin)	
WAQY-F, 102.1, 17 KW @ 781,	AOR	ABC, $ 55.00 (Katz)	Saga
WHMP-F, 99.3, 3 KW @ 321,	CHR	, $ 15.00 (K & P)	Sillerman (NORTHAMPTON)
WHYN-F, 93.1, 9 KW @ 1000,	AC	, $ 59.00 (McGuild)	Wilks-Schwartz
WMAS-F, 94.7, 50 KW @ 194,	AC	, $ 33.00 (Banner)	Lappin
WPKX-F, 97.9, 2.2 KW @ 528,	COUNTRY	, $ 25.00 (Durpetti)	(ENFIELD)

Other Ranked Sationss -- See Hartford or Boston

American Radio Winter 1992 Supplement, Copyright 1992

SYRACUSE

Arbitron Rank/Pop (12+): 68/545,500

MSA Rank/Pop: 78/656,000
ADI # 66

Average Person Ratings: 17.2

Market TSL: 22.50 hours

Stations: 26/20
Diaries: 1020/535:1/57.8%
Sample Target: 1020
% Below Line: 8.5
% Not Listed: 16.8

1991 Revenue: $17,600,000
HH Inc.: $33,946
Retail $: 5.1 Bil
Pop per Station: 27,275
#1 Biller: WYYY-F $4,800,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. WSYR (FS)	119/12.7	13.5	9.4	10.2	14.3	11.4	126/1512	1362/25.0	27.7	28.3				WSYR
2. WYYY-F (AC)	101/10.8	10.7	10.1	11.1	12.1	10.7	121/1878	1520/27.9	27.9	28.9				WYYY-F
3. WNTQ-F (CHR)	87/ 9.3	9.9	10.2	10.7	9.3	10.0	123/2068	1533/28.1	26.5	28.3				WNTQ-F
4. WAQX-F (AOR)	76/ 8.1	9.5	9.5	6.7	7.7	8.4	88/1320	1091/20.0	22.1	19.7				WAQX-F
5. WRHP-F (EZ)	54/ 5.8	6.4	5.9	6.3	7.7	6.1	98/997	640/11.7	11.8	12.9				WRHP-F
6. WKFM-F (CL AOR)	49/ 5.2	5.0	7.5	8.2	5.7	6.5	75/1336	912/16.7	19.0	18.9				WKFM-F
7. WSEN-AF (O)	43/ 4.5	5.4	6.1	4.4	4.1	5.1	48/1044	897/16.4	16.4	14.6				WSEN-AF
8. WEZG-F (SAC)	34/ 3.6	3.7	3.0	4.9	1.7	3.8	34/607	578/10.6	10.3	7.6				WEZG-F
9. WPCX-F (C)	33/ 3.5	3.2	2.7	3.5	2.3	3.2	71/946	438/ 8.0	6.5	5.7				WPCX-F
10. WHEN (FS)	32/ 3.4	3.8	3.3	2.6	2.5	3.3	40/771	621/11.4	13.1	12.6				WHEN
11. WFRG-F (C)	21/ 2.2	1.0	1.4	0.6	0.9	1.3	36/446	240/ 4.4	3.4	3.0				WFRG-F
WMHR-F (REL)	21/ 2.2	1.8	1.8	2.6	1.1	2.1	36/367	260/ 4.8	3.2	3.6				WMHR-F
13. WOLF (B)	20/ 2.1	1.4	1.7	1.5	----	1.7	20/168	168/ 3.1	2.7	0.0				WOLF
WFBL (BB)	20/ 2.1	2.9	2.0	2.4	2.1	2.3	22/383	357/ 6.5	6.7	5.8				WFBL
15. WNDR (C)	15/ 1.6	1.4	2.5	2.4	1.6	2.0	15/213	213/ 3.9	4.2	5.5				WNDR
16. WSCP-F (C)	13/ 1.4	0.8	1.2	1.7	1.9	1.3	15/170	128/ 2.3	2.2	3.5				WSCP-F
17.														
18.														
19.														
20.														

12+ FM SHARE (METRO): 72.86% (569 of 781) (WIN 91: 74.83%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNTQ-F>>	1 WYYY-F<	1 WYYY-F>	1 WYYY-F>	1 WYYY-F>	1 WSYR >>	1 WSYR	1 WYYY-F	1 WSYR <	1 WSYR	1 WSYR >
2 WAQX-F	2 WAQX-F>	2 WAQX-F	2 WAQX-F	2 WAQX-F	2 WRHP-F	2 WYYY-F>	2 WSYR <	2 WYYY-F	2 WNTQ-F>	2 WYYY-F
3	3 WNTQ-F	3 WNTQ-F	3 WSYR <	3 WSYR	3 WYYY-F	3 WNTQ-F>	3 WAQX-F	3 WNTQ-F	3 WAQX-F>	3 WMHR-F
4	4 WKFM-F	4 WKFM-F	4 WSEN-AF	4 WSEN-AF	4 WSEN-AF	4 WAQX-F	4 WRHP-F	4 WAQX-F>	4 WYYY-F	4 WNTQ-F
5	5	5 WSYR <	5 WKFM-F<	5 WNTQ-F	WHEN	5 WHEN <	5 WNTQ-F<	5 WRHP-F	5 WOLF	5 WHEN
6	6	6 WSEN-AF	6 WNTQ-F	6 WKFM-F	6	6 WKFM-F	6 WKFM-F<	6 WKFM-F	6 WKFM-F	6
							7 WSEN-AF			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WNTQ-F	1 WYYY-F	1 WYYY-F>>	1 WYYY-F>	1 WYYY-F>>
2 WYYY-F>>	2 WNTQ-F>	2 WAQX-F	2 WNTQ-F>	2 WNTQ-F
3 WAQX-F>	3 WAQX-F>	3 WNTQ-F	3 WAQX-F	3 WEZG-F
4 WKFM-F	4 WKFM-F	4 WKFM-F	4 WEZG-F	4 WSYR
5 WOLF	5	5 WMHR-F	5 WKFM-F	5 WSEN-AF
6	6	WEZG-F	6	6 WAQX-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAQX-F	1 WAQX-F>	1 WAQX-F>	1 WAQX-F	1 WYYY-F
2 WKFM-F>	2 WKFM-F	2 WYYY-F>	2 WYYY-F	2 WAQX-F
3 WNTQ-F	3 WYYY-F	3 WKFM-F>	3 WKFM-F	3 WSYR
4 WYYY-F>	4	4 WSEN-AF	4 WSYR	4 WSEN-AF
5 WOLF	5	5 WSYR	5 WSEN-AF	5 WKFM-F
6	6	6	6 WNTQ-F	6

OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME
WGES-F	105.5	Oswego	1.0/2.5/ 9/ 135
WVOA-F	105.1	DeRuyter	0.3/1.5/ 3/ 95
WKGW-F	104.3	Utica/Rome	0.4/2.7/ 21/ 383
WOUR-F	96.9	Utica	1.0/5.7/ 36/ 557
WRCK-F	107.3	Utica	0.7/2.6/ 17/ 316
WUUU-F	102.5	Rome/Utica	0.6/4.0/ 20/ 494

RADIO STATIONS

WFBL, 1390, 5 KW (DA-N)	, NOSTALGIA	CNN, UNISUP	, $ 16.00 (Christal)	Wilks-Schwartz
WHEN, 620, 5 KW/1 KW (DA-N)	, FULL SERVICE/AC	ABC	, $ 21.00 (HMR)	Park
WNDR, 1260, 5 KW (DA-N)	, COUNTRY	ABC, UNISUP	, $ 18.00 (McGuild)	Osborn
WOLF, 1490, 1 KW	, BLACK	SBN	, $ 14.00 (---)	
WSYR, 570, 5 KW (DA-2)	, FULL SERVICE	MBS NBC	, $ 67.00 (Katz)	NewCity
WAQX-F, 95.7, 25 KW @ 298	, AOR	ABC	, $ 41.00 (Banner)	
WEZG-F, 100.9, 3 KW @ 164	, SOFT AC	UNISUP	, $ 24.00 (Eastman)	Levite
WKFM-F, 104.7, 50 KW @ 466	, CLASSIC AOR		, $ 47.00 (Christal)	Wilks-Schwartz
WMHR-F, 102.9, 20 KW @ 781	, RELIGION		, $ 13.00 (---)	
WNTQ-F, 93.1, 97 KW @ 659	, CHR		, $ 53.00 (McGuild)	Osborn
WRHP-F, 107.9, 50 KW @ 500	, EZ	ABC	, $ 32.00 (HMR)	Park
WSEN-F, 92.1, 25 KW @ 298	, OLDIES	CBS, UNISUP	, $ 30.00 (HNWH)	Buckley
WYYY-F, 94.5, 100 KW @ 649	, AC		, $ 99.00 (Katz)	NewCity
WPCX-F, 106.9, 14 KW @ 459	, COUNTRY		, $ 19.00 (Market 4)	(AUBURN)

Other Ranked Stations - See Utica1

American Radio Winter 1992 Supplement, Copyright 1992

TAMPA-ST. PETERSBURG

Arbitron Rank/Pop (12+): 21/1,849,200

MSA Rank/Pop: 20/2,110,000
ADI # 14

Average Person Ratings: 17.4
Market TSL: 23.25 hours

Stations: 25/22
Diaries: 2016/917:1/52.6%
Sample Target: 1810
% Below Line: 9.6
% Not Listed: 11.9

1991 Revenue: $57,900,000
HH Inc.: $29,615
Retail $: 17.7 Bil
Pop per Station: 84,054
#1 Biller: WQYK-AF $8,000,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. WQYK-F (C)	394/12.3	11.6	10.1	9.7	8.9	10.9	444/4744	3876/21.0	20.4	18.0				WQYK-F
2. WWRM-F (SAC)	270/ 8.4	10.3	7.3	10.4	10.8	9.1	304/3963	3380/18.3	21.5	19.5				WWRM-F
3. WFLA (T)	251/ 7.8	4.5	6.5	5.3	7.4	6.0	297/3492	2896/15.7	10.6	14.5				WFLA
4. WUSA-F (AC)	203/ 6.3	6.2	7.0	6.8	6.1	6.6	223/2838	2551/13.8	13.1	13.5				WUSA-F
5. WFLZ-F (CHR)	202/ 6.3	6.0	6.8	7.1	5.5	6.6	283/4397	3072/16.6	16.9	16.1				WFLZ-F
6. WMTX-F (AC)	198/ 6.2	6.2	5.5	6.2	3.5	6.0	212/2989	2701/14.4	14.2	9.1				WMTX-F
7. WXTB-F (AOR)	181/ 5.6	7.1	5.8	5.5	4.6	6.0	204/2282	2071/11.2	12.1	9.2				WXTB-F
8. WYNF-F (AOR)	166/ 5.2	5.5	5.3	5.5	5.9	5.4	245/3360	2433/13.2	13.4	12.6				WYNF-F
9. WHPT-F (J/NA)	154/ 4.8	2.6	2.6	1.8	2.2	3.0	258/3071	2136/11.6	8.4	7.0				WHPT-F
10. WDUV-F (EZ)	146/ 4.5	3.4	4.6	5.7	5.5	4.6	290/3659	1688/ 9.1	9.2	10.9				WDUV-F
11. WGUL-AF (BB)	134/ 4.1	5.6	4.8	4.9	4.4	4.8	144/1618	1514/ 8.2	8.6	7.9				WGUL-AF
12. WRBQ-F (CHR)	133/ 4.1	3.7	4.5	4.6	6.3	4.2	160/3508	2930/15.8	15.4	16.9				WRBQ-F
13. WYUU-F (O)	109/ 3.4	4.6	3.9	3.8	3.5	3.9	110/2009	1945/10.5	13.2	9.0				WYUU-F
14. WSUN (C)	63/ 2.0	2.6	2.2	3.2	2.8	2.5	96/1416	947/ 5.1	4.7	6.3				WSUN
15. WLVU-F (BB)	49/ 1.5	2.2	1.6	1.9	1.4	1.8	50/728	687/ 3.7	3.8	3.5				WLVU-F
16. WRBQ (CHR)	48/ 1.5	----	0.4	0.1	0.2	0.5	54/512	433/ 2.3	0.0	0.9				WRBQ
17.														
18.														
19.														
20.														

12+ FM SHARE (METRO): 80.92% (2290 of 2830) (WIN 91: 80.95%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLZ-F	1 WXTB-F	1 WQYK-F	1 WQYK-F	1 WQYK-F>	1 WQYK-F	1 WQYK-F	1 WQYK-F	1 WQYK-F>	1 WFLZ-F	1 WFLA
2 WRBQ-F>	2 WYNF-F<	2 WMTX-F	2 WUSA-F	2 WUSA-F	2 WWRM-F<	2 WFLA	2 WWRM-F	2 WWRM-F	2 WQYK-F	2 WQYK-F>>
3 WXTB-F	3 WFLZ-F	3 WUSA-F<	3 WMTX-F	3 WWRM-F<	3 WFLA >	3 WYNF-F	3 WFLA	3 WFLZ-F<	3 WXTB-F<	3 WWRM-F
4 WMTX-F	4 WMTX-F	4 WYNF-F<	4 WHPT-F	4 WMTX-F	4 WDUV-F	4 WWRM-F>	4 WUSA-F	4 WMTX-F<	4 WFLA	4 WFLZ-F
5 WQYK-F	5 WQYK-F	5 WXTB-F	5 WYNF-F	5 WHPT-F	5 WGUL-AF	5 WMTX-F<	5 WMTX-F	5 WFLA	5 WWRM-F	5 WYUU-F<
6	6 WHPT-F<	6 WHPT-F	6 WWRM-F	6 WYNF-F	6 WUSA-F	6 WUSA-F	6	6 WUSA-F	6 WUSA-F	6 WHNZ
7	7 WUSA-F	WFLZ-F	7 WYUU-F	7	7	7	7	7	WRBQ-F	7
		8 WWRM-F								

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WFLZ-F<	1 WMTX-F	1 WMTX-F>	1 WQYK-F	1 WQYK-F
2 WXTB-F>	2 WFLZ-F	2 WUSA-F	WMTX-F	2 WWRM-F
3 WMTX-F	3 WXTB-F	3 WQYK-F	3 WUSA-F	3 WMTX-F<
4 WRBQ-F	WUSA-F	4 WWRM-F	4 WWRM-F	4 WUSA-F>
5 WUSA-F	5 WQYK-F	5 WHPT-F	5 WFLZ-F	5 WHPT-F
6 WQYK-F>	6 WRBQ-F	6 WFLZ-F	6 WHPT-F<	6
7 WYNF-F	7 WHPT-F	7 WYNF-F	7 WXTB-F	7
		8 WXTB-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WXTB-F	1 WXTB-F<	1 WYNF-F	1 WYNF-F	1 WQYK-F
2 WFLZ-F	2 WYNF-F>	2 WXTB-F	2 WQYK-F<	2 WYNF-F
3 WYNF-F>	3 WFLZ-F	3 WHPT-F	3 WXTB-F	3 WFLA
4 WQYK-F	4 WQYK-F	4 WQYK-F>	4 WHPT-F	4 WHPT-F
5 WMTX-F	5 WHPT-F	5 WUSA-F	5 WFLZ-F	5 WUSA-F
6 WRBQ-F	6	WFLZ-F	6 WFLA <	6 WXTB-F
7	7	WFLA	7 WMTX-F<	7 WYUU-F
			8 WUSA-F	

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WDAE	1250	Tampa	0.1/0.7/ 3/ 133
WFNS	910	Plant City	0.3/1.4/ 13/ 334
WHNZ	570	Pinellas Park/T	0.8/4.1/ 35/ 961
WQYK	1010	Seffner/Tampa	0.8/2.2/ 37/ 631
WRMD	680	St Petersburg	0.4/0.6/ 12/ 110
WRXB	1590	St Pete Bch/Tam	0.5/1.3/ 22/ 331
WTMP	1150	Tampa	0.8/2.1/ 25/ 386
WPCV-F	97.5	Winter Haven	0.3/1.9/152/1929

American Radio Winter 1992 Supplement, Copyright 1992

TAMPA-ST. PETERSBURG

RADIO STATIONS

AM STATIONS

WDAE, 1250, 5 KW (DA-2)	, SEE WUSA-FM					
WFLA, 970, 5 KW (DA-2)	, TALK	CBS	ABC,	$ 58.00	(Eastman)	Jacor
WGUL, 860, 2 KW/1.6KW (DA-2),	SEE WGUL-F					
WHNZ, 570, 5 KW/10 KW (DA-2),	TALK	MBS	CNN,	$ 40.00	(Schubert)	Paxson
WMTX, 1040, 5 KW (DAYS)	, SEE WMTX-F					
WQYK, 1010, 50 KW/5 KW (DA-2)	, SEE WQYK-F					
WRBQ, 1590, 5 KW/1 KW (DA-2)	, SEE WRBQ-F					
WRXB, 1590, 5 KW/1 KW (DA-2)	, BLACK	NBN	ABC,	$ 24.00	(K & P)	
WSUN, 620, 10 KW (DA-N)	, COUNTRY		NBC,	$ 44.00	(Durpetti)	Cox
WTMP, 1150, 5 KW/2.5 KW(DA-2),	BLACK	SBN	UNIPWR,	$ 35.00	(HNWH)	

FM STATIONS

WFLZ, 93.3, 100 KW @ 1358,	CHR		ABC,	$ 88.00	(Eastman)	Jacor
WGUL, 105.5, 3.7 KW @ 256,	NOSTALGIA	ABC	UNISUP,	$ 44.00	(K & P)	Marcocci
WLVU, 106.3, 3.3 KW @ 298,	NOSTALGIA		APR,	$ 31.00	(---)	
WMTX, 95.7, 100 KW @ 607,	AC		,	$ 95.00	(MNR)	Metroplex
WQYK, 99.5, 100 KW @ 551,	COUNTRY		,	$ 170.00	(Katz)	Infinity
WRBQ, 104.7, 100 KW @ 561,	CHR		ABC,	$ 90.00	(Christal)	Edens
WWRM, 107.3, 100 KW @ 620,	SOFT AC		,	$ 136.00	(Durpetti)	Cox
WXTB, 97.9, 100 KW @ 600,	AOR		ABC,	$ 69.00	(Banner)	Great American
WUSA, 100.7, 100 KW @ 600,	AC		ABC,	$ 150.00	(McGuild)	Gannett
WYNF, 94.9, 100 KW @ 1290,	AOR		CBS,	$ 130.00	(CBS)	CBS
WYUU, 92.5, 50 KW @ 400,	OLDIES	UPI	UNIULT,	$ 80.00	(Banner)	Entercom
WDUV, 103.3, 100 KW @ 581,	EZ		MBS,	$ 72.00	(Christal)	(BRADENTON)
WHPT, 102.5, 100 KW @ 1666,	JAZZ/NAC		,	$ 60.00	(Schubert)	Paxson (SARASOTA)

American Radio Winter 1992 Supplement, Copyright 1992

TOLEDO

Arbitron Rank/Pop (12+): 73/504,300
MSA Rank/Pop: 83/620,000
ADI # 64
Average Person Ratings: 15.7
Market TSL: 21.00 hours

Stations: 26/17
Diaries: 1190/424:1/53.7%
Sample Target: 1120
% Below Line: 12.4
% Not Listed: 13.3

1991 Revenue: $13,500,000
HH Inc.: $31,175
Retail $: 4.7 Bil
Pop per Station: 29,664
#1 Biller: WIOT-F $2,600,000

12+ METRO		1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. WIOT-F	(AOR)	101/12.8	14.4	12.6	12.0	10.2	12.9	161/2036	1246/24.7	26.2	21.6				WIOT-F
2. WKKO-F	(C)	76/ 9.6	9.4	9.4	11.4	10.0	9.9	113/1407	898/17.8	18.1	20.5				WKKO-F
3. WVKS-F	(CHR)	70/ 8.9	6.9	7.9	8.2	9.4	8.0	103/1987	1336/26.5	24.1	24.7				WVKS-F
4. WWWM-F	(AC)	61/ 7.7	8.8	7.4	8.9	8.8	8.2	72/1191	995/19.7	22.2	20.5				WWWM-F
5. WRQN-F	(O)	56/ 7.1	6.4	7.7	8.1	9.5	7.3	66/1120	893/17.7	20.3	24.0				WRQN-F
6. WLQR-F	(SAC)	52/ 6.6	6.4	8.4	6.0	8.5	6.8	74/1192	815/16.2	16.4	18.6				WLQR-F
7. WSPD	(FS)	50/ 6.3	7.9	5.9	6.6	7.7	6.7	65/939	743/14.7	19.1	16.9				WSPD
8. CKLW	(BB)	42/ 5.3	5.0	4.5	5.0	3.5	4.9	70/849	435/ 8.6	9.4	8.1				CKLW
9. WTOD	(C)	29/ 3.7	3.0	2.4	2.7	2.7	3.0	42/420	307/ 6.1	5.7	4.6				WTOD
10. WJR	(MOR)	24/ 3.0	4.1	5.4	3.5	4.4	4.0	79/1269	489/ 9.7	11.3	11.6				WJR
WTWR-F	(CHR)	24/ 3.0	2.0	----	0.5	0.7	1.4	31/869	583/11.6	7.5	3.2				WTWR-F
12. WXKR-F	(CL AOR)	21/ 2.7	2.2	3.2	2.3	2.7	2.6	53/875	493/ 9.8	8.3	8.9				WXKR-F
13. WVOI	(B)	18/ 2.3	2.6	2.4	3.5	2.6	2.7	18/306	306/ 6.1	6.1	5.9				WVOI
14.															
15.															

12+ FM SHARE (METRO): 74.16% (508 of 685) (WIN 91: 73.26%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WVKS-F›	1 WIOT-F››	1 WIOT-F›	1 WIOT-F	1 WIOT-F	1 WKKO-F‹	1 WKKO-F‹	1 WIOT-F	1 WIOT-F›	1 WIOT-F›	1 WSPD
2 WTWR-F	2 WVKS-F›	2 WVKS-F	2 WWWM-F	2 WWWM-F	2 WSPD	2 WIOT-F	2 WKKO-F	2 WVKS-F	2 WWWM-F	2 WIOT-F
WIOT-F	3 WKKO-F	3 WWWM-F‹	3 WRQN-F	3 WKKO-F	3 CKLW	3 WVKS-F	3 WLQR-F	3 WKKO-F	3 WVKS-F	3 WKKO-F
4	4 WWWM-F	4 WKKO-F	4 WKKO-F	4 WRQN-F	4 WLQR-F	4 WWWM-F	4 WSPD ‹	4 WRQN-F‹	4 WSPD	4 WWWM-F
5	5 WRQN-F	5 WRQN-F	5 WVKS-F	WLQR-F	5 WWWM-F	5 WSPD	5 WVKS-F	5 WLQR-F‹	5 WKKO-F	5
6	6	6 WLQR-F	6 WLQR-F	6 WVKS-F	6 WRQN-F	6 WRQN-F	6 WWWM-F‹	6 WWWM-F	6 WRQN-F	6
						7 WLQR-F	7 WRQN-F	7 CKLW	?	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WVKS-F	1 WVKS-F	1 WVKS-F	1 WVKS-F	1 WWWM-F›
2 WIOT-F››	2 WIOT-F›	2 WKKO-F	2 WWWM-F	2 WVKS-F
3 WTWR-F›	3 WKKO-F›	WIOT-F	3 WIOT-F	WLQR-F
4 WRQN-F	4 WWWM-F	4 WWWM-F	4 WKKO-F›	WKKO-F›
WKKO-F	5 WRQN-F	5 WLQR-F›	5 WRQN-F	5 WRQN-F
6	WLQR-F	6 WXKR-F	WLQR-F	6 WIOT-F
		WRQN-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIOT-F››	1 WIOT-F››	1 WIOT-F››	1 WIOT-F››	1 WIOT-F›
2 WKKO-F›	2 WKKO-F	2 WWWM-F	2 WRQN-F	2 WRQN-F
3 WTWR-F›	3 WWWM-F	3 WRQN-F	3 WKKO-F	3 WKKO-F
4 WLZZ-F	4 WVKS-F	4 WXKR-F	4 WWWM-F	4 WWWM-F
WVKS-F	WRQN-F	WVKS-F›	5	5 WLQR-F
6	6 WXKR-F	6 WKKO-F	6	6

OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME
WCWA	1230	Toledo	0.8/3.2/ 10/ 247
WHMQ-F	107.7	N Baltimore	0.4/1.2/ 40/ 358
WJYM	730	Bowling Green	0.5/0.9/ 4/ 62
WMTR-F	96.1	Archbold/Wauson	1.0/3.0/ 13/ 225
WRED-F	95.7	Gibonsburg	0.5/3.2/ 6/ 243
WWWM	1470	Toledo	0.5/4.7/ 6/ 263
CIMX-F	88.7	Windsor/Detroit	0.5/2.8/ 10/ 241
WIQB-F	102.9	Ann Arbor	
WJLB-F	97.9	Detroit	1.5/4.6/ 14/ 249
WLLZ-F	98.7	Detroit	0.4/1.8/ 9/ 261
WLZZ-F	104.5	Montpelier	0.6/1.5/ 14/ 183
WNDH-F	103.1	Napoleon	0.5/0.9/ 19/ 216
WQTE-F	95.3	Adrian	0.5/1.3/ 19/ 280

RADIO STATIONS

WCWA ,	1230,	1 KW ,	Oldies	MBS CBS, $12.00	(Eastman)	Reams
WSPD ,	1370,	5 KW (DA-N) ,	Full Service	NBC, $30.00	(MMR)	Stratford
WTOD ,	1560,	5 KW (DAYS, DA),	SEE WKKO-FM			
WVOI ,	1520,	1 KW (DA-2) ,	Black	SBN UNIPWR, $16.00	(Regional)	
WWWM ,	1470,	1 KW (DA-2) ,	News	CNN, $12.00	(Durpetti)	
WIOT-F,	104.7,	50 KW @ 540 ,	AOR	SOURCE, $55.00	(Eastman)	Reams
WKKO-F,	99.9,	50 KW @ 500 ,	Country	ABC, $62.00	(Katz)	Booth
WLQR-F,	101.5,	19 KW @ 810 ,	Soft AC	, $31.00	(MMR)	Stratford
WRQN-F,	93.5,	4.1 KW @ 397 ,	Oldies	ABC, $34.00	(Banner)	ABS (BOWLING GREEN)
WVKS-F,	92.5,	50 KW @ 479 ,	CHR	ABC, $41.00	(McGuild)	Noble
WWWM-F,	105.5,	2.7 KW @ 344 ,	AC	, $40.00	(Durpetti)	
WXKR-F,	94.5,	30 KW @ 630 ,	CL AOR	ABC, $17.00	(HNWH)	(PORT CLINTON)

Other Ranked Stations - See Detroit

American Radio Winter 1992 Supplement, Copyright 1992

TUCSON

Arbitron Rank/Pop (12+): 65/569,500
MSA Rank/Pop: 77/666,000
ADI # 79
Average Person Ratings: 17.1
Market TSL: 22.75 hours

Stations: 21/19
Diaries: 1058/538:1/55.3%
Sample Target: 1030
% Below Line: 2.8
% Not Listed: 15.5

1991 Revenue: $16,400,000
HH Inc.: $26,940
Retail $: 4.8 Bil
Pop per Station: 29,973
#1 Biller: KCUB $3,200,000

12+ METRO		1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. KIIM-F	(C)	184/18.9	20.1	17.6	13.2	13.8	17.5	205/2167	1903/33.4	30.5	27.1				KIIM-F
2. KRQQ-F	(CHR)	97/10.0	12.1	10.5	13.9	14.8	11.6	126/1925	1586/27.8	32.0	32.0				KRQQ-F
3. KLPX-F	(AOR)	90/ 9.3	7.6	9.9	11.5	11.9	9.6	92/1206	1167/20.5	18.4	21.3				KLPX-F
4. KWFM-AF	(AC)	80/ 8.2	6.5	7.6	8.6	8.7	7.7	89/1432	1128/19.8	20.2	21.6				KWFM-AF
5. KKLD-F	(AC)	76/ 7.8	7.6	8.4	7.7	8.8	7.9	81/1024	941/16.5	16.8	20.4				KKLD-F
6. KNST	(N/T)	52/ 5.3	5.0	3.7	5.0	4.4	4.8	54/902	876/15.4	13.7	14.5				KNST
7. KMRR	(BB)	30/ 3.1	4.6	2.3	1.7	2.6	2.9	30/417	417/ 7.3	6.4	5.2				KMRR
8. KJYK	(CHR)	28/ 2.9	2.5	2.8	1.4	0.5	2.4	28/445	423/ 7.4	6.9	4.8				KJYK
9. KTZR	(SP)	24/ 2.5	2.1	1.6	1.2	1.2	1.9	24/227	227/ 4.0	4.0	2.9				KTZR
10. KTZN-F	(SAC)	23/ 2.4	1.4	1.3	2.0	2.0	1.8	23/646	583/10.2	6.2	4.3				KTZN-F
11. KCUB	(C)	22/ 2.3	2.5	3.0	2.8	2.0	2.7	22/304	292/ 5.1	6.7	5.4				KCUB
12. KGVY	(BB)	20/ 2.1	4.8	2.3	3.3	2.0	3.1	20/237	237/ 4.2	5.1	3.3				KGVY
13. KXEW	(SP)	17/ 1.7	1.0	1.6	2.9	2.2	1.8	18/243	236/ 4.1	2.9	4.7				KXEW
14. KTUC	(T)	16/ 1.6	1.5	1.7	0.6	1.2	1.4	17/456	409/ 7.2	5.0	4.7				KTUC
15. KZRX-F	(?)	14/ 1.4	----	0.8	2.1	1.1	1.1	23/414	274/ 4.8	0.0	2.2				KZRX-F
KQTL	(SP)	14/ 1.4	2.5	2.5	2.3	2.4	2.2	19/200	164/ 2.9	3.3	3.8				KQTL
17. KUPD-F	(AOR)	13/ 1.3	0.9	2.7	1.6	2.8	1.6	14/366	284/ 5.0	4.5	6.3				KUPD-F
18. KTKT	(N/T)	10/ 1.0	1.7	2.0	1.0	3.9	1.4	11/490	482/ 8.5	7.5	10.6				KTKT
19.															
20.															

12+ FM SHARE (METRO): 70.52% (579 of 821) (WIN 91: 66.17%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	KRQQ-F>>	KLPX-F	KIIM-F>	KIIM-F>	KIIM-F>	KIIM-F>>	KIIM-F>	KIIM-F>>	KIIM-F>	KIIM-F>	KIIM-F>
2	KJYK >>	KIIM-F>	KLPX-F	KLPX-F<	KWFM-AF<	KWFM-AF	KRQQ-F	KWFM-AF	KLPX-F	KRQQ-F	KWFM-F
3	KIIM-F>	KRQQ-F>	KWFM-AF	KWFM-AF	KKLD-F	KNST	KLPX-F	KKLD-F<	KRQQ-F	KLPX-F>	KRQQ-F
4	KLPX-F	KKLD-F	KRQQ-F	KKLD-F>	KLPX-F>	KKLD-F>	KWFM-AF	KLPX-F	KWFM-AF	KWFM-AF	KNST
5		KWFM-AF	KKLD-F	KRQQ-F	KRQQ-F	KMRR	KKLD-F<	KRQQ-F<	KKLD-F>>	KJYK	KLPX-F
							KNST >>	KNST >>		KKLD-F	

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1	KRQQ-F	KIIM-F>	KIIM-F>	KIIM-F>	KIIM-F>
	KIIM-F>>	KRQQ-F>	KKLD-F	KRQQ-F	KWFM-AF<
3	KLPX-F>	KLPX-F	KRQQ-F	KWFM-AF	KKLD-F
4	KWFM-AF	KKLD-F	KLPX-F	KKLD-F>	KRQQ-F>
	KJYK	KWFM-AF	KWFM-AF>	KLPX-F	KLPX-F
6	KUPD-F				

	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	KLPX-F	KLPX-F>>	KLPX-F>>	KIIM-F	KIIM-F
2	KIIM-F>	KIIM-F>	KKLD-F	KLPX-F>>	KLPX-F>
3	KRQQ-F	KRQQ-F	KIIM-F	KWFM-AF	KWFM-AF
4	KZRX-F>>	KKLD-F	KWFM-AF	KKLD-F	KKLD-F>
5		KWFM-AF	KRQQ-F	KRQQ-F	KNST
					KRQQ-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KGMS-F	97.1	Greenvalley/Tcs	0.7/1.9/ 7/ 107
KVOI	690	Tucson	0.4/1.9/ 5/ 151

RADIO STATIONS

KCEE, 790, 5 KW/500 W (DA-2), SEE KWFM-F				
KCUB, 1290, 1 KW , SEE KIIM-F				
KGVY, 1080, 1 KW (DAYS) , NOSTALGIA	APR	, $	20.00 (K & P)	
KJYK, 1490, 1 KW (DA-1) , CHR		, $	14.00 (Christal)	Duchossois
KMRR, 1330, 2 KW/5 KW (DA-2) , NOSTALGIA	SMN	, $	17.00 (Eastman)	
KNST, 940, 1 KW/250 W (DA-2), NEWS/TALK	ABC, MBS	, $	27.00 (McGuild)	Nationwide
KQTL, 1210, 10 KW/1 KW (DA-2) , HISPANIC		, $	17.00 (Caballero)	
KTKT, 990, 10 KW/1 KW (DA-N) , NEWS/TALK	CNN, UNISUP	, $	16.00 (HNWH)	Lotus
KTUC, 1400, 1 KW , TALK	CBS, APR	, $	13.00 (Roslin)	
KTZR, 1450, 1 KW , HISPANIC		, $	12.00 (K & P)	
KXEW, 1600, 1 KW (DA-2) , HISPANIC	CRC	, $	14.00 (Lotus)	
KIIM-F, 99.5, 93 KW @ 2037, COUNTRY		, $	70.00 (Katz)	
KKLD-F, 94.9, 100 KW @ 1952, AC		, $	41.00 (Christal)	Duchossois
KLPX-F, 96.1, 93 KW @ 88, AOR		, $	45.00 (HNWH)	Lotus
KRQQ-F, 93.7, 91 KW @ 2030, CHR		, $	63.00 (McGuild)	Nationwide
KTZN-F, 92.1, 50 KW @ 500, SOFT AC		, $	14.00 (Eastman)	(GREEN VALLEY)
KWFM-F, 92.9, 90 KW @ 2038, OLDIES	CBS	, $	47.00 (MMR)	American

American Radio Winter 1992 Supplement, Copyright 1992

TULSA

Arbitron Rank/Pop (12+): 63/608,500

MSA Rank/Pop: 72/746,000
ADI # 58

Average Person Ratings: 17.2
Market TSL: 22.75 hours

Stations: 20/21
Diaries: 1142/533:1/51.8%
Sample Target: 1120
% Below Line: 0.4
% Not Listed: 12.0

1991 Revenue: $19,700,000
HH Inc.: $26,033
Retail $: 5.5 Bil
Pop per Station: 28,976
#1 Biller: KWEN-F $3,600,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. KWEN-F (C)	180/17.2	15.8	15.7	18.1	13.4	16.7	245/3073	2000/32.9	27.2	24.7				KWEN-F
2. KRMG (FS)	101/ 9.7	9.2	7.8	9.6	13.0	9.1	113/1495	1283/21.1	22.0	24.0				KRMG
3. KMYZ-F (CHR)	88/ 8.4	8.7	9.6	7.5	6.4	8.6	115/1832	1287/21.2	20.4	18.9				KMYZ-F
4. KMOD-F (AOR)	64/ 6.1	8.3	8.2	8.9	8.9	7.9	91/1396	898/14.8	19.1	17.2				KMOD-F
5. KBEZ-F (SAC/EZ)	63/ 6.0	7.5	6.7	6.0	6.5	6.6	72/1194	858/14.1	15.4	12.1				KBEZ-F
6. KAYI-F (CHR)	59/ 5.7	4.0	4.3	6.0	6.0	5.0	97/1750	1129/18.6	15.1	17.0				KAYI-F
7. KRAV-F (AC)	50/ 4.8	4.2	4.0	3.6	3.7	4.2	53/770	603/ 9.9	10.5	11.0				KRAV-F
8. KVOO (C)	47/ 4.5	6.5	5.2	6.3	5.3	5.6	75/1005	556/ 9.1	10.7	10.3				KVOO
9. KQLL-AF (O)	45/ 4.3	4.5	4.9	4.5	3.8	4.6	60/1067	741/12.2	13.4	10.7				KQLL-AF
10. KTFX-F (C)	44/ 4.2	3.0	5.0	3.3	3.7	3.9	69/998	637/10.5	9.5	9.0				KTFX-F
11. KVOO-F (C)	33/ 3.2	4.8	4.1	4.0	4.5	4.0	47/988	628/10.3	10.4	9.2				KVOO-F
12. KGTO (BB)	26/ 2.5	1.8	1.4	1.6	0.5	1.8	26/187	187/ 3.1	2.8	0.6				KGTO
KCMA-F (CL)	26/ 2.5	0.9	1.1	1.2	1.1	1.4	29/365	318/ 5.2	5.2	3.9				KCMA-F
14. KSTM-F (AOR)	25/ 2.4	1.0	2.1	1.8	2.3	1.8	27/559	439/ 7.2	9.6	8.2				KSTM-F
15.														

12+ FM SHARE (METRO): 80.41% (739 of 919) (WIN 91: 77.61%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KMYZ-F››	1 KWEN-F	1 KWEN-F››	1 KWEN-F››	1 KWEN-F››	1 KWEN-F	1 KWEN-F	1 KWEN-F›	1 KWEN-F››	1 KWEN-F›	1 KRMG
2 KWEN-F	2 KMYZ-F	2 KMOD-F	2 KRMG	2 KRMG	2 KRMG ›	2 KRMG ›	2 KRMG	2 KRMG ‹	2 KMYZ-F›	2 KWEN-F›
3 KAYI-F	3 KMOD-F›	3 KMYZ-F	KMOD-F	3 KMOD-F	3 KBEZ-F	3 KMYZ-F	3 KMOD-F	3 KMYZ-F›	3 KAYI-F‹	3 KMYZ-F
4	4 KAYI-F	4 KRMG ‹	4 KBEZ-F‹	4 KBEZ-F	4 KVOO	4 KMOD-F‹	KBEZ-F	4 KMOD-F‹	4 KRMG	4 KRAV-F
5	5	5 KAYI-F	5 KRAV-F	5 KQLL-AF‹	5 KQLL-AF	5 KAYI-F	5 KMYZ-F	5 KAYI-F‹	5 KRAV-F	KBEZ-F
6	6	6 KBEZ-F	6 KQLL-AF	6 KRAV-F	6	6 KVOO	6 KRAV-F	6 KBEZ-F	6 KTFX-F›	6 KMOD-F
			KAYI-F			KBEZ-F				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KWEN-F	1 KWEN-F›	1 KWEN-F›	1 KWEN-F››	1 KWEN-F››
2 KMYZ-F››	2 KMYZ-F	2 KAYI-F	2 KMYZ-F	2 KBEZ-F
3 KAYI-F›	3 KAYI-F	3 KMOD-F	KAYI-F	3 KRAV-F
4 KMOD-F›	4 KMOD-F›	4 KRAV-F	4 KBEZ-F	4 KRMG
5 KVOO-F	5 KRAV-F	KMYZ-F›	5 KRAV-F	KAYI-F
KTFX-F	6	6 KSTM-F	6 KMOD-F	6
		KRMG		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMYZ-F	1 KMOD-F	1 KMOD-F›	1 KWEN-F›	1 KWEN-F›
2 KWEN-F	2 KWEN-F	2 KWEN-F	2 KMOD-F	2 KRMG
3 KMOD-F››	KMYZ-F››	3 KMYZ-F›	3 KMYZ-F	3 KMOD-F
4 KTFX-F	4 KAYI-F	4 KRMG	4 KRMG ›	4 KQLL-AF›
KAYI-F	5 KTFX-F	KAYI-F	5 KQLL-AF	5 KMYZ-F
6	6	6 KTFX-F	6	6

OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME
KREK-F	104.9	Bristow	0.7/1.2/ 8/ 105
KTHK-F	94.1	Okmulgee	1.9/8.8/ 25/ 655
KTOW	1340	Sand Springs	0.5/1.1/ 5/ 65
KTOW-F	102.3	Sand Springs	1.6/4.1/ 17/ 251
KXOJ-F	100.9	Sapulpa/Tulsa	1.4/4.3/ 15/ 276
KITO-F	96.1	Vinita	0.4/0.9/ 48/ 275

RADIO STATIONS

KCFO, 970, 2.5 KW/1 KW (DA-2)	RELIGION			$ 12.00 (---)		Salem
KGTO, 1050, 1 KW (DAYS)	NOSTALGIA	CNN		$ 13.00 (Torbet)		
KRMG, 740, 50 KW/25 KW (DA-2)	FULL SERVICE	NBC-T	ABC	$ 52.00 (Katz)		NewCity
KVOO, 1170, 50 KW (DA-N)	COUNTRY	UNISUP	UNIULT	$ NA (Durpetti)		Great Empire
KAYI-F, 106.9, 100 KW @ 1010	CHR		ABC	$ 35.00 (MMR)		Naragansett (MUSKOGEE)
KBEZ-F, 92.9, 100 KW @ 1319	SOFT AC/EZ			$ 33.00 (Eastman)		Renda
KCMA-F, 92.1, 27 KW @ 656	CLASSICAL			$ 19.00 (CMBS)		
KMOD-F, 97.5, 96 KW @ 1328	AOR/CL AOR			$ 64.00 (Christal)		Clear Channel
KMYZ-F, 104.5, 70 KW @ 1128	AOR		ABC	$ 48.00 (Torbet)		Shamrock-Lynette (PRYOR)
KQLL-F, 106.1, 100 KW @ 1322	OLDIES			$ 25.00 (Christal)		Federated (OWASSO)
KRAV-F, 96.5, 100 KW @ 1328	AC		UNISUP	$ 28.00 (Torbet)		
KSTM-F, 99.5, 100 KW @ 981	AOR		UNISUP	$ 17.00 (Schubert)		(HENRYETTA)
KTFX-F, 103.3, 100 KW @ 1279	COUNTRY			$ 21.00 (---)		
KTHK-F, 94.1, 18 KW @ 817	CLASSIC AOR			$ 22.00 (---)		(OKMULGEE)
KTOW-F, 102.3, 1.7 KW @ 436	BLACK			$ 17.00 (---)		(SAND SPRINGS)
KVOO-F, 98.5, 100 KW @ 1227	COUNTRY	NBC	UNIULT	$ 55.00 (Durpetti)		Great Empire
KWEN-F, 95.5, 96 KW @ 1328	COUNTRY			$ 84.00 (Katz)		NewCity

American Radio Winter 1992 Supplement, Copyright 1992

WASHINGTON

Arbitron Rank/Pop (12+): 7/3,388,800

MSA Rank/Pop: 6/3,820,000
ADI # 9

Average Person Ratings: 17.1

Market TSL: 22.50 hours

Stations: 37/31

Diaries: 2495/1358:1/52.2%

Sample Target: 2370

% Below Line: 3.4

% Not Listed: 15.6

1991 Revenue: $144,000,000

HH Inc.: $48,038

Retail $: 33.9 Bil

Pop per Station: 109,316

#1 Biller: WMZQ-AF $14,600,000

12+ METRO		1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. WPGC-F	(CHR/U)	509/ 8.8	9.2	7.8	7.6	7.3	8.4	551/7248	6516/19.2	19.5	17.1				WPGC-F
2. WMZQ-F	(C)	330/ 5.7	5.8	5.3	5.7	4.8	5.6	430/5930	4627/13.7	12.8	12.3				WMZQ-F
3. WGAY-F	(SAC/EZ)	290/ 5.0	5.2	5.5	5.6	6.9	5.3	323/5140	4509/13.3	12.3	14.0				WGAY-F
4. WMAL	(MOR)	285/ 4.9	5.1	3.6	4.5	4.4	4.5	311/5259	4778/14.1	15.9	14.2				WMAL
5. WKYS-F	(B)	252/ 4.3	5.4	4.5	4.9	5.3	4.8	270/4730	4349/12.8	13.5	11.2				WKYS-F
6. WWDC-F	(AOR)	234/ 4.0	3.0	5.2	4.4	3.1	4.2	357/6769	4511/13.3	12.2	12.9				WWDC-F
WMMJ-F	(B/AC/O)	234/ 4.0	3.9	3.5	4.0	3.5	3.8	236/2861	2739/ 8.1	7.8	6.5				WMMJ-F
8. WRQX-F	(AC/CHR)	228/ 3.9	4.4	3.1	4.2	4.8	3.9	271/5388	4395/13.0	13.8	14.0				WRQX-F
9. WTOP	(N)	212/ 3.7	4.3	4.2	3.3	6.5	3.9	258/5864	5055/14.9	15.2	21.1				WTOP
10. WCXR-F	(CL AOR)	189/ 3.3	2.3	3.4	3.0	2.9	3.0	211/4091	3521/10.4	10.0	11.8				WCXR-F
11. WASH-F	(EZ)	185/ 3.2	4.7	4.1	4.6	4.5	4.2	206/3919	3405/10.0	12.7	12.6				WASH-F
12. WXTR-F	(O)	184/ 3.2	3.1	3.3	3.0	2.6	3.2	225/4388	3721/11.0	11.3	10.5				WXTR-F
13. WLTT-F	(AC)	175/ 3.0	2.9	4.0	4.0	4.1	3.5	200/4014	3543/10.5	8.9	11.7				WLTT-F
WJFK-F	(CL AOR)	175/ 3.0	2.5	2.1	1.8	1.5	2.3	185/3682	3230/ 9.5	9.0	6.8				WJFK-F
15. WHFS-F	(AOR)	171/ 2.9	2.3	2.5	2.6	2.1	2.6	231/3537	2708/ 8.0	6.8	6.8				WHFS-F
16. WHUR-F	(B)	167/ 2.9	3.3	3.2	2.9	3.2	3.1	178/4021	3774/11.1	11.6	10.7				WHUR-F
17. WGMS-F	(CL)	166/ 2.9	2.8	3.0	3.4	3.0	3.0	180/3157	2840/ 8.4	7.2	7.9				WGMS-F
18. WWRC	(T)	119/ 2.1	2.0	1.9	2.5	2.4	2.1	128/1988	1757/ 5.2	5.8	6.4				WWRC
19. WAVA-F	(CHR)	108/ 1.9	3.8	3.5	4.2	3.8	3.3	124/3255	2654/ 7.8	15.0	15.1				WAVA-F
20. WOL	(B/T)	101/ 1.7	2.0	2.2	2.6	1.5	2.1	101/1219	1211/ 3.6	3.3	3.0				WOL
21. WYCB	(G)	80/ 1.4	1.3	1.3	0.7	1.3	1.2	81/1064	1041/ 3.1	2.8	2.6				WYCB
22. WIYY-F	(AOR)	76/ 1.3	0.9	1.2	1.0	1.0	1.1	152/2696	1369/ 4.0	3.6	4.1				WIYY-F
23. WWDC	(BB)	72/ 1.2	0.7	0.8	0.6	0.5	0.8	74/944	911/ 2.7	2.3	2.3				WWDC
24. WJZE-F	(J)	66/ 1.1	1.7	1.8	1.1	1.9	1.4	71/1758	1617/ 4.8	5.7	5.1				WJZE-F
25.															

12+ FM SHARE (METRO): 79.38% (3884 of 4893) (WIN 91: 79.99%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPGC-F››	1 WPGC-F›	1 WPGC-F›	1 WPGC-F	1 WPGC-F‹	1 WMAL ‹	1 WPGC-F	1 WPGC-F	1 WPGC-F›	1 WPGC-F››	1 WTOP ›
2 WAVA-F	2 WWDC-F	2 WKYS-F‹	2 WMZQ-F‹	2 WMZQ-F	2 WGAY-F	2 WMAL	2 WMZQ-F	2 WMZQ-F	2 WHUR-F	2 WMAL
3	3 WRQX-F‹	3 WWDC-F‹	3 WMMJ-F‹	3 WMMJ-F	3 WMZQ-F	3 WTOP	WGAY-F›	3 WGAY-F	3 WMMJ-F	3 WMZQ-F
4	4 WHFS-F	4 WRQX-F	4 WKYS-F	4 WKYS-F	4 WTOP	4 WMZQ-F	4 WWDC-F‹	4 WMAL ‹	4 WKYS-F›	WMMJ-F
5	5 WKYS-F‹	WMZQ-F	5 WRQX-F	5 WASH-F	5 WMMJ-F	5 WWDC-F	5 WMAL	5 WKYS-F	5 WWDC-F	5 WPGC-F
6	6 WCXR-F‹	6 WCXR-F‹	WCXR-F	6 WRQX-F‹	6 WXTR-F	6 WKYS-F	WCXR-F	6 WRQX-F	6 WMZQ-F	6 WKYS-F
7	7 WMZQ-F‹	7 WMMJ-F	7 WASH-F	7 WCXR-F‹	7 WPGC-F	7 WRQX-F‹	7 WASH-F	7 WJFK-F‹	WGAY-F‹	7 WHUR-F
8	8 WJFK-F	8	8	8 WGAY-F	WGMS-F	8 WJFK-F	8 WLTT-F	8 WMMJ-F	8 WHFS-F	8 WASH-F
9	9	9	9	9	9	9	9	9 WWDC-F	9 WRQX-F	9 WGAY-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WPGC-F›	1 WPGC-F	1 WRQX-F	1 WPGC-F	1 WPGC-F
2 WRQX-F›	2 WRQX-F	WPGC-F‹	2 WRQX-F‹	2 WMZQ-F
3 WKYS-F	3 WKYS-F	3 WKYS-F‹	3 WKYS-F	WMMJ-F
4 WHFS-F	4 WMZQ-F	4 WMMJ-F	4 WMZQ-F	WKYS-F
5 WWDC-F	WHFS-F	5 WMZQ-F	5 WMMJ-F	5 WRQX-F‹
6 WMZQ-F	6 WMMJ-F	6 WHFS-F‹	6 WLTT-F	6 WASH-F
7 WJFK-F	7 WLTT-F	7 WLTT-F‹	7 WASH-F	7 WLTT-F
8 WLTT-F	8	8 WASH-F	8	8 WGAY-F
9	9	9 WCXR-F	9	9

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPGC-F	1 WWDC-F‹	1 WWDC-F	1 WWDC-F	1 WWDC-F
2 WWDC-F››	2 WPGC-F›	2 WJFK-F‹	WPGC-F	WMZQ-F‹
3 WCXR-F	3 WCXR-F	3 WHFS-F	3 WCXR-F	3 WJFK-F‹
4 WIYY-F›	4 WJFK-F‹	4 WPGC-F	4 WJFK-F	4 WPGC-F
5 WRQX-F	5 WHFS-F›	5 WCXR-F	5 WMZQ-F	WCXR-F
WKYS-F	6 WMZQ-F	6 WMZQ-F›	6 WHFS-F	6 WTOP
7 WHUR-F	7	7 WHUR-F	7	7 WMAL
8 WJFK-F	8	8 WLTT-F	8	8
WHFS-F	9	WKYS-F	9	9

American Radio Winter 1992 Supplement, Copyright 1992

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WFMD	930	Frederick	0.4/1.4/ 24/ 576
WFRE-F	99.9	Frederick	0.4/2.0/ 40/1077
WJFK	1300	Baltimore	0.1/0.3/ 17/ 298
WMZQ	1390	Arlington	0.4/0.0/ 0/ 0
WPGC	1580	Morningside	0.3/1.2/ 21/ 433
WQSI	820	Frederick	0.4/0.6/ 21/ 203
WTEM	570	Bethesda	0.4/1.2/ 22/ 398
WUST	1120	Washington	0.5/1.1/ 27/ 378
WARX-F	106.9	Hagerstown/Frdk	0.3/0.7/ 51/ 597
WFLS	1350	Fredericksburg	0.1/0.0/ 0/ 0
WFLS-F	93.3	Fredericksburg	1.0/2.1/115/1332
WPOC-F	93.1	Baltimore	0.4/1.6/167/2149
WRBS-F	95.1	Baltimore	0.3/1.0/ 29/ 597

RADIO STATIONS

AM STATIONS

WCPT,	730,	5 KW/20W (DA-1)	News	UNISUP CNN, $ 32.00	(Group W)	Westinghouse
WDCT,	1310,	5 KW/500 W	Religion	, $ 27.00	(---)	Marsh
WFAX,	1220,	5 KW (DAYS)	Religion	, $ 21.00	(---)	
WHAL,	630,	5 KW (DA-2)	Full Service	ABC, $175.00	(Katz)	Cap Cities/ABC
WHDO,	1540,	5 KW (DAYS)	Hispanic	, $ 37.00	(Katz Hisp.)	
WOL ,	1450,	1 KW				
WTOP,	1500,	50 KW (DA-2)	Black Talk	NBN UNIULT, $ 52.00	(Schubert)	Almic
WWDC,	1260,	5 KW (DA-2)	News	CBS MBS, $170.00	(CBS)	Chase
WWRC,	980,	5 KW (DA-N)	Nostalgia	UNISUP UNIULT, $ 45.00	(Christal)	
WYCB,	1340,	1 KW	Talk	ABC, $ 58.00	(HMR)	Greater Media
			Gospel	SBN, $ 38.00	(---)	

FM STATIONS

WASH,	97.1,	26 KW @ 686	AC	UNISUP, $169.00	(HNWH)	Chase
WAVA,	105.1,	50 KW @ 498	Religion	, $ NA	(---)	Salem
WCXR,	105.9,	28 KW @ 649	Classic AOR	, $171.00	(Group W)	Westinghouse
WGAY,	99.5,	21 KW @ 771	Soft AC/EZ	, $157.00	(HMR)	Greater Media
WGMS,	103.5,	46 KW @ 508	Classical	MBS, $125.00	(Durpetti)	
WHFS,	99.1,	50 KW @ 459	Prog AOR	APR, $ 79.00	(Banner)	Duchossois (ANNAPOLIS)
WHUR,	96.3,	24 KW @ 669	Black	, $ 83.00	(Durpetti)	Howard Univ.
WJFK,	106.7,	23 KW @ 731	Classic AOR	ABC, $ 78.00	(Torbet)	Infinity
WJZE,	100.3,	40 KW @ 331	Jazz	APR, $ 68.00	(Mc-Guild)	United
WKYS,	93.9,	50 KW @ 479	Black	, $180.00	(Banner)	Albimar
WLTT,	94.7,	23 KW @ 741	AC	, $159.00	(CBS)	CBS
WMMJ,	102.3,	2.9 KW @ 479	Black AC/Oldies	ABC MBS, $ 78.00	(Schubert)	Almic
WMZQ,	98.7,	50 KW @ 489	Country	, $250.00	(Christal)	Viacom
WPGC,	95.5,	50 KW @ 500	CHR/Urban	, $175.00	(Banner)	Cook Inlet
WRQX,	107.3,	36 KW @ 590	AC/CHR	ABC, $100.00	(Katz)	Cap Cities/ABC
WWDC,	101.1,	32 KW @ 761	AOR	UNIPWR, $170.00	(Christal)	
WXTR,	104.1,	22 KW @ 764	Oldies	, $154.00	(Mc-Guild)	Radio Ventures

American Radio Winter 1992 Supplement, Copyright 1992

WEST PALM BEACH

Arbitron Rank/Pop (12+): 49/797,900

MSA Rank/Pop: 60/885,000
ADI # 46

Average Person Ratings: 17.0

Market TSL: 22.25 hours

Stations: 39/18
Diaries: 1298/615:1/53.1%
Sample Target: 1180
% Below Line: 27.0
% Not Listed: 12.6

1991 Revenue: $23,400,000
HH Inc.: $37,870
Retail $: 8.5 Bil
Pop per Station: 44,327
#1 Biller: WRMF-F $5,900,000

	12+ METRO		1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1.	WEAT-AF	(EZ/SAC)	172/12.7	13.2	16.1	16.1	13.6	14.5	234/2647	1755/22.0	22.9	24.5				WEAT-AF
2.	WRMF-F	(AC)	127/ 9.4	10.5	8.1	7.9	8.3	9.0	172/2247	1411/17.7	19.1	15.6				WRMF-F
3.	WJNO	(N/T)	113/ 8.4	7.5	9.2	8.5	8.9	8.4	147/1572	1125/14.1	15.4	15.3				WJNO
4.	WIRK-F	(C)	83/ 6.1	7.5	5.7	5.2	6.4	6.1	113/1501	1020/12.8	13.3	10.5				WIRK-F
5.	WKGR-F	(AOR)	70/ 5.2	5.6	5.8	6.9	4.7	5.9	102/1844	1092/13.7	14.4	12.7				WKGR-F
6.	WOLL-F	(O)	54/ 4.0	2.7	3.3	2.3	1.5	3.1	62/808	633/ 7.9	9.6	5.5				WOLL-F
7.	WOVV-F	(CHR)	45/ 3.3	4.2	3.7	5.5	5.1	4.2	90/1685	975/12.2	13.8	12.4				WOVV-F
8.	WZZR-F	(CHR)	37/ 2.7	1.6	0.4	----	0.3	1.2	77/865	460/ 5.8	3.9	2.0				WZZR-F
	WEDR-F	(B)	37/ 2.7	2.2	2.5	4.3	3.5	2.9	137/1588	559/ 7.0	4.2	7.5				WEDR-F
10.	WHQT-F	(B)	33/ 2.4	1.8	2.5	2.9	3.2	2.4	120/1971	589/ 7.4	4.8	7.6				WHQT-F
11.	WSHE-F	(AOR)	32/ 2.4	2.5	2.4	1.6	1.9	2.2	134/2218	708/ 8.9	7.3	7.1				WSHE-F
	WNGS-F	(SAC)	32/ 2.4	2.9	2.7	2.0	2.0	2.5	33/521	468/ 5.9	7.2	5.9				WNGS-F
13.	WLYF-F	(EZ)	30/ 2.2	1.7	1.5	2.1	1.7	1.9	219/2528	458/ 5.7	5.0	5.4				WLYF-F
14.	WIOD	(N/T)	25/ 1.8	3.9	2.1	2.6	2.1	2.6	134/1863	443/ 5.6	7.6	6.4				WIOD
	WYFX	(B)	25/ 1.8	2.2	2.8	1.9	0.9	2.2	61/583	358/ 4.5	3.1	3.2				WYFX
16.	WPOW-F	(CHR)	21/ 1.6	1.5	1.0	2.3	2.6	1.6	100/1796	523/ 6.6	7.0	7.4				WPOW-F
17.	WKIS-F	(C)	20/ 1.5	1.5	2.3	1.2	1.1	1.6	186/2301	457/ 5.7	5.5	4.3				WKIS-F
	WSWN	(B)	20/ 1.5	0.8	1.3	0.4	0.6	1.0	20/267	223/ 2.8	1.2	1.5				WSWN
19.	WZTA-F	(AOR)	19/ 1.4	0.9	3.0	1.0	2.1	1.6	115/1852	414/ 5.2	6.1	5.9				WZTA-F
	WMXJ-F	(AC)	19/ 1.4	1.7	2.2	1.4	0.9	1.7	96/1746	384/ 4.8	6.4	4.7				WMXJ-F
21.	WLVE-F	(J/NA)	18/ 1.3	1.0	1.0	0.9	0.8	1.0	87/1299	329/ 4.1	3.3	2.2				WLVE-F
	WPOM	(B)	18/ 1.3	0.6	----	0.7	1.0	0.6	18/257	257/ 3.2	1.4	2.6				WPOM
	WDBF	(BB)	18/ 1.3	1.7	1.6	1.8	1.7	1.6	18/323	276/ 3.5	5.2	4.9				WDBF
24.																
25.																

12+ FM SHARE (METRO): 74.81% (885 of 1183) (WIN 91: 79.72%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	WOVV-F	1 WRMF-F›	1 WRMF-F›	1 WRMF-F›	1 WRMF-F›	1 WEAT-AF›	1 WEAT-AF	1 WEAT-AF	1 WEAT-AF	1 WEAT-AF	1 WJNO ›
2	WHQT-F››	2 WKGR-F›	2 WKGR-F›	2 WKGR-F›	2 WKGR-F	2 WJNO ›	WJNO	2 WRMF-F›	2 WRMF-F	2 WJNO	2 WIOD
3	WPOW-F	3 WZZR-F	3 WIRK-F	3 WOLL-F	3 WIRK-F	3 WIRK-F	3 WRMF-F›	3 WJNO	3 WJNO ›	3 WIRK-F	3 WIRK-F
	WEDR-F	4 WOVV-F	4 WOLL-F	WIRK-F	4 WOLL-F	4 WRMF-F	4 WIRK-F	4 WIRK-F	4 WKGR-F	4 WEDR-F	4 WRMF-F
	WPOM	5	5 WZZR-F	5	5 WJNO	5	5 WKGR-F	5 WKGR-F	5 WIRK-F	WOVV-F	5 WEAT-F
											6 WEDR-F

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	WRMF-F	1 WRMF-F››	1 WRMF-F››	1 WRMF-F››	1 WRMF-F››	1 WZZR-F	1 WKGR-F	1 WKGR-F	1 WKGR-F	1 WRMF-F
2	WOVV-F›	2 WOVV-F	2 WKGR-F›	2 WOVV-F	2 WIRK-F	2 WPOW-F	2 WZZR-F	2 WRMF-F	2 WRMF-F›	2 WKGR-F›
3	WSHE-F	3 WKGR-F›	3 WOVV-F	3 WKGR-F	3 WOLL-F	WKGR-F›	3 WRMF-F›	3 WZZR-F›	3 WZZR-F	3 WOLL-F
4	WZZR-F	4 WEDR-F	4 WNGS-F	4 WOLL-F	WKGR-F	4 WIRK-F	4 WIRK-F	4 WJNO	4 WIRK-F	WIRK-F
	WHQT-F	5	5 WEDR-F	WIRK-F	5	5	5	5	5 WOLL-F	5 WJNO
									WJNO	6 WZZR-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAFC	590	Clewston	0.6/0.6/ 8/ 69
WBZT	1290	West Palm Beach	0.5/2.5/ 7/ 206
WLVJ	640	Royal Palm	0.4/0.8/ 9/ 99
WPBR	1340	Palm Beach	0.7/3.3/ 10/ 274
WSBR	740	Boca Rtn/WPlm8c	0.7/3.6/ 17/ 448
WAXY-F	105.9	Ft. Lauderdale	0.4/2.4/ 59/1208
WFLC-F	97.3	Miami/Ft.Laud.	0.4/2.7/ 85/'557
WHYI-F	100.7	Ft. Lauderdale	0.7/5.2/115/2272
WINZ	940	Miami	0.5/3.8/ 91/1445
WJQY-F	106.7	Ft. Lauderdale	0.4/3.2/ 86/1332
WMRZ	790	South Miami	0.8/2.7/ 86/1018
WQAM	560	Miami/Ft.Ldrdle	0.4/2.1/ 16/ 491
WQBA-F	107.5	Miami	0.3/1.4/ 26/ 300
WTMI-F	93.1	Miami/Ft Ldrdle	1.1/4.2/ 75/1338
WWNN	980	Pompano Beach	0.3/1.5/ 15/ 352

American Radio Winter 1992 Supplement, Copyright 1992

WEST PALM BEACH

RADIO STATIONS

WEAT, 850, 5 KW/1 KW (DA-2) , SEE WEAT-F	, $			
WJNO, 1230, 1 KW , NEWS/TALK	CBS, ABC, $	57.00 (Banner)	Fairbanks	
WYFX, 1040, 25 KW/1 KW (DA-2) , BLACK	SBN, $	20.00 (K & P)		
WEAT-F, 104.3, 56 KW @ 1250, EZ/SOFT AC	, $	77.00 (Durpetti)	Taylor	
WIRK-F, 107.9, 100 KW @ 341, COUNTRY	ABC, $	60.00 (HNWH)	Price	
WKGR-F, 98.7, 100 KW @ 1381, AOR	UPI, $	58.00 (Christal)	Amaturo	(FORT PIERCE)
WNGS-F, 92.1, 6 KW @ 380, SOFT AC	, $	30.00 (Eastman)		
WOLL-F, 94.3, 6 KW @ 328, OLDIES	, $	38.00 (Katz)	Lappin	
WOVV-F, 95.5, 100 KW @ 981, CHR	SOURCE, $	50.00 (McGuild)	Ardman	(FORT PIERCE)
WRMF-F, 97.9, 100 KW @ 1348, AC	, $	125.00 (Banner)	Fairbanks	

Other Ranked Stations - See Miami

**********FORMAT CODES**********

- AC - Adult Contemporary
- AOR - Album Oriented Rock
- B - Black (audience predominately black - over 75%)
- BB - Big Band, Nostalgia
- C - Country
- CHR - Contemporary Hit Radio, Top 40, Contemporary
- CL - Classical
- CL AOR - Classic AOR, Classic Rock
- E - Ethnic
- EZ - EZ Listening, Beautiful Music, Some Very soft AC
- G - Gospel
- J/NAC - Jazz and New Adult Contemporary
- M/FS - Middle of Road, (MOR) Full Service
- N - News
- O - Oldies (1955 to current)
- R - Religion, Christian
- SAC - Soft Adult Contemporary
- SP - Hispanic/Spanish
- T - Talk
- U - Urban (majority of audience is non-white)
- ? - Others or Unknown

American Radio Winter 1992 Supplement, Copyright 1992

WICHITA

Arbitron Rank/Pop (12+): 87/397,200
MSA Rank/Pop: 102/458,000
ADI # 61
Average Person Ratings: 16.5
Market TSL: 21.75 hours

Stations: 18/18
Diaries: 1018/390:1/59.8%
Sample Target: 870
% Below Line: 0.0
% Not Listed: 10.4

1991 Revenue: $15,400,000
HH Inc.: $35,665
Retail $: 3.7 Bil
Pop per Station: 22,066
#1 Biller: KFDI-AF $5,300,000

12+ METRO		1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. KFDI-F	(C)	98/15.0	12.9	13.5	15.5	11.0	14.2	119/1424	1098/27.6	20.8	23.4				KFDI-F
2. KZSN-F	(C)	84/12.8	12.1	15.6	7.3	12.9	12.0	121/1528	1049/26.4	21.2	20.7				KZSN-F
3. KICT-F	(AOR)	61/ 9.3	5.0	8.1	9.0	7.2	7.9	90/1034	697/17.5	14.1	14.4				KICT-F
4. KKRD-F	(CHR)	50/ 7.6	7.3	6.7	6.7	8.7	7.1	54/1046	857/21.6	21.4	22.2				KKRD-F
5. KFDI	(C)	46/ 7.0	7.7	7.9	7.9	7.3	7.6	70/814	553/13.9	15.1	15.5				KFDI
6. KRBB-F	(AC)	38/ 5.8	7.1	5.4	9.1	4.7	6.9	55/715	551/13.9	14.0	11.7				KRBB-F
7. KRZZ-F	(CL AOR)	35/ 5.3	6.6	6.1	4.6	5.2	5.7	39/657	533/13.4	14.1	12.0				KRZZ-F
8. KOEZ-F	(EZ/SAC)	34/ 5.2	4.8	4.8	4.9	4.0	4.9	48/643	446/11.2	10.1	9.8				KOEZ-F
9. KXLK-F	(AC)	29/ 4.4	4.8	4.7	2.4	3.0	4.1	34/601	439/11.1	11.1	10.5				KXLK-F
KNSS	(N/T)	29/ 4.4	5.0	4.2	3.3	4.2	4.2	30/453	438/11.0	11.6	11.7				KNSS
11. KEYN-F	(O)	25/ 3.8	5.3	5.6	7.3	6.5	5.5	34/705	502/12.6	13.0	16.0				KEYN-F
12. KYQQ-F	(CHR)	21/ 3.2	2.9	3.6	2.7	1.3	3.1	40/808	485/12.2	11.1	7.6				KYQQ-F
13. KFH	(O)	14/ 2.1	0.6	1.2	0.9	1.7	1.2	19/346	256/ 6.4	4.2	6.1				KFH
14.															
15.															

12+ FM SHARE (METRO): 81.60% (479 of 587) (WIN 91: 79.90%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKRD-F››	1 KICT-F	1 KZSN-F	1 KZSN-F›	1 KZSN-F‹	1 KFDI-F››	1 KFDI-F›	1 KFDI-F›	1 KZSN-F›	1 KKRD-F›	1 KFDI-F›
2 KYQQ-F	2 KZSN-F›	2 KICT-F	2 KFDI-F	2 KFDI-F›	2 KFDI	2 KZSN-F›	2 KZSN-F›	2 KFDI-F	2 KICT-F‹	2 KICT-F
3 KICT-F	3 KRZZ-F	3 KFDI-F	3 KRBB-F	3 KRBB-F	3 KZSN-F	3 KICT-F	3 KICT-F	3 KICT-F	3 KZSN-F	3 KZSN-F
4 KZSN-F	KKRD-F›	4 KRZZ-F	KICT-F	4 KICT-F	4 KOEZ-F	4 KFDI	4 KRBB-F	4 KKRD-F›	KOEZ-F	4
5	5 KRBB-F	KRBB-F	5 KRZZ-F	5 KRZZ-F	5	5 KKRD-F	5 KFDI	5 KRZZ-F‹	5 KFDI-F	5
6	6	6 KKRD-F	6 KXLK-F	6 KXLK-F	6	6	6 KNSS	6 KRBB-F	6 KNSS	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KZSN-F	1 KZSN-F	1 KZSN-F	1 KZSN-F›	1 KZSN-F	1 KICT-F››	1 KICT-F››	1 KICT-F›	1 KICT-F	1 KFDI-F‹
KKRD-F››	2 KKRD-F›	KRBB-F›	2 KKRD-F‹	2 KRBB-F	2 KZSN-F	2 KZSN-F‹	2 KZSN-F	2 KZSN-F›	2 KZSN-F
3 KICT-F›	3 KRBB-F	3 KKRD-F	3 KRBB-F›	KFDI-F›	3 KRZZ-F	3 KRZZ-F››	KRZZ-F›	3 KRZZ-F	3 KICT-F
4 KYQQ-F	KICT-F	KICT-F	4 KICT-F	4 KXLK-F	KKRD-F	4 KFDI-F	4 KFDI-F	KFDI-F	4 KRZZ-F
KRZZ-F	5	5 KXLK-F	5 KXLK-F	5 KKRD-F	5	5	5	5	5

OTHER RATED STATIONS			METRO CUME SHARE/RTG/AQH/CUME	TSA TSA
KBUZ-F	99.1	ElDorado	0.5/3.6/	5/ 205
KJRG	950	Newton	0.6/1.9/	14/ 209
KQAM	1410	Wichita	1.2/4.7/	9/ 235
KSGL	900	Wichita	1.1/3.1/	8/ 139
KTCM-F	100.3	Kingman	0.2/1.0/	1/ 78

RADIO STATIONS

KFDI, 1070, 10 KW/1 KW (DA-N), COUNTRY	ABC , $ NA	(Torbet)	Great Empire
KFH , 1330, 5 KW (DA-N) , OLDIES	CBS, MBS , $ NA	(Banner)	Midcontinent
KNSS, 1240, 1 KW , NEWS/TALK	MBS, ABC, $ 21.00	(Durpetti)	
KQAM, 1410, 5 KW/1 KW (DA-2), NOSTALGIA	MBS, $ 13.00	(Eastman)	Clear Channel
KZSN, 1480, 5 KW/1 KW (DA-2), SEE KZSN-FM			
KBUZ-F, 99.1, 45 KW @ 515, BLACK	SBN , $ 18.00	(---)	(EL DORARDO)
KEYN-F, 103.7, 100 KW @ 859, OLDIES	, $ 29.00	(Eastman)	Clear Channel
KFDI-F, 101.3, 100 KW @ 1138, COUNTRY	ABC , $ 105.00	(Torbet)	Great Empire
KICT-F, 95.1, 100 KW @ 899, AOR	ABC , $ 28.00	(McGuild)	Lakoduk
KKRD-F, 107.3, 100 KW @ 859, CHR	, $ 38.00	(HNWH)	
KOEZ-F, 92.3, 100 KW @ 640, EZ/SOFT AC	UNIULT , $ 22.00	(---)	(NEWTON)
KRBB-F, 97.9, 100 KW @ 987, AC	, $ 33.00	(Christal)	
KRZZ-F, 96.3, 50 KW @ 494, CLASSIC AOR	, $ 36.00	(Durpetti)	(DERBY)
KXLK-F, 105.3, 100 KW @ 987, AC	APR , $ 29.00	(Banner)	Midcontinent (HAYSVILLE)
KYQQ-F, 106.5, 100 KW @ 1115, CHR	, $ 19.00	(K & P)	(ARKANSAS CITY)
KZSN-F, 102.1, 100 KW @ 1032, COUNTRY	, $ 48.00	(Katz)	Southern Skies (HUTCHINSON)

American Radio Winter 1992 Supplement, Copyright 1992

WILKES BARRE-SCRANTON

Arbitron Rank/Pop (12+): 62/627,000

MSA Rank/Pop: 70/740,000
ADI # 49

Average Person Ratings: 19.4
Market TSL: 25.50 hours

Stations: 39/29
Diaries: 1091/575:1/57.7%
Sample Target: 1100
% Below Line: 7.9
% Not Listed: 15.6

1991 Revenue: $15,000,000
HH Inc.: $28,134
Retail $ 5.6 Bil
Pop per Station: 21,620
#1 Biller: WKRZ-F $4,200,000

12+ METRO		1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. WKRZ-F	(CHR)	175/14.4	16.5	15.0	15.7	15.6	15.4	216/2672	2255/36.0	35.8	33.2				WKRZ-F
2. WEZX-F	(AOR)	86/ 7.1	8.0	7.8	7.9	7.1	7.7	90/1080	997/15.9	16.7	16.0				WEZX-F
3. WNAK	(BB/FS)	84/ 6.9	5.2	6.1	4.3	5.6	5.6	86/511	492/ 7.8	7.8	7.6				WNAK
4. WMGS-F	(AC)	59/ 4.9	5.4	6.3	5.3	4.0	5.5	61/882	843/13.4	13.1	12.2				WMGS-F
5. WEJL	(BB/FS)	48/ 4.0	4.3	3.7	4.1	3.9	4.0	51/536	494/ 7.9	8.9	8.0				WEJL
6. WARM	(FS)	47/ 3.9	6.5	5.7	6.1	7.4	5.6	50/773	719/11.5	14.2	16.8				WARM
7. WDLS-F	(C)	43/ 3.5	5.8	5.9	3.4	4.8	4.7	57/592	525/ 8.4	10.2	8.6				WDLS-F
8. WILK	(T)	42/ 3.5	1.8	1.6	1.9	2.2	2.2	43/623	559/ 8.9	5.1	6.0				WILK
9. WGBI-F	(AC)	41/ 3.4	2.4	3.3	2.6	3.2	2.9	44/649	585/ 9.3	8.0	8.0				WGBI-F
10. WYOS-F	(O)	31/ 2.6	1.2	2.0	1.6	1.7	1.9	31/518	511/ 8.1	4.8	5.1				WYOS-F
11. WWSH-F	(EZ)	30/ 2.5	3.3	3.0	3.0	2.8	3.0	34/540	410/ 6.5	9.9	6.8				WWSH-F
12. WSBG-F	(CHR)	26/ 2.1	1.2	0.5	1.8	1.2	1.4	27/344	317/ 5.1	3.9	3.4				WSBG-F
13. WTLQ-F	(CHR)	25/ 2.1	2.3	2.6	2.5	2.4	2.4	25/556	548/ 8.7	11.0	7.9				WTLQ-F
14. WSGD-F	(O)	24/ 2.0	3.2	2.6	2.7	3.3	2.6	26/414	345/ 5.5	7.1	7.4				WSGD-F
15. WFMZ-F	(EZ)	22/ 1.8	2.2	1.6	1.1	1.3	1.7	39/339	164/ 2.6	4.8	2.6				WFMZ-F
16. WCDL	(?)	21/ 1.7	----	----	0.9	0.9	0.6	28/186	133/ 2.1	0.0	1.6				WCDL
17. WBAX	(BB)	20/ 1.6	1.5	2.1	2.2	3.1	1.9	20/291	291/ 4.6	3.3	6.0				WBAX
18.															
19.															
20.															

12+ FM SHARE (METRO): 67.41% (691 of 1025) (WIN 91: 71.55%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKRZ-F››	1 WEZX-F››	1 WKRZ-F›	1 WKRZ-F›	1 WKRZ-F›	1 WNAK	1 WKRZ-F››	1 WKRZ-F››	1 WKRZ-F›	1 WKRZ-F›	1 WARM
2 WTLQ-F›	2 WGBI-F	2 WEZX-F›	2 WEZX-F	2 WMGS-F‹	2 WKRZ-F›	2 WEZX-F	2 WEZX-F	2 WEZX-F›	2 WEZX-F›	2 WKRZ-F
3 WEZX-F	3 WKRZ-F	3 WMGS-F›	3 WMGS-F›	3 WEZX-F›	3 WARM ‹	3 WARM ‹	3 WMGS-F‹	3 WNAK	3 WARM	3 WICK
4	4 WSBG-F	4 WYOS-F	4 WYOS-F	4 WDLS-F	4 WEJL ‹	4 WMGS-F›	4 WNAK	4 WMGS-F	4 WDLS-F	4 WEJL
5	5	WGBI-F	5 WGBI-F	5 WGBI-F	5 WMGS-F	5 WNAK	WILK	5 WEJL	5 WTLQ-F	5 WAEB-F
					6 WILK		6 WGBI-F			6 WEZX-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WKRZ-F››	1 WKRZ-F››	1 WKRZ-F››	1 WKRZ-F››	1 WKRZ-F›
2 WEZX-F›	2 WEZX-F	2 WEZX-F››	2 WMGS-F	2 WMGS-F›
3 WTLQ-F›	3	3 WGBI-F	3 WEZX-F›	3 WGBI-F
4 WYOS-F	4	4 WMGS-F	4 WGBI-F	4 WEZX-F
WSBG-F	5	5	5 WYOS-F	5
WMGS-F	6	6	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WEZX-F››	1 WEZX-F››	1 WEZX-F››	1 WEZX-F›	1 WEZX-F
2 WKRZ-F››	2 WKRZ-F››	2 WKRZ-F››	2 WKRZ-F››	2 WKRZ-F›
3 WSBG-F›	3 WGBI-F	3 WMGS-F	3 WMGS-F	3 WMGS-F
4 WQEQ-F	4 WSBG-F	WGBI-F	4	4 WDLS-F
WQBI-F	5	5 WZZO-F	5	5 WSGD-F
6	6	6	6	6 WYOS-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WARD	1550	Pittston	0.4/2.2/ 5/ 141
WAZL	1490	Hazleton	0.8/1.5/ 10/ 93
WEMR	1460	Tunkhannock	0.5/1.2/ 6/ 122
WHLM-F	106.5	Bloomsburg	1.3/4.5/ 26/ 445
WICK	1400	Scranton	1.2/4.4/ 15/ 273
WJMW	550	Bloomsburg	0.8/1.4/ 10/ 92
WQEQ-F	103.1	Freeland/Hzltn	1.3/3.5/ 17/ 232
WVPO	840	Stroudsburg	1.2/1.6/ 14/ 103
WWDL-F	104.9	Scranton/WB	1.0/3.1/ 12/ 193
WXPX	1300	W Hazleton	0.6/1.3/ 7/ 81
WYMK-F	107.7	Tunkhannock	0.6/2.0/ 15/ 195
WZZC-F	95.9	Benton/Blmsbrg	0.7/2.5/ 20/ 247
WZZV-F	96.7	Olyphant	
WAAL-F	99.1	Binghamton	0.3/0.7/ 15/ 214
WABC	770	New York	0.4/1.7/ 7/ 143
WAEB-F	104.1	Allentown	0.7/2.8/ 33/ 422
WILQ-F	105.1	Williamsport	0.4/2.1/ 49/ 387
WKSB-F	102.7	Williamsport	0.5/1.9/ 30/ 436
WLEV-F	96.1	Easton	0.6/2.7/ 12/ 303
WODE-F	99.9	Easton/Allentwn	1.3/4.7/ 29/ 449
WXTU-F	92.5	Philadelphia	0.7/1.8/ 22/ 244
WZZO-F	95.1	Bethlehem	1.2/5.5/ 26/ 516

American Radio Winter 1992 Supplement, Copyright 1992

WILKES BARRE-SCRANTON

RADIO STATIONS

WARM ,	590,	5 KW (DA-2)	, Full Service	NBC, $37.00	(Mc-Guild)	Susquehanna
WBAX ,	1240,	1 KW	, Nostalgia	CNN UNISUP, $14.00	(Torbet)	
WEJL ,	630,	500 W/32 W	, Nostalgia/FS	ABC UNISUP, $18.00	(Christal)	Shamrock-Lynett
WILK ,	980,	5 KW/1 KW (DA-2)	, Talk	CNN ABC, $15.00	(Katz)	Keymarket
WNAK ,	730,	1 KW (DAYS)	, Nostalgia/FS	NBC, $22.00	(K & P)	
WDLS-F,	93.7,	.8 KW @ 679	, Country	UNIULT UNISUP, $20.00	(---)	(DALLAS)
WEZX-F,	107.1,	1.9 KW @ 1266	, AOR	ABC, $39.00	(Christal)	Shamrock-Lynett
WGBI-F,	101.3,	7 KW @ 1109	, AC	CBS, $19.00	(Torbet)	
WHLM-F,	106.5,	36 KW @ 577	, CHR	UNIULT, $16.00	(Banner)	(BLOOMSBURG)
WKRZ-F,	98.5,	8.7 KW @ 1171	, CHR	, $85.00	(Katz)	Keymarket
WMGS-F,	92.9,	5.3 KW @ 1384	, AC	, $31.00	(Mc-Guild)	Susquehanna
WSBG-F,	93.5,	1 KW @ 781	, CHR	APR, $13.00	(Mkt 4)	(STROUDSBERG)
WSGD-F,	94.3,	1.1 KW @ 771	, Oldies	, $19.00	(Eastman)	(CARBONDALE)
WTLQ-F,	102.3,	3 KW @ 72	, CHR	ABC, $18.00	(Eastman)	(PITTSTON)
WWDL-F,	104.9,	.3 KW @ 1092	, Soft AC	ABC, $14.00	(Roslin)	
WWSH-F,	97.9,	20 KW @ 728	, EZ	UNISUP, $19.00	(K & P)	(HAZLETON)
WYOS-F,	92.1,	.9 KW @ 663	, Oldies	CNN UNISUP, $16.00	(Torbet)	

Other Ranked Stations - See Allentown

American Radio Winter 1992 Supplement, Copyright 1992

YORK

Arbitron Rank/Pop (12+): 102/354,600
MSA Rank/Pop: 114/415,000
ADI # 47 (w/Harrisburg & Lancaster)
Average Person Ratings: 18.3
Market TSL: 24.00 hours

Stations: 30/8
Diaries: 826/429:1/64.7%
Sample Target: 810
% Below Line: 44.8
% Not Listed: 10.0

1991 Revenue: $11,700,000
HH Inc.: $32,405
Retail $: 3.2 Bil
Pop per Station: 44,325
#1 Biller: WARM-F $3,300,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. WARM-F (SAC)	92/14.2	10.6	12.3	11.6	11.9	12.2	164/1937	923/26.0	22.5	22.9				WARM-F
2. WGTY-F (C)	61/ 9.4	12.3	8.1	11.3	10.5	10.3	74/864	731/20.6	22.9	16.1				WGTY-F
3. WRKZ-F (C)	54/ 8.3	6.5	7.9	5.5	8.5	7.1	145/1794	556/15.7	14.1	17.8				WRKZ-F
4. WNCE-F (EZ)	42/ 6.5	5.5	5.8	4.3	4.1	5.5	117/1526	418/11.8	12.9	10.8				WNCE-F
5. WYCR-F (CHR)	41/ 6.3	8.4	10.0	6.3	9.6	7.8	55/1307	790/22.3	22.4	22.3				WYCR-F
6. WSBA (FS)	30/ 4.6	6.0	6.6	5.5	6.0	5.7	31/446	418/11.8	19.1	15.8				WSBA
WQXA-F (CHR)	30/ 4.6	4.4	4.4	6.7	5.7	5.0	84/1422	409/11.5	13.1	15.5				WQXA-F
8. WTPA-F (AOR)	27/ 4.2	4.5	3.5	6.0	3.6	4.6	133/1639	355/10.0	8.9	10.3				WTPA-F
9. WGRX-F (AOR)	26/ 4.0	3.7	3.6	4.0	3.6	3.8	38/661	383/10.8	11.1	10.9				WGRX-F
10. WHVR (BB)	21/ 3.2	1.3	1.2	1.3	1.0	1.8	21/249	249/ 7.0	4.7	2.5				WHVR
11. WPOC-F (C)	17/ 2.6	2.9	0.8	2.4	0.5	2.2	17/198	170/ 4.8	6.5	3.0				WPOC-F
12. WWKL-F (AC)	16/ 2.5	3.4	2.1	2.8	2.8	2.7	93/1587	216/ 6.1	6.2	7.5				WWKL-F
13. WNNK-F (CHR)	15/ 2.3	1.0	0.8	3.1	2.0	1.8	120/1904	295/ 8.3	5.6	7.1				WNNK-F
14.														
15.														

12+ FM SHARE (METRO): 84.42% (493 of 584) (WIN 91: 83.90%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	WYCR-F›	1 WARM-F››	1 WARM-F››	1 WARM-F››	1 WARM-F››	1 WARM-F‹	1 WARM-F›	1 WARM-F›	1 WARM-F›	1 WARM-F	1 WARM-F
2	WQXA-F	2 WTPA-F	2 WGTY-F	2 WGTY-F	2 WGTY-F	2 WGTY-F	2 WGTY-F	2 WGTY-F‹	2 WGTY-F	2 WYCR-F	2 WGTY-F
3		WYCR-F	3 WYCR-F‹	3 WRKZ-F	3 WRKZ-F›	3 WRKZ-F‹	3 WRKZ-F‹	3 WRKZ-F	3 WYCR-F	3 WGTY-F	3 WRKZ-F
4		4 WGRX-F	4 WRKZ-F	4 WYCR-F	4 WYCR-F‹	4 WNCE-F	4 WSBA	4 WNCE-F	4 WRKZ-F‹	4 WRKZ-F	4 WBAL
5		WGTY-F	5 WTPA-F	5	5 WNCE-F	5 WSBA ›	5 WTPA-F‹	5	5 WNCE-F	5 WQXA-F	5
6		6 WRKZ-F	6	6	6	6 WHVR	6 WYCR-F	6	6	6 WGRX-F	6

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	WYCR-F	1 WARM-F››	1 WARM-F››	1 WARM-F››	1 WARM-F››	1 WGRX-F›	1 WARM-F	1 WARM-F›	1 WARM-F››	1 WARM-F›
2	WARM-F	2 WYCR-F	2 WNNK-F	2 WYCR-F	2 WRKZ-F	2 WTPA-F	2 WTPA-F	2 WTPA-F›	2 WTPA-F	2 WGTY-F
3	WGTY-F	3 WGTY-F	3 WGRX-F›	3 WGTY-F	3 WGTY-F	3 WQXA-F›	3 WGRX-F	3 WYCR-F	WGTY-F	3 WRKZ-F›
4	WQXA-F›	4 WQXA-F	4 WTPA-F	4 WRKZ-F	4 WYCR-F	4 WRKZ-F	4 WYCR-F	4 WGTY-F	4 WRKZ-F	4 WTPA-F
5	WTPA-F	5 WNNK-F	WRKZ-F	5 WQXA-F	5	WLIF-F	5 WRKZ-F	5 WRKZ-F	WGRX-F	WNCE-F
	WRKZ-F›	6 WTPA-F	WQXA-F	6	6	WYCR-F	WGTY-F	WPOC-F	6 WYCR-F	6
7	WIYY-F	WRKZ-F	WGTY-F					WHTF-F		

OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME
WGET	1320	Gettysburg	1.1/3.5/ 7/ 125
WHTF-F	92.7	Starview	1.7/9.6/ 78/1373
WBAL	1090	Baltimore	1.4/3.3/ 14/ 185
WDAC-F	94.5	Lancaster	1.2/4.0/ 75/ 977
WFRE-F	99.9	Frederick	0.9/3.1/ 6/ 132
WHP	580	Harrisburg	1.8/4.7/ 76/1035
WHYL	960	Carlisle/Harris	1.8/3.3/ 66/ 664
WHYL-F	102.3	Carlisle/Harris	0.8/1.8/ 42/ 418
WIMX-F	99.3	Harrisburg	0.3/2.5/ 59/ 814
WIOV-F	105.1	Ephrata/Lancast	0.3/2.1/ 72/ 959
WIYY-F	97.9	Baltimore	1.4/4.1/ 12/ 204
WLAN-F	96.9	Lancaster	0.8/2.6/ 51/1042
WLIF-F	101.9	Baltimore	1.1/1.3/ 7/ 51
WRVV-F	97.3	Harrisburg	0.5/3.2/ 42/ 811
WWMD-F	104.7	Hagerstown	0.9/3.8/ 8/ 233
WWMX-F	106.5	Baltimore	0.9/3.0/ 6/ 105
WXYV-F	102.7	Baltimore	0.3/1.4/ 2/ 81

RADIO STATIONS

WGET, 1320, 1 KW/500 W (DA-2), FULL SERVICE	MBS , $ 13.00 (Banner)	(GETTYSBURG)
WHVR, 1280, 5 KW/500 W (DA-2), AC/MOR	NBC , $ 12.00 (HNWH)	
WSBA, 910, 5 KW/1 KW (DA-2) , FULL SERVICE	, $ 47.00 (Eastman)	Susquehanna
WARM-F, 103.3, 6.4 KW @ 1305, SOFT AC	, $ 75.00 (Eastman)	Susquehanna
WGTY-F, 107.7, 16 KW @ 850, COUNTRY	MBS , $ 34.00 (Banner)	(GETTYSBURG)
WHTF-F, 92.7, 1.4 KW @ 699, CLASSIC AOR	SOURCE , $ 25.00 (McGuild)	(STARVIEW)
WQXA-F, 105.7, 25 KW @ 215, CHR	, $ 28.00 (Durpetti)	
WYCR-F, 98.5, 11 KW @ 928, CHR	, $ 37.00 (HNWH)	

OTHER RANKED STATIONS -- See Harrisburg, Lancaster and Baltimore

American Radio Winter 1992 Supplement, Copyright 1992

YOUNGSTOWN

Arbitron Rank/Pop (12+): 86/407,000

MSA Rank/Pop: 100/504,000
ADI # 89

Average Person Ratings: 18.8

Market TSL: 25.00 hours

Stations: 25/17
Diaries: 1032/394:1/58.5%
Sample Target: 940
% Below Line: 7.3
% Not Listed: 10.4

1991 Revenue: $10,800,000
HH Inc.: $29,417
Retail $: 3.6 Bil
Pop per Station: 23,941
#1 Biller: WHOT-F $2,000,000

12+ METRO		1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. WQXK-F	(C)	100/13.1	12.0	11.6	11.2	10.6	12.0	179/1541	945/23.2	22.5	17.8				WQXK-F
2. WKBN	(T/N)	95/12.4	11.5	10.4	10.9	9.4	11.3	112/1171	949/23.3	21.9	22.9				WKBN
3. WKBN-F	(SAC/EZ)	79/10.3	8.4	10.0	7.8	7.7	9.1	108/1504	979/24.1	22.7	20.4				WKBN-F
4. WBBG-F	(O)	73/ 9.5	8.2	8.7	10.5	8.8	9.2	93/1211	865/21.3	19.7	21.3				WBBG-F
5. WHOT-F	(CHR)	61/ 8.0	10.6	10.8	11.0	13.1	10.1	102/1880	1083/26.6	29.2	33.6				WHOT-F
6. WNCD-F	(AOR)	49/ 6.4	7.6	7.7	7.7	7.5	7.3	57/816	702/17.2	18.3	17.3				WNCD-F
7. WYFM-F	(AC)	42/ 5.5	4.5	3.6	5.5	5.6	4.8	72/1211	698/17.1	15.9	15.1				WYFM-F
8. WHOT	(BB)	27/ 3.5	4.8	5.0	5.6	3.7	4.7	28/369	327/ 8.0	12.0	8.2				WHOT
9. WPHR-F	(CHR)	19/ 2.5	2.0	2.7	3.5	4.2	2.7	21/389	343/ 8.4	9.4	10.6				WPHR-F
WGFT	(REL)	19/ 2.5	0.8	0.8	1.5	2.1	1.4	21/155	144/ 3.5	2.6	2.4				WGFT
11. WBBW	(T)	17/ 2.2	2.4	1.9	3.2	2.7	2.4	21/478	407/10.0	9.3	8.6				WBBW
WANR-AA	(?)	17/ 2.2	1.1	0.5	----	----	1.0	17/166	166/ 4.1	3.0	0.0				WANR-AA
13. WSOM	(BB)	15/ 2.0	2.6	2.2	2.4	2.2	2.3	36/337	203/ 5.0	8.5	4.6				WSOM
14. WRRO	(AC)	12/ 1.6	0.7	0.9	0.7	2.5	1.0	13/249	208/ 5.1	4.5	6.0				WRRO
15. WRKU-F	(AOR)	11/ 1.4	2.9	3.1	2.1	1.4	2.4	30/611	273/ 6.7	8.1	2.9				WRKU-F
16. WHTX-F	(?)	10/ 1.3	----	1.0	0.4	----	0.7	14/261	123/ 3.0	0.0	0.0				WHTX-F
17. WNIR-F	(?)	9/ 1.2	----	0.5	----	1.2	0.4	9/125	111/ 2.7	0.0	1.9				WNIR-F
18.															
19.															
20.															

12+ FM SHARE (METRO): 68.95% (473 of 686) (WIN 91: 70.15%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPHR-F>	1 WNCD-F<	1 WBBW	1 WBBW	1 WBBW	1 WKBN	1 WKBN >	1 WQXK-F<	1 WQXK-F	1 WQXK-F	1 WKBN <
2 WHOT-F>	2 WHOT-F	2 WKBN-F<	2 WKBN-F	2 WQXK-F	2 WQXK-F>	2 WQXK-F	2 WKBN-F<	2 WKBN-F<	2 WKBN	2 WQXK-F>>
3 WANR	3 WKBN-F	3 WQXK-F<	3 WQXK-F>	WKBN-F>	3 WBBW	3 WHOT-F	3 WBBG-F<	3 WBBG-F<	3 WNCD-F	3 WNCD-F
4 WNCD-F	4 WQXK-F>	4 WHOT-F	4 WHOT-F	4 WHOT-F	4 WKBN-F	4 WKBN-F<	4 WKBN >	4 WKBN	4 WKBN-F<	WHOT-F
WGFT	5 WBBW	5 WNCD-F>	5 WNCD-F	5 WNCD-F	5	5 WBBG-F>	5 WHOT-F	5 WNCD-F	5 WHOT-F	5
6	6 WYFM-F	6 WYFM-F	6 WYFM-F	6 WYFM-F	6	6 WYFM-F	6 WYFM-F	6 WHOT-F	WBBG-F	6
							WNCD-F	7 WYFM-F	7 WPHR-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WHOT-F>>	1 WKBN-F<	1 WKBN-F>	1 WKBN-F	1 WKBN-F
2 WYFM-F	2 WHOT-F>	2 WBBG-F	2 WBBW <	2 WBBW <
WQXK-F	3 WYFM-F	3 WYFM-F	3 WQXK-F<	3 WQXK-F>
WNCD-F	WQXK-F	WQXK-F	4 WHOT-F	4 WYFM-F
5 WKBN-F>	WBBW >	WHOT-F>	5 WYFM-F	5 WHOT-F
6 WBBG-F	6 WNCD-F	6 WNCD-F	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNCD-F>>	1 WNCD-F>>	1 WNCD-F>	1 WNCD-F	1 WBBW
2 WHOT-F	2 WHOT-F	2 WQXK-F	2 WBBW	2 WQXK-F
3 WQXK-F>	3 WQXK-F>	WHOT-F>	3 WQXK-F<	WNCD-F>
4 WPHR-F	4 WKBN-F>	4 WKBN-F>	4 WHOT-F>	4 WHOT-F
WYFM-F	5 WRKU-F	5 WRKU-F	5 WKBN-F	5 WKBN-F>
WRKU-F	6	WKBN	6	6 WKBN
WKBN-F		WBBG-F		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WYWR	1330	Campbell/Yngstn	0.4/1.6/ 3/ 82
WDOK-F	102.1	Cleveland	0.7/1.8/ 6/ 112
WDVE-F	102.5	Pittsburgh	0.5/3.0/ 30/ 438
WMJI-F	105.7	Cleveland	0.8/2.7/ 7/ 116
WMMS-F	100.7	Cleveland	0.7/2.8/ 5/ 133
WPIC	790	Sharon/Hermtge	0.7/2.8/ 36/ 379
WWWE	1100	Cleveland	0.4/2.3/ 3/ 113

RADIO STATIONS

WBBW ,	1240,	1 KW (DA-1) ,	Talk	ABC, $18.00	(Christal)	H & D	
WHOT ,	1390,	5 KW (DA-2) ,	Nostalgia	UNISUP UNIULT, $14.00	(Mc-Guild)	Myron Jones	
WKBN ,	570,	5 KW (DA-N) ,	Talk/News	CBS, $31.00	(Katz)		
WSOM ,	600,	1 KW/45 W ,	Nostalgia	, $13.00	(Banner)	Lincoln (SALEM)	
WBBG-F,	93.3,	50 KW @ 279 ,	Oldies	ABC, $40.00	(Christal)	H & D	
WHOT-F,	101.1,	25 KW @ 695 ,	CHR	, $47.00	(Mc-Guild)	Myron Jones	
WKBN-F,	98.9,	4.5 KW @ 1371 ,	Soft AC/EZ	CBS UNISUP, $33.00	(Katz)		
WNCD-F,	106.1,	3 KW @ 328 ,	AOR/Classic	, $23.00	(Torbet)	(NILES)	
WQXK-F,	105.1,	88 KW @ 430 ,	Country	UNIULT, $50.00	(Banner)	Lincoln (SALEM)	
WRKU-F,	95.1,	19 KW @ 804 ,	AOR	, $16.00	(---)	(GROVE CITY)	
WYFM-F,	102.9,	25 KW @ 459 ,	AC	ABC, $26.00	(Durpetti)	Regional (SHARON)	

Other Ranked Stations - See Cleveland

American Radio Winter 1992 Supplement, Copyright 1992

American Radio Winter 1992 Supplement, Copyright 1992

American Radio Winter 1992 Supplement, Copyright 1992

1992 PUBLICATIONS FROM JIM DUNCAN

AMERICAN RADIO

Now, a quarterly (plus the "Small Market" edition) AMERICAN RADIO remains the radio industry's most complete and timely source book of radio ratings and programming information. There are over 30 tables for each market, plus--in the Spring and Fall editions--over 60 pages of national ratings. AMERICAN RADIO is considered to be the "bible" of the radio industry and is required reading for everyone involved with radio.

ISSUE	RELEASE DATE	NUMBER OF MARKETS	PRICE
Winter Supplement	May	97	$49.00
Spring Edition	August	170	$84.00
Small Market Edition	September	90	$49.00
Summer Supplement	November	97	$49.00
Fall Edition	February	168	$84.00

DUNCAN'S RADIO MARKET GUIDE

Designed to be a companion volume to AMERICAN RADIO, this book examines the economic conditions of 190 markets. Included are: radio revenue histories and projections on a yearly basis between (1986 and 1996); revenue estimates for over 1,500 important stations; revenue estimates for competitive media (TV, newspaper, outdoor); Duncan's opinions about each market; population and retail sales histories and projections; group revenue estimates; radio's most admired groups and stations; local radio account information; revenue per share point estimates; station sales since 1985 and much, much more (over 30 other tables).

PUBLISHED EVERY JANUARY Price: $265.00

RADIO IN THE UNITED STATES: 1976 to 1992

This new issue offers a statistical history covering the last 16 years. For each market (180 or so) there is a complete year-by-year analysis of station shares and cume ratings, format shares, financial information, highest billing stations, station sales (back to 1970 for most markets), major call letter and format changes and much, much more. This book is literally a history radio for the last 16 years.

PUBLISHED IN JUNE 1992 Price: $125.00

THE RELATIONSHIP BETWEEN RADIO AUDIENCE SHARE AND REVENUE SHARE

This new report examines the relationship between a station's audience share and its revenue share. Over 800 stations are included. The revenue and audience shares for each individual station is covered. Additional information is provided for each format and every market size. This report covers an area we have all speculated about, but never had access to any reliable data. This report fills the gap. You will use it for programming decisions, budgeting and goal-setting. You will also find it makes for fascinating reading. Effective in 1992, this book is doubled in size because we will be adding audience breakdowns for over 1000 stations. For each station the following is provided: Time-Spent-Listening, Turnover ratios, % Exclusive Cume, % 12-24, 25-54 and 55+, % Male, % Female, % At-Home-Listening, and the station with the highest level of shared audience.

PUBLISHED EVERY APRIL Price: $85.00

DUNCAN'S RADIO GROUP DIRECTORY

This is a brand new publication which first published in May, 1989 and will now be issued annually. This book is a complete and comprehensive directory of group radio owners in the U.S. All groups with three or more stations in rated markets and revenues in excess of $3,000,000 will be included. Over 160 radio groups will be covered. The directory will include (for each group), ratings performance; station purchase prices (and date of purchase); station revenue estimates; senior management; addresses and phone numbers; group financial data; major shareholders; board of directors; key suppliers; a history of the company and much more.

PUBLISHED IN MAY Price: $120.00

ORDER FORM

Complete form and mail to:

JAMES H. DUNCAN, JR.
DUNCAN'S AMERICAN RADIO, INC.
P.O. BOX 90284
INDIANAPOLIS, IN 46290

NAME_____

TITLE_____

COMPANY_____

ADDRESS_____

CITY_____

STATE_____ZIP_____

PHONE # _____

_____ Payment Enclosed

_____ Charge my credit card

____ Visa ____ Mastercard

Card # _____Exp. _____

AMERICAN RADIO	PRICE	# OF COPIES	AMOUNT
Winter Supplement	$ 49.00	_____	_____
Spring Edition	$ 84.00	_____	_____
Small Market Edition	$ 49.00	_____	_____
Summer Supplement	$ 49.00	_____	_____
Fall Edition	$ 84.00	_____	_____
Duncan's Radio Market Guide	$265.00	_____	_____
Radio in the United States 1976-1991	$125.00	_____	_____
The Relationship Between Radio Audience Shares and Revenue Shares	$ 85.00	_____	_____
Duncan's Radio Group Directory	$120.00	_____	_____
	TOTAL:		$ _____

American Radio Winter 1992 Supplement, Copyright 1992

C3165-1

AMERICAN RADIO

SPRING 1992

James H. Duncan, Jr.

AMERICAN RADIO

SPRING 1992 REPORT

(Arbitron Rating Period: 2 April 1992 - 24 June 1992)

Compiled and Edited By:

James H. Duncan, Jr.
DUNCAN'S AMERICAN RADIO,INC.
PO Box 90284
Indianapolis, IN 46290

(317) 630-2888 - Subs./Billing
(317) 844-0988 - Jim Duncan's line

August 1992

Volume XVII Number 1
ISSN 0738-8675

INTRODUCTION

This is the 18th year American Radio has been published. Your support of this work is sincerely appreciated. Please feel free to make comments or suggestions at any time. I can be reached at the following address:

Jim Duncan, Jr.
Duncan's American Radio, Inc.
PO Box 90284
Indianapolis, IN 46290
(317) 630-2888
(317) 844-0988

I strongly urge all of you (particularly new subscribers) to carefully read the definition pages at the beginning of Section B. This will help you to understand all of the information given in the Individual Market Reports. However, if you have any questions, please feel free to call me. I figure that my time and my call back to you are part of the subscription price. Also, I always enjoy talking about American Radio.

ALL ARBITRON AUDIENCE ESTIMATES ARE COPYRIGHTED (1992) BY THE ARBITRON COMPANY AND MAY NOT BE QUOTED OR REPRODUCED WITHOUT THE PRIOR PERMISSION OF ARBITRON.

Subscribers may quote American Radio for sales and advertising purposes. However, you must be an Arbitron subscriber if any of their data is involved. Secondly, I must be notified. I always give permission, but I like to make certain that my work is properly quoted. the phrase, "American Radio" by James Duncan, Jr. must always be cited.

This book may not be reproduced in whole or part by mimeograph or any other means without permission.

PRINTED IN THE UNITED STATES OF AMERICA

COPYRIGHT (C) by Duncan's American Radio, Inc.

Every effort has been made to make this book as accurate as is humanly possible. However, we are responsible for errors only to the extent that subscribers will be notified is such action is justified.

Any corrections made by Arbitron to earlier published reports are included if they are received by 20 August, 1992.

Work on this edition was completed on 30 August, 1992. Mailing will begin on 06 September, 1992. If your copy is defective in any way, let me know and I will promptly mail you another copy.

TABLE OF CONTENTS

SECTION A: NATIONAL RANKINGS AND RATINGS ANALYSIS

A1-A3	Metro Share Leaders and Major Market Changes
A3	National FM Share
A4-A5	Station Trading Activity
A6	America's Leading Stations - 12+ Metro Share
A7-A9	America's 500 Most-Listened-To Radio Stations
A10-A11	America's Leading Stations - 12+ TSA Cume
A12-13	America's Leading Stations - Metro Cume Rating
A14-15	America's Leading Stations by Format 1/4 Hour Average
A16-17	America's Leading Stations by Format Metro Share
A18	Markets with Highest and Lowest Percentage of FM Listenership
A18	Markets with Highest and Lowest APR's
A18	Markets with Highest Percentage of "Below-the-Line" Listening
A19	Station Format and Format Listenership
A20	Best Markets for Various Formats

SECTION B: INDIVIDUAL MARKET REPORTS

B1-B4 Definitions, Clarifications and Explanations

Individual Market Reports for these markets in alphabetical order:

Akron
Albany-Schenectady
Albuquerque
Allen-Bethlehem
Altoona
Amarillo
Anchorage
Ann Arbor
Appleton-Oshkosh
Asheville

Atlanta
Atlantic City
Augusta, GA
Austin
Bakersfield
Baltimore
Baton Rouge
Binghamton

Birmingham
Bloomington, IL
Boise
Boston
Bridgeport
Buffalo
Canton
Casper
Cedar Rapids
Charleston, SC

Charleston, WV
Charlotte
Chattanooga
Chicago
Cincinnati
Cleveland
Colorado Springs
Columbia
Columbus, GA
Columbus, OH

Corpus Christi
Dallas-Ft. Worth
Daven-RI-Moline
Dayton
Daytona Beach

Denver
Des Moines
Detroit
Duluth
El Paso
Erie
Eugene
Evansville
Fargo
Fayetteville, NC

Flint
Ft. Pierce
Ft. Wayne
Fresno
Gainesville
Grand Rapids
Green Bay
Greensboro-WS
Greenville, NC
Greenville-Spart
Harrisburg
Hartford

Honolulu
Houston
Huntington, WV
Huntsville
Indianapolis
Jackson, MS
Jacksonville
John City-Kingsport
Johnstown
Kalamazoo

Kansas City
Knoxville
Lakeland
Lancaster
Lansing
Las Vegas
Lexington
Lincoln
Little Rock

Los Angeles
Louisville
Lubbock
Macon
Madison

Manchester
McAllen-Brownsville
Melbourne-Titus-Cocoa
Memphis
Miami-Ft. Lauderdale
Milwaukee
Minneapolis-St. Paul
Mobile
Modesto
Monmouth-Ocean

Montgomery
Nashville
Nassau-Suffolk
New Haven
New Orleans
New York
Norfolk
Oklahoma City
Omaha
Orlando

Oxnard-Ventura
Pensacola
Peoria
Philadelphia
Phoenix
Pittsburgh
Portland, ME
Portland, OR
Portsmouth-Dover, NH
Providence

Pueblo
Raleigh
Reno
Richmond
Riverside-San Bern
Roanoke-Lynchburg
Rochester
Rockford
Sacramento
Saginaw-Bay City-Midland

St. Louis
Salisbury-OC, MD
Salinas-Monterey-Santa Cruz
Salt Lake City
San Antonio

San Diego
San Francisco
San Jose
Santa Rosa
Sarasota-Bradenton
Savannah
Seattle-Tacoma
Shreveport
Sioux Falls
South Bend

Spokane
Springfield, MA
Springfield, MO
Steubenville
Stockton
Syracuse
Tallahassee
Tampa-St. Pete
Terre Haute
Toledo

Topeka
Tucson
Tulsa
Utica-Rome
Waco
Washington
Waterloo-CF
West Palm Beach
Wheeling
Wichita

Wilkes-Barre-Scranton
Wilmington, DE
Wilmington, NC
Worcester
York
Youngstown

METRO SHARE LEADERS AND MAJOR MARKET CHANGES

This table shows the 12+ Metro Share (6AM-MID, Mon-Sun) leaders for each rated market. Also listed are the stations in each market which had the largest gain in share or loss in share.

The period covered for the share changes is Spring 1991 to Spring 1992. I am convinced that year-to-year comparisons are more accurate and valid than "last book" comparisons.

MARKET	12+ LEADER/FORMAT	LARGEST SHARE GAINER	LARGEST SHARE LOSER
Akron	WNIR-F, 7.4, N/T	WQMX-F, +1.9, AC	WENZ-F, -3.5, CHR
Albany-Schenectedy-Troy	WGNA-AF, 9.3, C	WZRQ-F, +4.5, AOR	WROW, -1.6, SAC
Albuquerque	KRST-AF, 16.5, C	KRST-AF, +3.5, C	KRBL-F, -3.3, AOR
Allentown-Bethlehem	WFMZ-F, 12.4, AC	WAEB-F, +3.1, CHR	WFMZ-F, -1.6, AC
Altoona	WFGY-FF, 18.9, C	WFGY-FF, +5.8, C	WVAM, -4.4, C
Amarillo	KMML-F, 16.7, C	KARX-F, +12.4, AOR	KQIZ-F, -4.8, CHR
Anchorage	KASH-F, 11.5, C	KEAG-F, +5.9, AC	KGOT-F, -4.2, CHR
Ann Arbor	WJR , 14.4, FS	CIMX-F, +3.0, AOR	WIQB-F, -4.0, AOR
Appleton-Oshkosh	WAPL-F, 15.2, AOR	WPKR-F, +2.3, C	WNAM, -3.3, BB
Asheville	WWNC, 20.1, C	WESC-F, +1.7, C	WKSF-F, -4.7, CHR
Atlanta	WVEE-F, 13.4, B	WKHX-F, +2.9, C	WAPW-F, -2.9, CHR
Atlantic City	WFPG-F, 10.1, SAC	WTTH-F, +5.6, B	WUSS, -6.7, B
	WAYV-F, 10.1, AC		
Augusta	WBBQ-AF, 19.6, CHR	WTHB, +3.3, REL	WBBQ-AF, -3.4, CHR
Austin	KASE-F, 15.3, C	KASE-F, +1.9, C	KPEZ-F, -2.2, AOR
Bakersfield	KUZZ-F, 14.2, C	KRAB-F, +5.2, AOR	KERN-F, -2.2, AC
Baltimore	WBAL, 9.5, N/T	WERQ-F, +3.5, CHR	WIYY-F, -2.6, AOR
Baton Rouge	WYNK-F, 23.4, C	WYNK-F, +8.2, C	WFMF-F, -4.2, CHR
Beaumont	KAYD-AF, .0, C	KAYD-AF, +.0, C	KAYD-AF, -.0, C
Binghamton	WAAL-F, 17.8, CHR	WKGB-F, +3.9, AOR	WNBF, -3.3, FS
Birmingham	WZZK-AF, 18.0, C	WTUG-F, +1.9, B	WIKX-F, -3.5, C
Bloomington	WJBC, 27.3, FS	WIHN-F, +5.5, AC	WSWT-F, -3.2, SAC
Boise	KQFC-F, 17.2, C	KQFC-F, +7.5, C	KLTB-F, -3.0, AC
Boston	WXKS-F, 6.9, CHR	WMJX-AF, +1.6, AC	WEEI, -2.3, N/T
Bridgeport	WICC, 13.5, FS	WPLR-F, +2.7, AOR	WKCI-F, -4.9, CHR
Buffalo-Niagara Falls	WYRK-F, 11.3, C	WHTT-F, +1.8, AC	WBUF-F, -2.1, AC
Canton	WQXK-F, 12.2, C	WONE-F, +4.3, AOR	WNPQ-F, -2.2, CHR
Casper	KTRS-F, 23.7, CHR	KVOC, +4.0, C	KTRS-F, -3.0, CHR
Cedar Rapids	KHAK-F, 17.7, C	KHAK-F, +6.2, C	WMT -F, -3.4, AC
Charleston, SC	WWWZ-F, 13.5, B	WBUB-F, +11.4, C	WDXZ-F, -4.8, B
Charleston, WV	WQBE-F, 35.7, C	WQBE-F, +9.7, C	WVAF-F, -3.5, AC
Charlotte	WSOC-F, 14.9, C	WSOC-F, +3.5, C	WCKZ-F, -2.8, CHR
Chattanooga	WUSY-F, 21.5, C	WFXS-F, +2.4, AOR	WDEF-AF, -3.0, SAC
Chicago	WGN , 7.6, N/T	WUSN-F, +2.2, C	WTMX-F, -1.1, AC
Cincinnati	WLW , 13.9, FS	WIZF-F, +1.9, B	WKRQ-F, -2.9, CHR
Cleveland	WGAR-F, 9.6, C	WGAR-F, +2.0, C	WLTF-F, -2.7, AC
Colorado Srings	KKCS-F, 13.3, C	KKFM-F, +2.6, AOR	KIKX-F, -3.6, CHR
Columbia, SC	WWDM-F, 18.4, B	WWDM-F, +3.5, B	WCOS-F, -4.1, C
Columbus, GA	WSTH-F, 15.7, C	WVRK-F, +3.9, AOR	WCGQ-F, -5.7, CHR
Columbus, OH	WNCI-F, 10.5, CHR	WRVF-F, +3.4, C	WBNS-F, -2.3, AC
Corpus Christi	KRYS-AF, 13.7, C	KRYS-AF, +3.0, C	KMIQ-F, -2.3, SP
Dallas-Ft. Worth	KSCS-F, 9.5, C	KYNG-F, +1.9, C	KTXQ-F, -1.6, AOR
Davenport-Ri-Moline	WLLR-AF, 17.8, C	WLLR-AF, +1.5, C	KUUL-F, -1.9, AC
Dayton	WHKO-F, 12.9, C	WROU-F, +4.6, B	WDAO, -2.6, B
Daytona Beach	WHTQ-F, 9.6, AOR	WHTQ-F, +4.1, AOR	WWLV-F, -6.0, SAC
Denver	KYGO-F, 9.6, C	KOA , +2.0, N/T	KYGO-F, -1.7, C
Des Moines	KGGO-AF, 18.2, AOR	KJJY-F, +3.6, C	KFMG-F, -7.7, AOR
Detroit	WJR , 8.8, FS	WMXD-F, +1.4, B	WRIF-F, -1.5, AOR
Duluth	KDAL, 15.2, FS	WAVC-F, +1.5, C	KQDS-F, -2.4, AOR
El Paso	KHEY-F, 14.1, C	KLAQ-F, +3.8, AOR	KHEY-F, -2.7, C
Erie	WRKT-F, 15.6, AOR	WMXE-F, +4.8, AC	WJET-F, -5.3, CHR
Eugene	KUGN-F, 17.2, C	KMGE-F, +4.2, AC	KZEL-F, -3.2, AOR
			KSND-F, -3.2, CHR
Evansville	WIKY-F, 18.3, FS	WGBF-F, +4.2, AOR	WKDQ-F, -4.5, AC
Fargo	KFGO-F, 12.2, C	KFGO-F, +8.6, C	WDAY-F, -4.9, CHR
Fayetteville, NC	WZFX-F, 20.2, B	WRCQ-F, +3.0, AOR	WMXF-F, -3.1, CHR
Flint	WDZZ-F, 16.4, B	WDZZ-F, +2.9, B	WIOG-F, -2.4, CHR
Fort Pierce, FL	WHLG-F, 14.1, SAC	WZZR-F, +5.6, AOR	WKGR-F, -9.3, AOR
Fort Wayne	WMEE-F, 11.1, CHR	WXKE-F, +4.1, AOR	WDJB-F, -1.4, CHR
Fresno	KNAX-F, 9.5, C	KTAA-F, +2.5, B	KMJ , -2.4, N/T
Gainesville-Ocala	WTRS-AF, 11.0, C	WTRS-AF, +11.0, C	WRRX-F, -7.2, AOR
Grand Rapids	WLHT-F, 10.3, AC	WLHT-F, +3.9, AC	WQHN-AF, -2.4, FS
Green Bay	WIXX-F, 17.8, CHR	WJLW-F, +5.3, C	WDUZ, -2.3, FS
Greensboro-WS	WTQR-F, 18.9, C	WKZL-F, +1.9, CHR	WMQX-F, -2.8, AC
Greenville, NC	WRNS-F, 20.2, C	WSFL-F, +5.7, AOR	WIKS-F, -7.0, B
Greenville-Spartanburg	WSSL-AF, 17.1, C	WSSL-AF, +5.5, C	WESC-F, -4.8, C
Harrisburg	WNNK-AF, 11.6, CHR	WRVV-F, +3.8, AC	WTPA-F, -6.1, AOR
Hartford	WTIC, 13.5, FS	WDRC, +2.9, BB	WTIC, -2.7, FS
Honolulu	KSSK-F, 12.5, AC	KQMQ-AF, +3.0, CHR	KCCN-F, -4.2, ?
Houston	KILT-F, 8.1, C	KLOL-F, +1.7, AOR	KMJQ-F, -2.3, B
Huntington, WV	WTCR-AF, 31.9, C	WTCR-AF, +2.7, C	WRVC-F, -3.6, AC
Huntsville	WDRM-F, 23.8, C	WHVK-F, +1.2, C	WRSA-F, -2.2, SAC
Indianapolis	WFBQ-F, 14.3, N/T	WFBQ-F, +12.8, N/T	WTLC-F, -3.1, B
Jackson	WMSI-F, 18.7, C	WKXI-F, +5.7, B	WOAD, -5.0, REL
Jacksonville	WQIK-F, 12.8, C	WEJZ-F, +2.6, SAC	WOKV, -1.5, N/T
John City-Kingsport	WXBQ-F, 28.2, C	WXBQ-F, +5.5, C	WUSJ-F, -3.7, C
Johnstown	WGLU-F, 11.5, CHR	WFGY-F, +3.8, C	WKYE-F, -4.0, AC

American Radio Spring, 1992 Copyright 1992

MARKET	12+ LEADER/FORMAT	LARGEST SHARE GAINER	LARGEST SHARE LOSER
Kalamazoo	WKFR-F, 13.2, CHR	WOOD-F, +5.7, SAC	WRKR-F, -2.9, AOR
Kansas City	KFKF-F, 11.4, C	KJLA, +2.2, BB	KMBZ, -2.2, N/T
Knoxville	WIVK-F, 28.6, C	WXST-F, +2.2, AC	WIVK-F, -3.4, C
Lafayette, LA	KROF-AF, .0, C	KROF-AF, +.0, C	KROF-AF, -.0, C
Lakeland	WPCV-F, 18.4, C	WHPT-F, +3.9, AC	WYNF-F, -3.3, AOR
Lancaster	WARM-F, 10.2, SAC	WRVV-F, +2.6, AOR	WIOV-F, -2.3, C
Lansing	WITL-F, 18.0, C	WFMK-F, +3.2, AC	WXMX-F, -2.6, J/NA
Las Vegas	KMZQ-F, 8.5, AC	KMZQ-F, +2.9, AC	KEDG-F, -1.5, AOR
			KEYV-F, -1.5, J/NA
Lexington	WVLK-F, 21.9, C	WVLK-F, +8.9, C	WMXL-F, -3.7, CHR
Lincoln	KZKX-F, 14.8, C	KFRX-F, +5.1, CHR	KFMQ-F, -6.1, AOR
Little Rock	KSSN-F, 20.9, C	KARN, +2.8, N/T	KEZQ-F, -3.6, SAC
Los Angeles	KOST-F, 5.0, AC	KLVE-F, +1.6, SP	KMPC, -1.3, N/T
Louisville	WAMZ-F, 18.4, C	WAVG, +3.0, N/T	WZKS-F, -2.3, CHR
Lubbock	KLLL-F, 29.8, C	KLLL-F, +4.4, C	KTEZ-F, -5.8, SAC
Macon	WDEN-F, 20.4, C	WNEX-F, +1.7, CHR	WPEZ-F, -3.8, AC
		WRCC-F, +1.7, C	
Madison	WZEE-F, 12.2, CHR	WZEE-F, +5.2, CHR	WIBA-F, -3.5, AOR
Manchester	WZID-F, 13.0, SAC	WFEA, +3.8, BB	WZID-F, -3.4, SAC
Mcallen-Brownsville	KTEX-F, 13.5, C	KTJN-F, +2.8, SP	KTEX-F, -6.0, C
Melbourne-Titusville-Cocoa	WMMB, 10.0, BB	WTAI, +2.6, N/T	WHVE-F, -3.6, AC
Memphis	WGKX-F, 13.6, C	WGKX-F, +3.8, C	WHRK-F, -2.5, B
Miami-Ft. Lauderdale	WEDR-F, 5.7, B	WRTO-F, +4.0, SP	WLYF-F, -3.4, SAC
Milwaukee	WTMJ, 11.7, FS	WKKV-F, +3.6, B	WMIL-F, -1.9, C
Minneapolis-St. Paul	WCCO, 16.5, FS	KRXX-F, +2.7, AOR	KDWB-F, -2.7, CHR
Mobile	WBLX-F, 17.3, B	WLVV, +1.5, REL	WKSJ-AF, -7.7, C
Modesto	KMIX-F, 11.5, C	KHTN-F, +4.1, CHR	KBEE-F, -4.7, SAC
Monmouth-Ocean	WXRK-F, 6.3, AOR	WJLK-F, +1.6, AC	WPAT, -8.2, SAC
Montgomery	WZHT-F, 22.7, B	WZHT-F, +3.8, B	WSYA-F, -4.0, AC
Nashville	WSIX-F, 13.4, C	WSM -F, +2.0, C	WLAC-F, -3.1, AC
Nassau-Suffolk	WALK-AF, 5.5, AC	WRCN-F, +.6, AOR	WALK-AF, -1.6, AC
New Haven	WPLR-F, 9.2, AOR	WZMX-F, +2.6, AC	WDRC-F, -3.5, AC
New Orleans	WYLD-F, 9.6, B	KMEZ-F, +5.1, B	WEZB-F, -3.1, CHR
New York	WRKS-F, 5.6, B	WXRK-F, +1.2, AOR	WOR , -1.4, N/T
Norfolk	WOWI-F, 12.7, B	WOWI-F, +4.5, B	WKOC-AF, -5.0, AOR
Oklahoma City	KXXY-F, 17.6, C	WKY , +2.3, SAC	KRXO-F, -1.5, AOR
Omaha	WOW -F, 13.3, C	KRRK-F, +4.8, AOR	KEZO-AF, -3.2, AOR
Orlando	WWKA-F, 10.4, C	WHGF-F, +2.1, SAC	WHVE-F, -5.3, CHR
Oxnard-Ventura	KHAY-F, 8.1, C	KXLM-F, +3.4, SP	KTRO, -2.1, SP
Pensacola	WXBM-F, 16.5, C	WXBM-F, +9.3, C	WJLQ-F, -4.1, CHR
Peoria	WXCL-AF, 14.9, C	WXCL-AF, +3.8, C	WWCT-F, -3.5, AOR
			WKZW-F, -3.5, CHR
Philadelphia	WUSL-F, 6.9, B	WYXR-F, +.9, AC	KYW , -2.1, N/T
		WXTU-F, +.9, C	
Phoenix	KNIX-F, 11.7, C	KNIX-F, +1.3, C	KPSN-F, -2.0, AC
Pittsburgh	KDKA, 13.1, FS	WDSY, +2.6, C	WORD-F, -2.9, REL
Portland, ME	WBLM-F, 17.3, AOR	WBLM-F, +4.1, AOR	WLAM, -2.3, BB
Portland, OR	KEX , 10.7, FS	KWJJ-F, +2.2, C	KINK-AF, -5.4, AOR
Portsmouth-Dover-Rochester,nh	WOKQ-F, 13.1, C	WBCN-F, +2.1, AOR	WTSN, -1.4, FS
Providence	WHJY-F, 8.1, AOR	WCTK-F, +1.6, C	WWRX, -3.9, N/T
Pueblo	KCCY-F, 18.8, C	KSPZ-F, +3.0, AC	KATM-F, -4.1, AOR
Raleigh	WQOK-F, 10.1, B	WQOK-F, +2.6, B	WYLT-F, -1.9, SAC
Reno	KWNZ-F, 10.8, CHR	KZAK-F, +3.5, AOR	KWNZ-F, -3.6, CHR
Richmond	WKHK-F, 14.0, C	WKHK-F, +2.8, C	WRXL-F, -3.0, AOR
Riverside-San Bernardino	KGGI-F, 8.9, CHR	KQLZ-F, +2.4, AOR	KHTX-F, -1.3, AC
Roanoke-Lynchburg	WYYD-F, 18.8, C	WYYD-F, +5.5, C	WSLQ-F, -3.3, AC
Rochester	WCMF-F, 16.3, AOR	WMAX-F, +2.2, AOR	WPXY-F, -2.5, CHR
Rockford	WXRX-F, 16.7, AOR	WXRX-F, +6.2, AOR	WJVL-F, -3.2, C
Sacramento	KFBK, 10.7, N/T	KSEG-F, +2.2, AOR	KRAK-F, -3.5, C
Saginaw-Bay City-Midland	WKCQ-F, 12.2, C	WTCF-F, +5.1, CHR	WIOG-F, -6.5, CHR
Salinas-Monterey-Santa Cruz	KDON-F, 11.0, CHR	KTGE, +3.2, SP	KUFX-F, -4.4, AOR
Salisbury-Oc, MD	WQHQ-F, 10.2, CHR	WDNO-F, +2.0, ?	WKHI-F, -4.8, CHR
Salt Lake City	KKAT-F, 12.9, C	KUTQ-F, +2.5, CHR	KJQN-F, -2.7, AOR
San Antonio	KCYY-F, 9.7, C	KISS-F, +4.6, AOR	KCOR, -2.4, SP
San Diego	KSON-AF, 7.6, C	KIOZ-F, +1.8, AOR	KFMB, -2.5, FS
San Francisco	KGO , 7.7, N/T	KOFY, +1.3, SP	KIQI, -2.0, SP
San Jose	KHQT-F, 5.6, CHR	KBRG-F, +.8, SP	KHQT-F, -1.5, CHR
Santa Rosa	KXFX-F, 11.2, AOR	KRPQ-F, +4.6, C	KNEW, -2.0, C
Sarasota-Bradenton	WDUV-F, 18.3, SAC	WHPT-F, +5.3, AC	WWRM-F, -2.8, SAC
Savannah	WEAS-F, 15.5, B	WJCL-F, +4.9, C	WIXV-F, -3.6, AOR
Seattle-Tacoma	KMPS-AF, 7.8, C	KMPS-AF, +2.2, C	KPLZ-F, -2.0, CHR
Shreveport	KRMD-AF, 21.4, C	KRMD-AF, +5.1, C	KISW-F, -2.0, AOR
Sioux Falls	KTWB-F, 16.7, C	KTWB-F, +7.6, C	KITT-F, -5.2, AC
South Bend	WNDU-F, 14.2, CHR	WNDU-F, +3.5, CHR	KELO, -4.0, AC
Spokane	KDRK-F, 12.4, C	KDRK-F, +2.2, C	WNSN-F, -5.5, AC
Springfield, MA	WAQY-AF, 10.7, AOR	WPKX-F, +2.0, C	KZZU-F, -4.8, CHR
			WAAF-F, -1.3, AOR
Springfield, MO	KTTS-F, 17.1, C	KQMY-F, +7.5, C	KTXR-F, -2.9, SAC
St. Louis	KMOX, 19.0, N/T	WIL -F, +3.5, C	KGBX-F, -2.9, AC
Steubenville	WRKY-F, 14.0, CHR	WWSW-F, +4.9, AC	WKBQ-F, -1.6, CHR
Stockton	KWIN-F, 9.1, CHR	KWIN-F, +2.2, CHR	WSTV, -2.7, N/T
Syracuse	WSYR, 12.1, FS	WAQX-F, +3.3, AOR	KCBS, -2.2, N/T
Tallahassee	WHBX-F, 12.5, B	WHBX-F, +3.8, B	WEZG-F, -1.6, SAC
	WJLF-F, 12.5, AOR		WANN, -4.3, B

American Radio Spring, 1992 Copyright 1992

MARKET	12+ LEADER/FORMAT	LARGEST SHARE GAINER	LARGEST SHARE LOSER
Tampa-St. Petersburg	WQYK-F, 11.9, C	WHPT-F, +3.2, AC	WWRM-F, -2.7, SAC
Terre Haute	WTHI-AF, 35.5, C	WTHI-AF, +5.4, C	WBOW, -1.7, BB
Toledo	WIOT-F, 11.5, AOR	WTWR-F, +2.7, AC	WRQN-F, -3.5, AC
Topeka	KTPK-F, 14.5, C	WIBW-F, +6.9, C	KLZR-F, -3.0, CHR
Tucson	KIIM-F, 19.6, C	KIIM-F, +6.4, C	KRQQ-F, -3.7, CHR
Tulsa	KWEN-F, 18.7, C	KRAV-F, +1.9, AC	KMOD-F, -2.6, AOR
Utica-Rome	WOUR-F, 13.5, AOR	WLZW-F, +3.7, SAC	WKGW-F, -2.4, AC
Waco	KWTX-F, 12.7, CHR	KZPS-F, +3.3, AOR	WACO-F, -2.6, C
Washington	WPGC-F, 8.6, CHR	WMZQ-AF, +1.7, C	WAVA-F, -3.2, CHR
Waterloo-Cedar Falls	KOEL-F, 21.1, C	KFMW-F, +2.3, CHR	KOKZ-F, -4.0, CHR
West Palm Beach	WRMF-F, 9.9, AC	WIRK-F, +2.3, C	WEAT-F, -7.7, SAC
Wheeling	WOVK-F, 20.0, C	WOVK-F, +5.8, C	WOMP-F, -4.1, CHR
Wichita	KZSN-AF, 15.6, C	KZSN-AF, +8.1, C	KEYN-F, -3.5, AC
Wilkes Barre-Scranton	WKRZ-F, 15.8, CHR	WDLS-F, +1.9, C	WYRM-AF, -5.5, FS
Wilmington, DE	WJBR-F, 10.0, AC	WYSP-F, +3.9, AOR	WDEL, -2.4, FS
Wilmington, NC	WWQQ-F, 21.5, C	WWQQ-F, +5.4, C	WSFM-F, -2.1, AOR
Worcester	WSRS-F, 11.6, SAC	WXLO-F, +2.3, AC	WBZ , -1.9, N/T
York	WARM-F, 14.1, SAC	WARM-F, +2.5, SAC	WTPA-F, -2.0, AOR
Youngstown	WQXK-F, 14.5, C	WQXK-F, +3.3, C	WHOT-F, -3.0, CHR

NATIONAL FM SHARE*

SPG 92 74.633%

FAL 91	73.472%	FAL 83	63.058%
SPG 91	74.071%	SPG 83	62.291%
FAL 90	73.821%	FAL 82	60.571%
SPG 90	73.952%	SPG 82	58.870%
FAL 89	72.562%	FAL 81	58.651%
SPG 89	73.438%	SPG 81	57.353%
FAL 88	71.904%	OCT/NOV 80	56.116%
SPG 88	71.376%	APR/MAY 80	54.254%
FAL 87	70.605%	OCT/NOV 79	53.627%
SPG 87	71.835%	APR/MAY 79	50.887%
FAL 86	69.655%	OCT/NOV 78	50.698%
SPG 86	68.791%	APR/MAY 78	47.638%
FAL 85	67.109%	OCT/NOV 77	46.501%
SPG 85	66.549%	APR/MAY 77	44.428%
FAL 84	65.032%	OCT/NOV 76	43.818%
SPG 84	64.290%	APR/MAY 76	40.886%

FM GROWTH RATE

APR/MAY 76 TO APR/MAY 77:	8.663%
APR/MAY 77 TO APR/MAY 78:	7.225%
APR/MAY 78 TO APR/MAY 79:	6.820%
APR/MAY 79 TO APR/MAY 80:	6.617%
APR/MAY 80 TO SPG 81:	5.712%
SPG 81 TO SPG 82:	2.645%
SPG 82 TO SPG 83:	5.811%
SPG 83 TO SPG 84:	3.209%
SPG 84 TO SPG 85:	3.514%
SPG 85 TO SPG 86:	3.369%
SPG 86 TO SPG 87:	4.425%
SPG 87 TO SPG 88:	-0.639%
SPG 88 TO SPG 89:	2.889%
SPG 89 TO SPG 90:	0.700%
SPG 90 TO SPG 91:	0.161%
SPG 91 TO SPG 92:	0.758%

*Based on MSA, 1/4 HR AVG, 12+, Broadcast Week. All stations reported in Arbitron are included.

American Radio Spring, 1992 Copyright 1992

STATION TRADING ACTIVITY

(April through August, 1992)

STATION	MARKET	GROUP OWNERS	PRICE	BROKER
WRBQ A/F	Tampa	From Edens to Clear Channel	5,500,000 (E)	
WRVA/WRVQ-F	Richmond	From Edens to Clear Channel	13,000,000 (E)	
			$ 18,500,000	(Blackburn)
KTCR/KOTY-F	Kennewick, WA	Sold to Robinson/Moyes	450,000	(MVP)
WRNO-F	New Orleans	Sold to Galloway	4,312,000	
WSTC, WQQQ-F	Stamford, CT	Sold by Chase to Subotnick	4,150,000	(Boyle)
WGAC	Augusta, GA	Turned back to Beasley	NA	
WCLZ A/F	Brunswick (Portland, ME)		525,000	(Media Services)
KQDI A/F	Great Falls		267,000	
KPUR A/F	Amarillo		850,000	
WCHS, WVNS-F	Charleston, WV		1,750,000	
KATM-F	Pueblo (Colo. Spgs)	From Surrey to Atsinger (Salem)	950,000	(MVP; Kalil)
KALY	Albuquerque		470,000	
WWCS	Canonsburg, PA	Sold by Universal	500,000	
WVVO, WDXZ-F	Charleston, SC area	Sold by Equipco after foreclosure	900,000	
KQOL-F	Sp. Fork (Salt Lake)		1,175,000	
KLOK, KBSG-F	San Jose		11,250,000	(Blackburn)
WINE, WRKI-F	Danbury, CT	From Home News to Gary Starr	3,350,000	(MVP)
KZZB-F	Beaumont	Sold to Hicks/Gulfstar	425,000	(Whitley)
WOKV, WKQL-F	Jacksonville	From EZ to Pacific Radio (Phalen)	3,750,000	(Kalil)
KOQO, KQPW-F	Clovis (Fresno)	Sold to Dwight Case	2,055,000	
KLZ	Denver	From Summit to Crawford	1,500,000	(LaRue)
WBNJ-F	Cape May, NJ		850,000	(Media Services)
WMGL-F	Ravenal (Charleston, SC)		400,000	(Earman)
KAHI, KHYL-F	Sacramento	From Parker to American Media	6,000,000	
KTCJ, KTCZ-F	Minneapolis	From Parker to American Media	8,025,000	
			$ 14,025,000	(MVP)
KRIT-F	Clarion, IA	From Sinder to J. Ingstad	785,000	(Johnson)
WFMR-F	Menom. Falls (Milw.)	Sold to Dick Harris	1,080,000	
WHRS, WLFX-F	Winchester (Lexington)	Out of receivership to Bud Walters	600,000	
WNLS, WTNT-F	Tallahassee	Sold to Park	2,900,000	(MVP)
WLSY-F	Jefferstown (Louisville)		350,000	(Bill Price)
WCLY	Raleigh		270,000	
KCHX-F	Midland, TX	Sold to Hicks	700,000	(Barger)
KEYF-F	Spokane	From Unicom to Terry Robinson	1,825,000	(MVP)
KDIA	San Francisco	Sold by Ragan Henry	1,600,000	
KRTY-F	San Jose		2,900,000	(MVP)
KCSJ	Pueblo	Sold by Sunbrook	489,000	(Questcom)
WOMX	Orlando	Sold by Nationwide	500,000	(Don Clark)
KBOM-F	Los Alamos, NM		560,00	
KLXX, KBYZ-F	Bismarck	Sold to J. Ingstad	395,000	
WKAV	Charlottesville, VA		120,000	(Kozacko-Horton)
KIXZ, KMML-F	Amarillo		2,390,000	
KASA	Phoenix	Sold by George Wilson	475,000	
WPZA, WAMX-F	Ann Arbor	From Monaghan to Midwest Family (83%)	750,000	
WKAV	Charlottesville		120,000	
WVLR-F	Appomattox (Lynchburg)		1,240,000	
WFTW/WKSM-F	Ft. Walton Beach, FL	From Specter to New South	1,000,000	(MVP)
KCKC/KBON-F	Riverside-SB	Sold to All Pro	5,000,000	
WLVE-F	Miami	From Gilmore to Paxson	13,900,000	
KZVE/KXTN-F	San Antonio	From TK to Spectrum (John Palmer)	12,650,000	
WFCC-F	Cape Cod		579,000	
KORQ A/F	Abilene		290,000	(Whitley)
WNEW	New York	From Westwood One/Sillerman to Bloomberg	$ 13,500,000	
WCTS-F	Minneapolis	From Central Baptist Seminary to Rales	10,000,000+	(Kalil)
KSKE A/F	Vail	Sold to Amer. Bdcst Systems	1,300,000	(Jorgenson)
WSAR	Fall River, MA	Sold by Knight Quality	550,000	
KKFX	Seattle	Sold to Children's Media Network	700,000	(Exline; Weaver)
WIBF-F	Jenkintown, PA		3,400,000	(Blackburn)
WVNJ	Oakland, NJ	Sold to Universal	350,000	
KMEL-F	San Francisco	From Century to Evergreen	$ 44,000,000	(Minkow)
WKSJ A/F	Mobile	From Capitol (Johnson) to Franklin	4,025,000 (E)	
WRKA-F	Louis.	From Capitol (Johnson) to Franklin	2,700,000 (E)	
WCAW/WVAF-F	Char., WA	From Capitol (Johnson) to Franklin	1,400,000 (E)	
			$ 8,125,000	(Blackburn)
WCNN, WALR-F	Atlanta	Sold to Midwestern (Dickey)	6,000,000	(Raymond; Sherwood)
KMNS, KSEZ-F	Sioux City	From Legend to Chestertman	1,320,000	
KRRU	Pueblo		183,000	
KASP, WKBQ-F	St. Louis	From Chase to Evergreen	NA	
WTOP, WASH-F	Washington	From Chase to Evergreen	NA	
			18,200,000 for 40%	
KEZW, KOSI-F	Denver	Sold to Tribune Co.	19,900,000	(LaRue)
KCML-F	Hanford (Fresno)	From Liggett to Pappas	550,000	
WLRS-F	Louisville	Sold to Beck Ross	3,000,000	
KFXX, KQON-F	Portland	Sold by Ackerly	5,500,000	(Kalil)
WDFX-F	Detroit	From Hoker to Alliance	4,550,000	(Star)

American Radio Spring, 1992 Copyright 1992

STATION	MARKET	GROUP OWNERS	PRICE	BROKER
KWG, KSGO-F	Stockton	From Home News to Silverado (Winkel)	1,650,000 (E)	
KAQQ, KISC-F	Spokane	From Home News to Silverado (Winkel)	2,600,000 (E)	
			$ 3,950,000	(MVP)
WKHY-F	Lafayette, IN	Sold by Spacecom	1,780,000	(Hague)
KKAM, KBOS-F	Fresno	Sold by receivership	1,400,000	(Media Services)
WDOT A/F	Burlington, VT		643,000	(New England)
WVRI-F	Cocoa (Orlando)	From Capitol (Goodman) to Paxson	6,700,000	(Blackburn)
WHNK, WRLT-F	Madison (Nashville)	Sold by receiver	505,000	(Stevens)
WVUD-F	Dayton	From Univ. of Dayton to Liggett	3,500,000	(Blackburn)
WTMP	Tampa	Foreclosed by Broadcap	670,000	
WPFM-F	Panama City, FL	Sold out of receivership	600,000	
WRCA	Waltham (Boston)		1,300,000	
WUSN-F	Chicago	From Cook Inlet to Infinity	36,000,000 (E)	
WZLX-F	Boston	From Cook Inlet to Infinity	19,000,000 (E)	
WZGC-F	Atlanta	From Cook Inlet to Infinity	45,000,000 (E)	
			$100,000,000	

American Radio Spring, 1992 Copyright 1992

AMERICA'S LEADING STATIONS - 12+ METRO SHARE*

	STATION	MARKET	SHARE	FORMAT	EST 1991 REVENUE
1.	WQ8E-F	ChrlstnWV	35.7	C	2,000,000
2.	WTHI-AF	Terre Hte	35.5	C	1,200,000
3.	WTCR-AF	Huntingtn	31.9	C	2,700,000
4.	KLLL-F	Lubbock	29.8	C	2,100,000
5.	WXBQ-F	John City	28.2	C	1,950,000
6.	WJBC	Bloomngtn	27.3	MOR	2,300,000
7.	WDRM-F	Huntsvill	23.8	C	3,300,000
8.	KTRS-F	Casper	23.7	CHR	700,000
9.	WYNK-F	Btn Rouge	23.4	C	3,600,000
10.	WZHT-F	Montgomry	22.7	B	1,000,000
11.	WVLK-F	Lexington	21.9	C	2,800,000
12.	WUSY-F	Chtnooga	21.5	C	3,300,000
	WWQQ-F	WlmngtnNC	21.5	C	800,000
14.	KRMD-AF	Shreveprt	21.4	C	2,300,000
15.	KOEL-F	Waterloo	21.1	C	1,100,000
16.	KSSN-F	Little Rk	20.9	C	4,200,000
17.	WLWI-F	Montgomry	20.8	C	2,800,000
18.	WDEN-F	Macon	20.4	C	2,700,000
19.	WRNS-F	GreenvlNC	20.2	C	NA
	WZFX-F	Faytville	20.2	B	1,500,000
21.	WWNC	Asheville	20.1	C	2,400,000
22.	WOVK-F	Wheeling	20.0	C	NA
23.	KIIM-F	Tucson	19.6	C	3,200,000
	WBBQ-AF	Augusta	19.6	CHR	3,000,000
25.	KMJJ-F	Shreveprt	19.3	B	900,000
26.	KMOX	St. Louis	19.0	N/T	19,000,000
27.	WTQR-F	GrnsbroWS	18.9	C	4,600,000
	WFGY-FF	Altoona	18.9	C	560,000
29.	WYYD-F	Roanoke	18.8	C	2,200,000
	KCCY-F	Pueblo	18.8	C	NA
31.	KWEN-F	Tulsa	18.7	C	3,600,000
	WMSI-F	Jackson	18.7	C	3,600,000
33.	WAMZ-F	Louisvill	18.4	C	5,800,000
	WWDM-F	ColmbiaSC	18.4	B	2,500,000
	WPCV-F	Lakeland	18.4	C	3,000,000
	KVOC	Casper	18.4	C	380,000
37.	WDUV-F	Sarasota	18.3	EZ	3,300,000
	WIKY-F	Evansvill	18.3	MOR	2,000,000
39.	KGGO-AF	DesMoines	18.2	AOR	2,300,000
40.	WZZK-AF	Brmngham	18.0	C	5,700,000
	WITL-F	Lansing	18.0	C	3,100,000
42.	KJJY-F	DesMoines	17.8	C	2,200,000
	WLLR-AF	Davenport	17.8	C	2,300,000
	WAAL-F	Binghamtn	17.8	CHR	1,550,000
	WIXX-F	Green Bay	17.8	CHR	2,300,000
46.	KHAK-F	Cedar Rpd	17.7	C	1,500,000
47.	KXXY-F	Oklahoma	17.6	C	5,400,000
48.	WYNG-F	Evansvill	17.5	C	1,900,000
49.	WBLX-F	Mobile	17.3	B	1,900,000
	WBLM-F	PrtInd,ME	17.3	AOR	2,200,000
51.	KQFC-F	Boise	17.2	C	1,200,000
	KUGN-F	Eugene	17.2	C	2,000,000
53.	WSSL-AF	Grnvl-Sp	17.1	C	3,100,000
	KTTS-F	SprngfdMO	17.1	C	3,750,000
55.	WKML-F	Faytville	16.9	C	2,050,000
56.	WXRX-F	Rockford	16.7	AOR	750,000
	KMML-F	Amarillo	16.7	C	900,000
	KTWB-F	SiouxFals	16.7	C	NA
59.	WCCO	Minn-St.P	16.5	MOR	19,800,000
	KRST-AF	Albuquerq	16.5	C	3,200,000
	WXBM-F	Pensacola	16.5	C	1,000,000
	KXUS-F	SprngfdMO	16.5	AOR	1,600,000
63.	WDZZ-F	Flint	16.4	B	1,700,000
64.	WCMF-F	Rochester	16.3	AOR	5,300,000
65.	WKRZ-F	WilksBarre	15.8	CHR	4,200,000
	KQLT-F	Casper	15.8	AC	290,000
67.	WQUT-F	John City	15.7	CHR	1,900,000
	WSTH-F	ColmbusGA	15.7	C	1,300,000
69.	KZSN-AF	Wichita	15.6	C	2,000,000
	WRKT-F	Erie	15.6	AOR	840,000
71.	WEAS-F	Savannah	15.5	B	1,100,000
72.	WCRZ-F	Flint	15.4	AC	3,100,000
73.	KASE-F	Austin	15.3	C	5,500,000
	KFMW-F	Waterloo	15.3	CHR	1,200,000
75.	WAPL-F	Appleton	15.2	AOR	2,400,000
	KDAL	Duluth	15.2	MOR	720,000
	KPAT-F	SiouxFals	15.2	CHR	NA
78.	WBNQ-F	Bloomngtn	15.1	CHR	1,275,000
79.	WSOC-F	Charlotte	14.9	C	5,900,000
	WXCL-AF	Peoria	14.9	C	900,000
81.	WFXA-F	Augusta	14.8	B	1,000,000
	KZKX-F	Lincoln	14.8	C	1,200,000
83.	WKQQ-F	Lexington	14.7	AOR	3,100,000
	WKEE-F	Huntingtn	14.7	CHR	1,900,000
	WQLH-F	Green Bay	14.7	EZ	775,000
	WZZQ-F	Terre Hte	14.7	AOR	650,000
87.	WHWK-F	Binghamtn	14.6	C	1,500,000
88.	WQXK-F	Youngstwn	14.5	C	2,000,000
	KTPK-F	Topeka	14.5	C	1,200,000
	WMT	Cedar Rpd	14.5	MOR	2,000,000
91.	WF8Q-F	Indy	14.3	AOR	10,000,000
	WAVC-F	Duluth	14.3	C	600,000
93.	KUZZ-F	Bkrsfield	14.2	C	2,800,000
	WZOK-F	Rockford	14.2	CHR	2,300,000
	WMXE-F	Erie	14.2	AC	600,000
	WNDU-F	South Bnd	14.2	CHR	1,500,000
97.	KHEY-F	El Paso	14.1	C	3,200,000
	WARM-F	York	14.1	EZ	3,300,000
	WHLG-F	Ft.Pierce	14.1	EZ	NA

*Based on 1/4 HR AVG, Metro Share, Broadcast Week, 12+

American Radio Spring, 1992 Copyright 1992

AMERICA'S 500 MOST-LISTENED-TO RADIO STATIONS*

STATION	MARKET	1/4 HOUR AVG.	FORMAT	GROUP OWNER	SPG '91 RANK	ESTIMATED 1991 REVENUE	
1. WRKS-F	New York	1560	B	Summit	2	14,500,000	
2. WLTW-F	New York	1444	SAC	Viacom	5	26,000,000	
3. WCBS-F	New York	1385	O	CBS	1	24,700,000	
4. WXRK-F	New York	1324	CL. AOR	Infinity	15	19,000,000	
5. WBLS-F	New York	1197	B	Inner City	11	12,200,000	
6. WHTZ-F	New York	1111	CHR	Malrite	14	15,000,000	
7. WGN	Chicago	1108	N/T	Tribune Co.	7	42,500,000	
8. WMXV-F	New York	1059	AC	Bonneville	115	20,300,000	
9. WPAT-F	New York	1053	SAC	Park	3	12,100,000	
10. KOST-F	Los Angeles	1040	AC	Cox	6	33,000,000	
11. WABC	New York	1039	N/T	Cap. Cities/ABC	21	12,900,000	
12. WQHT-F	New York	1027	CHR	Emmis	10	14,900,000	
13. WFAN	New York	1019	N/T	Infinity	16	26,600,000	
14. WINS	New York	1018	N/T	Westinghouse	8	30,000,000	
15. WOR	New York	975	N/T	Buckley	4	17,200,000	
KLOS-F	Los Angeles	975	AOR	Cap. Cities/ABC	13	29,500,000	
17. WCBS	New York	923	N/T	CBS	12	21,400,000	
18. WGCI-F	Chicago	919	B	Gannett	22	14,900,000	
19. KIIS-AF	Los Angeles	909	CHR	Gannett	36	25,000,000	
20. WPLJ-F	New York	905	CHR	Cap. Cities/ABC	35	6,500,000	
21. KRTH-F	Los Angeles	886	O	Beasley	28	18,400,000	
22. WNEW-F	New York	878	AOR	Westinghouse	20	20,200,000	
23. KLVE-F	Los Angeles	837	SP	Heftel	55	18,000,000	(W/KTNQ)
24. WCCO	Minneapolis-St. Paul	828	FS	CBS	27	19,800,000	
25. WYNY-F	New York	823	C	Westwood One	18	10,100,000	
26. KABC	Los Angeles	819	N/T	Cap. Cities/ABC	17	35,000,000	
27. KPWR-F	Los Angeles	809	CHR	Emmis	42	19,400,000	
28. KGO	San Francisco	805	N/T	Cap. Cities/ABC	23	23,000,000	
KFI	Los Angeles	805	N/T	Cox	38	7,000,000	
30. KBIG-F	Los Angeles	788	AC	Bonneville	25	20,000,000	
31. KMOX	St. Louis	779	N/T	CBS	26	19,000,000	
32. WJR	Detroit	776	FS	Cap. Cities/ABC	30	17,000,000	
33. KKBT-F	Los Angeles	765	B	Evergreen	24	17,800,000	
34. WSKQ-F	New York	741	SP	SBS	63	7,200,000	
35. WUSN-F	Chicago	726	C	Cook Inlet	90	8,700,000	
36. WBBM-F	Chicago	724	CHR	CBS	31	9,400,000	
37. WYSP-F	Philadelphia	698	AOR	Infinity	36	12,700,000	
38. KXEZ-F	Los Angeles	685	SAC	Viacom	56	13,200,000	
39. KROQ-F	Los Angeles	677	AOR	Infinity	40	12,400,000	
40. KLSX-F	Los Angeles	673	AOR	Greater Media	60	15,500,000	
41. WVEE-F	Atlanta	654	B	Summit	43	10,200,000	
42. WUSL-F	Philadelphia	624	B	TAK	34	11,000,000	
43. WQCD-F	New York	621	J/NAC	Tribune Co.	33	9,400,000	
44. WWBZ-F	Chicago	611	AOR	Major	48	5,100,000	
45. KSCS-F	Dallas-Ft. Worth	608	C	Cap. Cities/ABC	32	13,500,000	
46. KWKW	Los Angeles	589	SP	Lotus	46	10,200,000	
47. WMMR-F	Philadelphia	585	AOR	Westinghouse	39	14,500,000	
48. KNX	Los Angeles	579	N/T	CBS	41	23,000,000	
49. WNEW	New York	578	BB	Bloomberg	37	7,700,000	
50. WPGC-F	Washington	565	CHR	Cook Inlet	73	11,100,000	
51. KTNQ	Los Angeles	564	SP	Heftel	72	SEE KLVE	
52. KQLZ-F	Los Angeles	559	AOR	Westwood One	95	10,500,000	
53. WVAZ-F	Chicago	549	B	Broadcast Partners	52	12,600,000	
54. KYW	Philadelphia	548	N/T	Westinghouse	29	16,500,000	
55. KFWB	Los Angeles	547	N/T	Westinghouse	54	21,000,000	
56. KDKA	Pittsburgh	538	N/T	Westinghouse	44	8,200,000	
57. WXTU-F	Philadelphia	532	C	Beasley	82	6,100,000	
WBBM	Chicago	532	N/T	CBS	53	16,600,000	
59. KMEL-F	San Francisco	527	CHR	Evergreen	47	12,700,000	
60. WOGL-F	Philadelphia	518	AC	CBS	80	10,000,000	
61. WMZQ-AF	Washington	517	C	Viacom	546	14,600,000	
62. WPEN	Philadelphia	514	BB	Greater Media	70	6,300,000	
63. KNBR	San Francisco	505	N/T	Susquehanna	88	12,800,000	
64. WJJD	Chicago	500	BB	Infinity	69	4,000,000	
65. WXKS-F	Boston	487	CHR	Pyramid	100	12,600,000	
66. WBZ	Boston	485	N/T	Westinghouse	85	8,600,000	
67. KEEY-F	Minneapolis-St. Paul	475	C	Malrite	98	10,000,000	
68. WBAP	Dallas-Ft. Worth	471	FS/C	Cap. Cities/ABC	51	15,100,000	
69. WQXR-AF	New York	469	CL	New York Times	358	4,900,000	
70. WJLB-F	Detroit	468	B	Booth	83	9,600,000	
WEAZ-F	Philadelphia	468	SAC		59	8,800,000	
72. KILT-F	Houston	467	C	Westinghouse	45	15,300,000	
73. WTQR-F	Greensboro-WS	464	C	NewMarket	73	4,600,000	
74. WYXR-F	Philadelphia	460	AC	Pyramid	105	5,000,000	
75. WWWW-F	Detroit	458	C	Shamrock	77	8,400,000	
KIKK-F	Houston	458	C	Viacom	94	14,300,000	
77. WYAY-FF	Atlanta	457	C	NewCity	57	7,100,000	
WLS -AF	Chicago	457	N/T	Cap. Cities/ABC	606	4,100,000	
79. WDVE-F	Pittsburgh	455	AOR	Broadcast Alchemy	61	7,100,000	
80. KCBS	San Francisco	448	N/T	CBS	66	14,600,000	

American Radio Spring, 1992 Copyright 1992

	STATION	MARKET	1/4 HOUR AVG.	FORMAT	GROUP OWNER	SPG '91 RANK	1991 REVENUE
81.	KCBS-F	Los Angeles	444	O	CBS	101	9,200,000
82.	WQYK-F	Tampa-St. Petersburg	441	C	Infinity	123	8,000,000
83.	WFBQ-F	Indianapolis	440	AOR	Broadcast Alchemy	26	10,000,000
84.	WADO	New York	438	SP	Tichenor	67	4,800,000
85.	WIVK-F	Knoxville	437	C	Dick	268	7,000,000
86.	WEGX-F	Philadelphia	434	CHR	Malrite	110	4,200,000
87.	KTWV-F	Los Angeles	432	J/NAC	Westinghouse	48	16,000,000
88.	WLIT-F	Chicago	431	SAC	Viacom	65	8,400,000
89.	WODS-F	Boston	426	O	CBS	141	8,000,000
90.	WIOQ-F	Philadelphia	421	CHR	EZ	68	6,000,000
	KNIX-F	Phoenix	421	C	Buck Owens	120	10,900,000
92.	WJMK-F	Chicago	420	O	Infinity	79	10,200,000
93.	WXRT-F	Chicago	415	AOR	Diamond	92	9,000,000
	WBCN-F	Boston	415	AOR	Infinity	83	14,000,000
95.	WRKO	Boston	412	N/T	Atlantic	58	15,200,000
96.	WLUP	Chicago	411	N/T	Evergreen	93	7,100,000
97.	WKHX-F	Atlanta	409	C	Cap. Cities/ABC	193	3,400,000
	KKHJ	Los Angeles	409	SP		173	NA
99.	WGAR-F	Cleveland	408	C	Nationwide	144	3,500,000
100.	KQRS	Minn-St. P	406	AOR	Cap. Cities/ABC	96	9,600,000

101.	WZOU-F	Boston	402		KIRO	Seattle	316		WHPT-F	TampaSt.P	270		WALK-F	New York	242
102.	WNUA-F	Chicago	397	151.	WHUD-F	New York	315		WGKX-F	Memphis	270	251.	WPLM-AF	Boston	241
	WLW	Cincinnat	397	152.	WSKQ	New York	313		WBMX-F	Boston	270		WCSX-F	Detroit	241
	KPLX-F	Dallas-FW	397		WRQX-F	Washingtn	313	203.	WLLZ-F	Detroit	267		KTAR	Phoenix	241
105.	WWSW-AF	Pittsburg	396	154.	WZZK-AF	Brmngham	310		WCMF-F	Rochester	267		KFRG-F	Riverside	241
106.	WMAQ	Chicago	393	155.	WKIS-F	Miami-Ft.	309	205.	KMJQ-F	Houston	266	255.	WIYY-F	Baltimore	240
107.	WLUP-F	Chicago	390		KKGO-F	Los Angel	309	206.	WZPL-F	Indy	265		KLDE-F	Houston	240
	WIL -F	St. Louis	390		KIOI-F	San Fran	309		WSB	Atlanta	265	257.	WYRK-F	Buffalo	239
	KLOL-F	Houston	390	158.	WJOI-F	Detroit	307	208.	KBXX-F	Houston	264		KKAT-F	Salt Lake	239
110.	WSOC-F	Charlotte	387		WHQT-F	Miami-Ft.	307	209.	WXTB-F	TampaSt.P	263		KFI	Riverside	239
	KZLA-F	Los Angel	387	160.	WKQI-F	Detroit	306	210.	KTRH	Houston	262	260.	WSIX-F	Nashville	238
112.	KVIL-AF	Dallas-FW	384	161.	WSSL-AF	Grnvl-Sp	305	211.	WKQX-F	Chicago	261		WNCI-F	ColumbusO	238
113.	WSSH-F	Boston	382	162.	WIOD	Miami-Ft.	303		WAQI	Miami-Ft.	261		KUPD-F	Phoenix	238
	WSB -F	Atlanta	382		KOA	Denver	303		KMJM-F	St. Louis	261		KLIT-F	Los Angel	238
115.	WBAL	Baltimore	377	164.	WDAS-F	Philadelp	302		KBLX-AF	San Fran	261	264.	WDRM-F	Huntsvill	237
116.	KSHE-F	St. Louis	374		KXXY-F	Oklahoma	302	215.	WHKO-F	Dayton	260		KQUE-F	Houston	237
117.	WHYT-F	Detroit	373	166.	KSTP-F	Minn-St.P	301		WGST	Atlanta	260	266.	CKLW	Detroit	236
118.	WMGK-F	Philadelp	368		KFRG-F	Los Angel	301		WAPW-F	Atlanta	260	267.	KRQR-F	San Fran	235
119.	WPOC-F	Baltimore	364	168.	WTMJ	Milwaukee	299	218.	WLTF-F	Cleveland	259		KLRX-F	Dallas-FW	235
120.	KSAN-F	San Fran	361		WMJI-F	Cleveland	299		WASH-F	Washingtn	259	269.	WYNF-F	TampaSt.P	234
121.	KFRC	San Fran	360	170.	WYNK-F	Btn Rouge	298		KWEN-F	Tulsa	259	270.	WTIC-F	Hartford	233
122.	WCKG-F	Chicago	358	171.	WLIF-F	Baltimore	296	221.	WJHM-F	Orlando	258	271.	WQDR-F	Raleigh	232
123.	WWDB-F	Philadelp	357		WHDH	Boston	296		KEX	Prtlnd,OR	258		KKSF-F	San Fran	232
124.	WKYS-F	Washingtn	355	173.	WWRM-F	TampaSt.P	295	223.	KABL-AF	San Fran	255	273.	WXBQ-F	John City	230
	WGAY-F	Washingtn	355		KDWB-F	Minn-St.P	295	224.	WAAF-F	Boston	254		WRIF-F	Detroit	230
126.	WKLS-F	Atlanta	354	175.	KSSN-F	Little Rk	294		KUBE-F	Seattle	254	275.	WMIL-F	Milwaukee	229
	KJMZ-F	Dallas-FW	354	176.	WTIC	Hartford	292		KSOL-F	San Fran	254		WHUR-F	Washingtn	229
128.	WNCN-F	New York	350	177.	WLIB	New York	291	227.	WXYV-F	Baltimore	253	277.	WOKQ-F	Boston	228
	WEDR-F	Miami-Ft.	350	178.	WFMS-F	Indy	290		WSM -F	Nashville	253		KCYY-F	San Anton	228
130.	WZLX-F	Boston	345	179.	WWDC-F	Washingtn	289		WNIC-F	Detroit	253	279.	WQUE-F	New Orlns	227
131.	WMJX-AF	Boston	344		WDSY-F	Pittsburg	289		WFLZ-F	TampaSt.P	253		KRPM-F	Seattle	227
132.	WPOW-F	Miami-Ft.	342		KFKF-F	Knsas Cty	289	231.	KBSG-AF	Seattle	252		KBAY-F	San Fran	227
	WAMZ-F	Louisvill	342	182.	WPNT-F	Chicago	287	232.	KGGI-F	Riverside	251	282.	WTMX-F	Chicago	226
	KOIT-AF	San Fran	342	183.	KRBE-AF	Houston	285	233.	WIBC	Indy	250		KRLD	Dallas-FW	226
135.	WLTE-F	Minn-St.P	337		KITS-F	San Fran	285		WESC-F	Grnvl-Sp	250		KASE-F	Austin	226
136.	WDAF	Knsas Cty	336	185.	WFLA	TampaSt.P	280	235.	WIP	Philadelp	249	285.	WUSA-F	TampaSt.P	224
137.	WLYF-F	Miami-Ft.	333	186.	KYNG-F	Dallas-FW	279		WHFS-F	Washingtn	249		WOJO-F	Chicago	224
	KKDA-F	Dallas-FW	333		KSON-AF	SanDiego	279		KHMX-F	Houston	249		WHTQ-F	Orlando	224
139.	WWKA-F	Orlando	329	188.	WOWI-F	Norfolk	278	238.	WZAK-F	Cleveland	248		KUPL-F	Prtlnd,OR	224
	WDUV-F	TampaSt.P	329		WMAL	Washingtn	278		KQQL-F	Minn-St.P	248	289.	WPAT	New York	223
141.	KGGI-F	Los Angel	328		WLTI-F	Detroit	278	240.	KOSI-F	Denver	247	290.	WZGC-F	Atlanta	222
142.	WMMS-F	Cleveland	325		KTXQ-F	Dallas-FW	278		KHYS-F	Houston	247		WQSR-F	Baltimore	222
143.	WWJ	Detroit	323	192.	WXYT	Detroit	277	242.	WUBE-F	Cincinnat	246		WKRZ-F	WilksBare	222
144.	KRXX-F	Minn-St.P	322		KODA-F	Houston	277	243.	WJZZ-F	Detroit	245	293.	WWMX-F	Baltimore	221
145.	KYGO-F	Denver	321	194.	WMXD-F	Detroit	275		WFOX-F	Atlanta	245		WBEE-F	Rochester	221
146.	WDOK-F	Cleveland	319	195.	WOMC-F	Detroit	274		WFLC-F	Miami-Ft.	245	295.	WSTR-F	Atlanta	220
147.	WPCH-F	Atlanta	318	196.	WUSY-F	Chtnooga	273	246.	WWYZ-F	Hartford	244	296.	KYKY-F	St. Louis	219
	KALI	Los Angel	318	197.	KMPC	Los Angel	271	247.	WBZZ-F	Pittsburg	243		KSFM-F	San Fran	219
149.	WPEG-F	Charlotte	316		KFBK	Sacramnto	271	248.	WVLK-F	Lexington	242		KIIM-F	Tucson	219
				199.	WRTO-F	Miami-Ft.	270		WTOP	Washingtn	242	299.	WNIB-F	Chicago	218

American Radio Spring, 1992 Copyright 1992

	WMTX-AF	TampaSt.P	218
	KMLE-F	Phoenix	218
	KDMX-F	Dallas-FW	218
303.	WMSI-F	Jackson	217
304.	WITL-F	Lansing	216
	WHJY-F	Providenc	216
	WALK-AF	Nassau	216
307.	WWL	New Orlns	215
	WNOE-F	New Orlns	215
	WLW	Dayton	215
	WBLI-F	New York	215
	KSD -F	St. Louis	215
312.	WSHH-F	Pittsburg	214
	WJFK-F	Washingtn	214
314.	KXTN-F	San Anton	213
	KXKL-AF	Denver	213
316.	WHRK-F	Memphis	212
317.	WKDF-F	Nashville	211
	WHJY-F	Boston	211
	WGNA-AF	Albany	211
320.	WKIS-F	West Palm	210
	WBLX-F	Mobile	210
	KYYS-F	Knsas Cty	210
323.	XTRA-F	SanDiego	209
	WRNS-F	Greenvlle	209
	WFLN-F	Philadelp	209
326.	KFMB-F	SanDiego	208
327.	WVBF-F	Boston	207
	KEGL-F	Dallas-FW	207
329.	WTDR-F	Charlotte	206
	WBLI-F	Nassau	206
	KKLQ-AF	SanDiego	206
332.	WRMR	Cleveland	205
	WQIK-F	Jacksnvle	205
	KBPI-F	Denver	205
	KBCO-AF	Denver	205
336.	WRCH-F	Hartford	204
	WQBA	Miami-Ft.	204
	WFMZ-F	Philadelp	204
339.	WQAL-F	Cleveland	203
	KPLZ-F	Seattle	203
	KKLT-F	Phoenix	203
342.	KLUV-F	Dallas-FW	202
343.	WHAM	Rochester	201
	WALR-F	Atlanta	201
	KSFM-F	Sacramnto	201
346.	WRMF-F	West Palm	200
	KSFO	San Fran	200
	KSOO	SanDiego	200
	KRST-AF	Albuquerq	200
350.	WJQY-F	Miami-Ft.	199
	KOAI-F	Dallas-FW	199
	KLOS-F	Riverside	199
353.	KKHI-AF	San Fran	198
354.	WTVN	ColumbusO	197
	WSHE-F	Miami-Ft.	197
	WKML-F	Faytville	197
	KZOK-F	Seattle	197
358.	KPRC	Houston	196
	KKRZ-F	Prtlnd,OR	196
360.	WERQ-F	Baltimore	193
	WDRE-F	New York	193
	KBAY-F	San Jose	193
363.	WZTA-F	Miami-Ft.	192
	WKHK-F	Richmond	192
	WHAS	Louisvill	192
	KDFC-AF	San Fran	192
367.	WYHY-F	Nashville	191
	WQBE-F	ChrlstnWV	191
	WCRB-F	Boston	191
370.	WHRZ	Miami-Ft.	190
	WQMS-F	Washingtn	190
	KZPS-F	Dallas-FW	190
373.	WKRQ-F	Cincinnat	189
	WHYI-F	Miami-Ft.	189
	WEGR-F	Memphis	189
376.	WRMF-F	Miami-Ft.	188
377.	WLYF-F	West Palm	187
	WJMH-F	GrnsbroWS	187
	WBAB-F	New York	187
	KRAK-F	San Fran	187
381.	WWDM-F	ColmbiaSC	186
382.	KRAX-F	Sacramnto	185
383.	WYLD-F	New Orlns	184
	WXTR-F	Washingtn	184
	WPRO-F	Providenc	184
386.	WOCL-F	Orlando	183
	WLVE-F	Miami-Ft.	183
	WGRR-F	Cincinnat	183
389.	WMXJ-F	Miami-Ft.	182
	KZFX-F	Houston	182
	KTCZ-AF	Minn-St.P	182
392.	WZFX-F	Faytville	181
	WMMJ-F	Washingtn	181
	WLTJ-F	Pittsburg	181
	WKSZ-F	Philadelp	181
	WFME-F	New York	181
	WEBN-F	Cincinnat	181
398.	WWRL	New York	180
	WQOK-F	Raleigh	180
	KXRX-F	Seattle	180
401.	WOKI-F	Knoxville	179
	WBAB-F	Nassau	179
	KSFI-F	Salt Lake	179
	KQKS-F	Denver	179
	KLSY-F	Seattle	179
406.	WTMI-F	Miami-Ft.	178
407.	WHOK-F	ColumbusO	177
	WBLM-F	Prtlnd,ME	177
409.	WAMO-F	Pittsburg	176
	KOMO	Seattle	176
	KAJA-F	San Anton	176
412.	WHO	DesMoines	175
	KJQY-F	SanDiego	175
414.	WMYI-F	Grnvl-Sp	174
	WKSS-F	Hartford	174
	WFOG-F	Norfolk	174
	KISW-F	Seattle	174
418.	WNCX-F	Cleveland	173
	WKLH-F	Milwaukee	173
	WJZE-F	Washingtn	173
	KIXI	Seattle	173
422.	WXLK-F	Roanoke	172
	WWLI-F	Providenc	172
	WMJQ-F	Buffalo	172
	WFMZ-F	Allentown	172
	KLTY-F	Dallas-FW	172
427.	WWDE-F	Norfolk	171
	WLZR-F	Milwaukee	171
	WXRR-F	GrnsbroWS	171
	WENS-F	Indy	171
	WDRC-F	Hartford	171
	WDJX-F	Louisvill	171
433.	WYYD-F	Roanoke	170
	WLTT-F	Washingtn	170
435.	WIOG-F	Saginaw	169
	WIOD	West Palm	169
	KLIF	Dallas-FW	169
438.	WLLR-AF	Davenport	168
	WKXW-F	New York	168
440.	WRBQ-F	TampaSt.P	167
	WCXR-F	Washingtn	167
	KOFY	San Fran	167
	KGGO-AF	DesMoines	167
444.	WSCR	Chicago	166
	WMGF-F	Orlando	166
	WCOS-F	ColmbiaSC	166
	KLLL-F	Lubbock	166
448.	WZMX-F	Hartford	165
	WWWE	Cleveland	165
	WRVA	Richmond	165
	WRKZ-F	Harrisbrg	165
	KEBC-F	Oklahoma	165
453.	WOW -F	Omaha	164
	WIXX-F	Green Bay	164
	KUFO-F	Prtlnd,OR	164
	KGB -F	SanDiego	164
457.	WZHT-F	Montgomry	163
	WEAT-F	West Palm	163
	KXL	Prtlnd,OR	163
	KQRC-F	Knsas Cty	163
461.	WZRR-F	Brmngham	162
	KKSN-F	Prtlnd,OR	162
463.	WTCR-AF	Huntingtn	161
	WONE-F	Cleveland	161
	WKLQ-F	Gr Rapids	161
	WCMS-AF	Norfolk	161
	KSJO-F	San Fran	161
	KRMD-AF	Shreveprt	161
	KIOZ-F	SanDiego	161
	KFOG-F	San Fran	161
	KEZK-F	St. Louis	161
472.	WTAE	Pittsburg	160
	KMJ	Fresno	160
	KJLH-F	Los Angel	160
475.	WPOC-F	Washingtn	159
	WNOR-AF	Norfolk	159
	WHTT-F	Buffalo	159
	WGUL-AF	TampaSt.P	159
	WARM-F	York	159
	WARM-F	Harrisbrg	159
	WAQY-F	Hartford	159
	KTFM-F	San Anton	159
	KPRS-F	Knsas Cty	159
484.	WRFX-F	Charlotte	158
	WOKY	Milwaukee	158
	WBOS-F	Boston	158
	KATT-F	Oklahoma	158
488.	WQMF-F	Louisvill	157
	KSEG-F	Sacramnto	157
	KJJY-F	DesMoines	157
491.	WJMO-F	Cleveland	156
	WIXX-F	Appleton	156
	WAPL-F	Green Bay	156
	KJYO-F	Oklahoma	156
495.	WIND	Chicago	155
	WHLI	New York	155
	WCLT-F	ColumbusO	155
	WBT -F	Charlotte	155
	KYXY-F	SanDiego	155

*Based on 1/4 HR AVG, Broadcast Week, 12+

American Radio Spring, 1992 Copyright 1992

AMERICA'S LEADING STATIONS - 12+ TSA CUME*

1. WINS	New York	23856	
2. WHTZ-F	New York	22596	
3. WPLJ-F	New York	21390	
4. WCBS	New York	20535	
5. WXRK-F	New York	20466	
6. WCBS-F	New York	19821	
7. KIIS-AF	Los Angel	19787	
8. WRKS-F	New York	19773	
9. KOST-F	Los Angel	18473	
10. WLTW-F	New York	18462	
11. WQHT-F	New York	17630	
12. WBLS-F	New York	17113	
13. KRTH-F	Los Angel	16968	
14. WFAN	New York	16142	
15. WMXV-F	New York	16115	
16. WNEW-F	New York	16014	
17. KPWR-F	Los Angel	15976	
18. KLOS-F	Los Angel	15018	
19. WABC	New York	14438	
20. KFWB	Los Angel	14075	
21. WGN	Chicago	13348	
22. KNX	Los Angel	13168	
23. WOR	New York	12978	
24. KYW	Philadelp	12517	
25. KLSX-F	Los Angel	12393	
26. KBIG-F	Los Angel	12237	
27. WPAT-F	New York	11973	
28. KFI	Los Angel	11929	
29. KABC	Los Angel	11468	
30. WYSP-F	Philadelp	11127	
31. KROQ-F	Los Angel	11053	
32. WYNY-F	New York	11036	
33. WBBM-F	Chicago	10948	
34. KXEZ-F	Los Angel	10870	
35. KGO	San Fran	10801	
36. WCCO	Minn-St.P	10642	
37. WBBM	Chicago	10533	
38. WMAQ	Chicago	10359	
39. WMMR-F	Philadelp	10348	
40. KQLZ-F	Los Angel	10160	
41. KCBS	San Fran	10119	
42. WJR	Detroit	10005	
43. WWBZ-F	Chicago	9535	
44. WEGX-F	Philadelp	9411	
45. WGCI-F	Chicago	9215	
46. WQCD-F	New York	9093	
47. KCBS-F	Los Angel	9064	
48. KKBT-F	Los Angel	8954	
49. KNBR	San Fran	8901	
50. KLVE-F	Los Angel	8650	
51. WXKS-F	Boston	8574	
52. KMOX	St. Louis	8569	
53. WZOU-F	Boston	8483	
54. KMEL-F	San Fran	8426	
55. KSCS-F	Dallas-FW	8283	
56. WUSN-F	Chicago	8281	
57. KTWV-F	Los Angel	8243	
58. WLUP-F	Chicago	8028	
59. WIOQ-F	Philadelp	7976	
60. WQXR-AF	New York	7878	
61. WYXR-F	Philadelp	7784	
62. WOGL-F	Philadelp	7780	
63. WPGC-F	Washingtn	7760	
64. WCKG-F	Chicago	7637	
65. WBZ	Boston	7590	
66. KDKA	Pittsburg	7572	
67. WHYT-F	Detroit	7544	
68. WNEW	New York	7485	
69. WLS -AF	Chicago	7217	
70. KTNQ	Los Angel	7154	
71. WVAZ-F	Chicago	7125	
72. WJMK-F	Chicago	7105	
73. WBAP	Dallas-FW	6908	
74. WSKQ-F	New York	6890	
75. KIKK-F	Houston	6822	
76. WKQX-F	Chicago	6801	
77. WUSL-F	Philadelp	6752	
78. WEAZ-F	Philadelp	6639	
79. WXTU-F	Philadelp	6625	
80. WODS-F	Boston	6623	
81. WNCN-F	New York	6596	
82. KILT-F	Houston	6578	
83. WRKO	Boston	6502	
84. WBCN-F	Boston	6453	
85. KQRS-AF	Minn-St.P	6447	
86. KPLX-F	Dallas-FW	6408	
87. WMZQ-AF	Washingtn	6400	
88. WWJ	Detroit	6361	
89. WPNT-F	Chicago	6353	
90. KOIT-AF	San Fran	6309	
91. WKQI-F	Detroit	6298	
92. WLIT-F	Chicago	6275	
93. KIRO	Seattle	6145	
94. KWKW	Los Angel	6101	
95. WWDC-F	Washingtn	6057	
96. WJJD	Chicago	6022	
97. WVEE-F	Atlanta	5975	
98. WNUA-F	Chicago	5952	
99. WSB -F	Atlanta	5926	
100. KSOL-F	San Fran	5922	
101. WMGK-F	Philadelp	5912	
102. WWWW-F	Detroit	5852	
103. KMPC	Los Angel	5833	
104. WMJX-AF	Boston	5804	
105. WWSW-AF	Pittsburg	5780	
106. WSSH-F	Boston	5767	
107. KKGO-F	Los Angel	5688	
108. KFRC	San Fran	5674	
109. KLIT-F	Los Angel	5658	
110. KEEY-F	Minn-St.P	5655	
111. WTOP	Washingtn	5646	
112. WDVE-F	Pittsburg	5626	
113. KKHJ	Los Angel	5618	
114. WPOW-F	Miami-Ft.	5581	
115. KIOI-F	San Fran	5574	
116. WYAY-FF	Atlanta	5568	
117. WLW	Cincinnat	5545	
118. WXRT-F	Chicago	5513	
119. KJMZ-F	Dallas-FW	5509	
120. KLOL-F	Houston	5477	
121. WZLX-F	Boston	5470	
122. KRBE-AF	Houston	5401	
123. KNIX-F	Phoenix	5392	
124. WLLZ-F	Detroit	5380	
125. WRQX-F	Washingtn	5360	
126. KRLD	Dallas-FW	5335	
127. WJLB-F	Detroit	5332	
128. WTMX-F	Chicago	5320	
129. KZLA-F	Los Angel	5318	
130. WPCH-F	Atlanta	5259	
131. WCSX-F	Detroit	5255	
132. WKYS-F	Washingtn	5214	
133. WBMX-F	Boston	5210	
134. WKLS-F	Atlanta	5189	
135. WKHX-F	Atlanta	5170	
136. KDWB-F	Minn-St.P	5148	
137. KTRH	Houston	5128	
138. WGAY-F	Washingtn	5095	
WFBQ-F	Indy	5095	
140. WASH-F	Washingtn	5001	
141. WWDB-F	Philadelp	4979	
142. WPEN	Philadelp	4919	
143. KGGI-F	Los Angel	4907	
144. KSFO	San Fran	4899	
145. WSB	Atlanta	4896	
146. WADO	New York	4893	
147. KSTP-F	Minn-St.P	4867	
148. WMAL	Washingtn	4837	
149. WNIC-F	Detroit	4830	
150. WOMC-F	Detroit	4829	

*Based on 12+ TSA Cume, Broadcast Week

151.	KEGL-F	Dallas-FW	4828			WHYI-F	Miami-Ft.	4155	251.	WYNF-F	TampaSt.P 3584
152.	KSAN-F	San Fran	4816		202.	WTMJ	Milwaukee	4146	252.	WALK-F	New York 3559
153.	KSHE-F	St. Louis	4810		203.	WXTR-F	Washingtn	4095	253.	WHJY-F	Boston 3557
154.	WTQR-F	GrnsbroWS	4802		204.	KKDA-F	Dallas-FW	4081	254.	KZPS-F	Dallas-FW 3553
155.	WDAF	Knsas Cty	4777		205.	WDFX-F	Detroit	4072	255.	WSHE-F	Miami-Ft. 3550
156.	KOA	Denver	4746		206.	KFRG-F	Los Angel	4071	256.	KFOG-F	San Fran 3547
157.	WRIF-F	Detroit	4743		207.	KDMX-F	Dallas-FW	4068	257.	WKBQ-F	St. Louis 3525
158.	WBZZ-F	Pittsburg	4729		208.	WWRM-F	TampaSt.P	4067	258.	WKIS-F	Miami-Ft. 3519
159.	WFOX-F	Atlanta	4712		209.	KALI	Los Angel	4046		WPAT	New York 3519
160.	WAPW-F	Atlanta	4708		210.	WIP	Philadelp	4040	260.	KFBK	Sacramnto 3514
161.	KITS-F	San Fran	4692		211.	WDOK-F	Cleveland	4037	261.	WDUV-F	TampaSt.P 3511
162.	KTXQ-F	Dallas-FW	4684		212.	WPOC-F	Baltimore	4024	262.	KYNG-F	Dallas-FW 3510
163.	KMPS-AF	Seattle	4678		213.	WFLC-F	Miami-Ft.	3984	263.	KZFX-F	Houston 3497
164.	WBAL	Baltimore	4670			WFLN-F	Philadelp	3984	264.	WXYT	Detroit 3488
165.	KUBE-F	Seattle	4668		215.	KKLQ-AF	SanDiego	3979	265.	WSSL-AF	Grnvl-Sp 3483
166.	WSOC-F	Charlotte	4663		216.	WKSS-F	Hartford	3968	266.	KSFM-F	San Fran 3463
167.	WMMS-F	Cleveland	4651		217.	WNCI-F	ColumbusO	3934	267.	KXXY-F	Oklahoma 3445
168.	WAAF-F	Boston	4643			KYGO-F	Denver	3934	268.	WV8F-F	Boston 3442
169.	KPLZ-F	Seattle	4641		219.	WCXR-F	Washingtn	3918	269.	WHPT-F	TampaSt.P 3433
170.	WHUR-F	Washingtn	4621		220.	WHFS-F	Washingtn	3902	270.	WESC-F	Grnvl-Sp 3421
171.	KHMX-F	Houston	4617		221.	KSD -F	St. Louis	3899		XTRA-F	SanDiego 3421
	WLUP	Chicago	4617		222.	WAMZ-F	Louisvill	3888	272.	WNCX-F	Cleveland 3418
173.	WLTE-F	Minn-St.P	4601		223.	WDAS-F	Philadelp	3877		WENZ-F	Cleveland 3418
174.	KEX	Prtlnd,OR	4575		224.	WGST	Atlanta	3875		KGGI-F	Riverside 3418
175.	WHQT-F	Miami-Ft.	4558		225.	WIOD	Miami-Ft.	3866	275.	WBAB-F	New York 3417
176.	WLTI-F	Detroit	4531		226.	KLUV-F	Dallas-FW	3862	276.	WYNK-F	Btn Rouge 3400
177.	WMJI-F	Cleveland	4523		227.	WIYY-F	Baltimore	3857	277.	WFMS-F	Indy 3392
178.	WTIC-F	Hartford	4491		228.	WPRO-F	Providenc	3832		WKXW-F	New York 3392
179.	WGAR-F	Cleveland	4487		229.	KMJQ-F	Houston	3822	279.	KZOK-F	Seattle 3381
180.	KODA-F	Houston	4482		230.	WEDR-F	Miami-Ft.	3818	280.	KXKL-AF	Denver 3375
181.	KVIL-AF	Dallas-FW	4469		231.	WLIB	New York	3817	281.	WEEI	Boston 3363
182.	WHDH	Boston	4445		232.	KTAR	Phoenix	3805	282.	WKSZ-F	Philadelp 3350
183.	KABL-AF	San Fran	4407	(*)	233.	KLRX-F	Dallas-FW	3795	283.	KLTR-F	Houston 3339
184.	KKSF-F	San Fran	4375		234.	WKRQ-F	Cincinnat	3790	284.	WRBQ-F	TampaSt.P 3335
185.	WJOI-F	Detroit	4354		235.	WDSY-F	Pittsburg	3783	285.	WJZZ-F	Detroit 3334
186.	WLYF-F	Miami-Ft.	4349		236.	WLTF-F	Cleveland	3755	286.	WMTX-AF	TampaSt.P 3293
187.	KRQR-F	San Fran	4348		237.	KFRC-F	San Fran	3710	287.	CKLW	Detroit 3292
188.	KQQL-F	Minn-St.P	4313		238.	WJFK-F	Washingtn	3699	288.	WMXD-F	Detroit 3291
189.	WIVK-F	Knoxville	4310		239.	WZZK-AF	Brmngham	3694		WWMX-F	Baltimore 3291
190.	WZGC-F	Atlanta	4297		240.	WLIF-F	Baltimore	3675	290.	WBLI-F	New York 3288
191.	WSTR-F	Atlanta	4264		241.	KYKY-F	St. Louis	3657	291.	WSM -F	Nashville 3287
192.	KRXX-F	Minn-St.P	4259		242.	WLTT-F	Washingtn	3653	292.	WHTQ-F	Orlando 3282
193.	WIL -F	St. Louis	4255		243.	KDFC-AF	San Fran	3641	293.	WHJY-F	Providenc 3277
194.	KBXX-F	Houston	4253		244.	WQAL-F	Cleveland	3633		WYHY-F	Nashville 3277
195.	WWKA-F	Orlando	4250		245.	KOMO	Seattle	3623	295.	WWWE	Cleveland 3272
196.	KLDE-F	Houston	4234		246.	KFMB-F	SanDiego	3616	296.	KWEN-F	Tulsa 3256
197.	KBSG-AF	Seattle	4222		247.	KFKF-F	Knsas Cty	3601	297.	WNIB-F	Chicago 3255
198.	WDRE-F	New York	4183		248.	WTIC	Hartford	3594	298.	KISW-F	Seattle 3252
199.	KBLX-AF	San Fran	4156		249.	WSKQ	New York	3591	299.	KRAK-F	San Fran 3235
200.	WFLZ-F	TampaSt.P	4155		250.	WZPL-F	Indy	3585	300.	KJLH-F	Los Angel 3224
(*)	WQYK-F	Tampa	4384	(should be included with these figures)					301.	KSSN-F	Little Rk 3221
									302.	KUPD-F	Phoenix 3209
									303.	KOSI-F	Denver 3201
									304.	WPLM-AF	Boston 3176
									305.	WGKX-F	Memphis 3169
									306.	WZTA-F	Miami-Ft. 3165
									307.	WCRB-F	Boston 3163
									308.	WGRR-F	Cincinnat 3160
									309.	KRPM-F	Seattle 3151
									310.	WSHH-F	Pittsburg 3150
										KKRZ-F	Prtlnd,OR 3150
										XHTZ-F	SanDiego 3150
									313.	WLW	Dayton 3142
									314.	WJQY-F	Miami-Ft. 3118
									315.	WHUD-F	New York 3115
									316.	WKTI-F	Milwaukee 3111
									317.	WGMS-F	Washingtn 3108
									318.	KXRX-F	Seattle 3104
										KSON-AF	SanDiego 3104
									320.	KLSY-F	Seattle 3100
									321.	WOWI-F	Norfolk 3099
									322.	WDRC-F	Hartford 3096
									323.	WHKO-F	Dayton 3092
									324.	KUPL-F	Prtlnd,OR 3085
										KLOU-F	St. Louis 3085
									326.	KLAC	Los Angel 3074
									327.	KRLA	Los Angel 3071
									328.	KKHI-AF	San Fran 3065
									329.	KGB -F	SanDiego 3064
									330.	WFLA	TampaSt.P 3060
									331.	KSFM-F	Sacramnto 3057
									332.	WXYV-F	Baltimore 3042
									333.	KFRG-F	Riverside 3034
									334.	KKSN-F	Prtlnd,OR 3033
									335.	KKAT-F	Salt Lake 3016
										KRAK-F	Sacramnto 3016
									337.	KYYS-F	Knsas Cty 3006

American Radio Spring, 1992 Copyright 1992

AMERICA'S LEADING STATIONS - METRO CUME RATING* (25.0+)

1.	WTHI-AF	Terre Haute	49.2
2.	WTCR-AF	Huntington, WV	48.3
3.	KLLL-F	Lubbock	46.2
4.	WQBE-F	Charleston, WV	44.3
5.	WIVK-F	Knoxville	43.6
6.	WXBQ-F	John City-Kingsport	43.4
7.	WJBC	Bloomington	42.3
8.	WIXX-F	Green Bay	42.1
9.	KTRS-F	Casper	42.0
10.	WDRM-F	Huntsville	40.7
11.	WBBQ-AF	Augusta	38.4
12.	WCCO	Minneapolis-St. Paul	38.0
13.	WAAL-F	Binghamton	36.8
	KMOX	St. Louis	36.8
15.	WUSY-F	Chattanooga	36.7
	WBNQ-F	Bloomington	36.7
17.	KCCY-F	Pueblo	36.5
18.	KSSN-F	Little Rock	36.2
19.	WNDU-F	South Bend	35.6
20.	WMXE-F	Erie	35.2
21.	WKRZ-F	Wilkes Barre-Scranto	35.1
22.	WVLK-F	Lexington	34.8
	KRMD-AF	Shreveport	34.8
24.	KWEN-F	Tulsa	34.7
25.	WOVK-F	Wheeling	34.5
	KFMW-F	Waterloo-Cedar Falls	34.5
	WWNC	Asheville	34.5
28.	WYNK-F	Baton Rouge	34.2
	WKZW-F	Peoria	34.2
	WZOK-F	Rockford	34.2
31.	WBLM-F	Portland, ME	34.1
	WDEN-F	Macon	34.1
33.	WFGY-FF	Altoona	33.6
34.	KTTS-F	Springfield, MO	33.3
	WIKY-F	Evansville	33.3
	KXXY-F	Oklahoma City	33.3
37.	WRNS-F	Greenville, NC	33.2
	WTQR-F	Greensboro-WS	33.2
39.	WKFR-F	Kalamazoo	33.1
40.	WLWI-F	Montgomery	33.0
	KMML-F	Amarillo	33.0
42.	WAMZ-F	Louisville	32.8
43.	KIIM-F	Tucson	32.5
44.	KHAK-F	Cedar Rapids	32.4
45.	WRKY-F	Steubenville	32.2
46.	KOEL-F	Waterloo-Cedar Falls	32.1
47.	WZFX-F	Fayetteville, NC	32.0
	WDAY-F	Fargo	32.0
49.	WLW	Cincinnati	31.7
50.	KRNQ-F	Des Moines	31.6
51.	KHEY-F	El Paso	31.5
	KDKA	Pittsburgh	31.5
53.	WMEE-F	Fort Wayne	31.4
	WYYD-F	Roanoke-Lynchburg	31.4
55.	KPAT-F	Sioux Falls	31.0
	WPCV-F	Lakeland	31.0
57.	WYNG-F	Evansville	30.9
	WAPL-F	Appleton-Oshkosh	30.9
59.	WSTC-F	Evansville	30.8
	WZZK-AF	Birmingham	30.8
61.	KRYS-AF	Corpus Christi	30.7
62.	WWQQ-F	Wilmington, NC	30.6
	WKSF-F	Asheville	30.6
	WVIC-F	Lansing	30.6
65.	WNNK-AF	Harrisburg	30.5
66.	WICC	Bridgeport	30.3
67.	WOUR-F	Utica-Rome	30.2
	WKEE-F	Huntington, WV	30.2
69.	WOMP-F	Wheeling	30.1
	WJET-F	Erie	30.1
	KTEX-F	Mcallen-Brownsville	30.1
72.	KZSN-AF	Wichita	30.0
	KSSK-F	Honolulu	30.0
74.	WMXL-F	Lexington	29.8
	KRST-AF	Albuquerque	29.8
76.	WMSI-F	Jackson	29.7
77.	WSSL-AF	Greenville-Spartanbu	29.6
78.	WCMF-F	Rochester	29.5
	WPXR-F	Davenport-Ri-Moline	29.5
80.	WXKC-F	Erie	29.3
	WQUT-F	John City-Kingsport	29.3
	KEX	Portland, OR	29.3
	WLLR-AF	Davenport-Ri-Moline	29.3
84.	WZHT-F	Montgomery	29.1
85.	WHAS	Louisville	29.0
86.	KVOC	Casper	28.9
	WXLK-F	Roanoke-Lynchburg	28.9
88.	WZZQ-F	Terre Haute	28.8
	WTFM-F	John City-Kingsport	28.8
	WKSJ-AF	Mobile	28.8
91.	WPRR-F	Altoona	28.7
	KGGO-AF	Des Moines	28.7
93.	WGLU-F	Johnstown	28.6
94.	WZEE-F	Madison	28.5
95.	WIXX-F	Appleton-Oshkosh	28.4
	KASE-F	Austin	28.4
97.	KFRX-F	Lincoln	28.2
98.	WSRS-F	Worcester	28.1
	WCHY-AF	Savannah	28.1
	WMT	Cedar Rapids	28.1

American Radio Spring, 1992 Copyright 1992

101.	KWTX-F	Waco	28.0
102.	WKML-F	Fayetteville, NC	27.9
	KUGN-F	Eugene	27.9
104.	KDAL	Duluth	27.8
	KQKQ-F	Omaha	27.8
106.	WZID-F	Manchester	27.7
	WHAM	Rochester	27.7
108.	WQLH-F	Green Bay	27.6
	KZFM-F	Corpus Christi	27.6
	KOUL-F	Corpus Christi	27.6
	KQLT-F	Casper	27.6
	WFBQ-F	Indianapolis	27.6
113.	WDUV-F	Sarasota-Bradenton	27.5
	KDON-F	Salinas-Monterey-San	27.5
115.	WGIR-F	Manchester	27.4
	WCRZ-F	Flint	27.4
	WZYP-F	Huntsville	27.4
	KJJY-F	Des Moines	27.4
119.	WRCK-F	Utica-Rome	27.3
	KZII-F	Lubbock	27.3
	WXRX-F	Rockford	27.3
122.	KUZZ-F	Bakersfield	27.2
	WTIC	Hartford	27.2
124.	KTPK-F	Topeka	27.1
	WKQQ-F	Lexington	27.1
	WKXC-F	Augusta	27.1
	WIBA-F	Madison	27.1
	KYW	Philadelphia	27.1
129.	KOKZ-F	Waterloo-Cedar Falls	27.0
	KPRR-F	El Paso	27.0
	WTMJ	Milwaukee	27.0
	WSOC-F	Charlotte	27.0
133.	WEZK-F	Knoxville	26.9
134.	WGKX-F	Memphis	26.8
135.	KXUS-F	Springfield, MO	26.7
	WKCQ-F	Saginaw-Bay City-Mid	26.7
	KBFM-F	Mcallen-Brownsville	26.7
138.	WMGI-F	Terre Haute	26.6
	KMGE-F	Eugene	26.6
	KTWO	Casper	26.6
	WIOT-F	Toledo	26.6
142.	WVKS-F	Toledo	26.5
	KQRS-AF	Minneapolis-St. Paul	26.5
144.	WTNT-F	Tallahassee	26.2
	KKCS-F	Colorado Srings	26.2
146.	KRLB-F	Lubbock	26.1
	WIOG-F	Saginaw-Bay City-Mid	26.1
148.	KLTA-F	Fargo	26.0
	KDAL-F	Duluth	26.0
	WEZN-F	Bridgeport	26.0
	WJR	Ann Arbor	26.0
	WPRO-F	Providence	26.0
153.	WGLF-F	Tallahassee	25.9
	WHHY-AF	Montgomery	25.9
	WAPL-F	Green Bay	25.9
156.	WOKQ-F	Portsmouth-Dover-Roc	25.8
	WWDM-F	Columbia, SC	25.8
158.	KZKX-F	Lincoln	25.7
	WAVC-F	Duluth	25.7
	KQCR-F	Cedar Rapids	25.7
	WCOS-F	Columbia, SC	25.7
	WAPE-F	Jacksonville	25.7
	WNCI-F	Columbus, OH	25.7
164.	KWNZ-F	Reno	25.6
	KQFC-F	Boise	25.6
166.	WGSY-F	Columbus, GA	25.5
	WYYY-F	Syracuse	25.5
	WTIC-F	Hartford	25.5
	WDJX-F	Louisville	25.5
170.	WRKT-F	Erie	25.4
	WSTH-F	Columbus, GA	25.4
	WFLY-F	Albany-Schenectady-T	25.4
173.	KKAT-F	Salt Lake City	25.3
174.	WAQY-AF	Springfield, MA	25.2
	KMJJ-F	Shreveport	25.2
	KIKI-F	Honolulu	25.2
	WAYV-F	Atlantic City	25.2
178.	WIBW-F	Topeka	25.1
	KRQQ-F	Tucson	25.1
	KQMQ-AF	Honolulu	25.1
	WDAF	Kansas City	25.1
182.	WXCL-AF	Peoria	25.0
	WROK	Rockford	25.0

*Based on 12+ Metro Cume Rating, Mon-Sun, 6A-Mid.

American Radio Spring, 1992 Copyright 1992

AMERICA'S LEADING STATIONS BY FORMAT*

1/4 HOUR AVERAGE

TOP 40/CHR/CONTEMP

1.	WHTZ-F	New York	1079
2.	WQHT-F	New York	973
3.	WPLJ-F	New York	846
4.	KIIS-AF	Los Angel	774
5.	KPWR-F	Los Angel	728
6.	WBBM-F	Chicago	709
7.	WPGC-F	Washingtn	501
8.	KMEL-F	San Fran	487
9.	WXKS-F	Boston	402
10.	WEGX-F	Philadelp	354
11.	WHYT-F	Detroit	338
12.	WIOQ-F	Philadelp	324
13.	WPOW-F	Miami-Ft.	305
14.	WZOU-F	Boston	282
15.	KITS-F	San Fran	279
16.	KRBE-AF	Houston	276
17.	KDWB-F	Minn-St.P	260
18.	WRQX-F	Washingtn	258
19.	KBXX-F	Houston	245
20.	KUBE-F	Seattle	232
21.	WBLI-F	New York	210
22.	KKLQ-AF	SanDiego	206
	WBLI-F	Nassau	206
24.	KGGI-F	Riverside	201

AOR/CLASSIC

1.	WXRK-F	New York	1207
2.	WNEW-F	New York	825
3.	KLOS-F	Los Angel	693
4.	KLSX-F	Los Angel	573
5.	WWBZ-F	Chicago	564
6.	KROQ-F	Los Angel	542
7.	WYSP-F	Philadelp	494
8.	WMMR-F	Philadelp	419
9.	WXRT-F	Chicago	410
10.	KQLZ-F	Los Angel	401
11.	WLUP-F	Chicago	382
12.	KLOL-F	Houston	364
13.	WCKG-F	Chicago	346
14.	KQRS-AF	Minn-St.P	344
15.	WDVE-F	Pittsburg	339
16.	WBCN-F	Boston	311
17.	KSHE-F	St. Louis	301
18.	WKLS-F	Atlanta	270
19.	WZLX-F	Boston	266
20.	WMMS-F	Cleveland	264
21.	WFBQ-F	Indy	259
22.	KTXQ-F	Dallas-FW	253
23.	KRXX-F	Minn-St.P	251
24.	WLLZ-F	Detroit	246
25.	WXTB-F	TampaSt.P	231
26.	WCMF-F	Rochester	227
27.	KRQR-F	San Fran	216
28.	WCSX-F	Detroit	215
29.	WWDC-F	Washingtn	210
30.	XTRA-F	SanDiego	209
31.	KUPD-F	Phoenix	208

AC/OLDIES

1.	WCBS-F	New York	1347
2.	WMXV-F	New York	1023
3.	KOST-F	Los Angel	863
4.	KRTH-F	Los Angel	703
5.	KBIG-F	Los Angel	683
6.	WJMK-F	Chicago	403
7.	WOGL-F	Philadelp	392
8.	WYXR-F	Philadelp	386
9.	KVIL-AF	Dallas-FW	376
10.	KCBS-F	Los Angel	353
11.	WSB -F	Atlanta	330
12.	WMGK-F	Philadelp	325
13.	WMJX-AF	Boston	315
14.	WWSW-AF	Pittsburg	306
15.	KIOI-F	San Fran	299
16.	WODS-F	Boston	295
17.	WKQI-F	Detroit	288
18.	WPNT-F	Chicago	281
19.	KSTP-F	Minn-St.P	265
20.	WOMC-F	Detroit	260
21.	WKQX-F	Chicago	252
22.	KHMX-F	Houston	244
23.	WNIC-F	Detroit	243
24.	WASH-F	Washingtn	241
25.	WFLC-F	Miami-Ft.	236
26.	WALK-F	New York	230
27.	WMJI-F	Cleveland	220
28.	WLTF-F	Cleveland	219
29.	WALK-AF	Nassau	216
	WTMX-F	Chicago	216
31.	WUSA-F	TampaSt.P	213
	KLDE-F	Houston	213
	WWMX-F	Baltimore	213
34.	KFMB-F	SanDiego	208
35.	WSTR-F	Atlanta	206
36.	WBMX-F	Boston	205
37.	KDMX-F	Dallas-FW	201
38.	KYKY-F	St. Louis	200
	WQSR-F	Baltimore	200

FULL SVC/VARIETY

1.	WCCO	Minn-St.P	611
2.	WJR	Detroit	584
3.	KDKA	Pittsburg	430
4.	WBAP	Dallas-FW	314
5.	WTMJ	Milwaukee	269
6.	WLW	Cincinnat	265
7.	WMAL	Washingtn	254
8.	WSB	Atlanta	242
9.	KEX	Prtlnd,OR	240
10.	WTIC	Hartford	232
11.	WIBC	Indy	220
12.	WHAM	Rochester	187
13.	WTVN	ColumbusO	165
14.	KOMO	Seattle	164
15.	WHAS	Louisvill	160
16.	WRVA	Richmond	149
17.	KFMB	SanDiego	147
18.	WBEN	Buffalo	127
19.	WDBO	Orlando	113
20.	WGY	Albany	111
21.	WSYR	Syracuse	110
22.	WBT	Charlotte	109
23.	KSSK	Honolulu	102

COUNTRY

1.	WYNY-F	New York	753
2.	WUSN-F	Chicago	685
3.	KSCS-F	Dallas-FW	561
4.	WMZQ-AF	Washingtn	442
5.	KILT-F	Houston	431
6.	WWWW-F	Detroit	422
7.	KEEY-F	Minn-St.P	402
8.	KIKK-F	Houston	399
9.	WQYK-F	TampaSt.P	396
10.	WXTU-F	Philadelp	372
11.	KNIX-F	Phoenix	351
12.	KSAN-F	San Fran	346
13.	KPLX-F	Dallas-FW	343
14.	WKHX-F	Atlanta	340
15.	KZLA-F	Los Angel	338
16.	WPOC-F	Baltimore	327
17.	WIL -F	St. Louis	321
18.	WGAR-F	Cleveland	295
19.	KMPS-AF	Seattle	290
20.	KSON-AF	SanDiego	279
21.	WKIS-F	Miami-Ft.	269
22.	WTQR-F	GrnsbroWS	266
23.	KYGO-F	Denver	260
24.	KFKF-F	Knsas Cty	252
25.	WYAY-FF	Atlanta	245
26.	WIVK-F	Knoxville	244
	WSOC-F	Charlotte	244
	KYNG-F	Dallas-FW	244
29.	WAMZ-F	Louisvill	231
30.	WDSY-F	Pittsburg	230
	WFMS-F	Indy	230
32.	KXXY-F	Oklahoma	222
33.	WDAF	Knsas Cty	217
34.	WZZK-AF	Brmngham	216
35.	KKAT-F	Salt Lake	209
36.	WGKX-F	Memphis	208
37.	WYRK-F	Buffalo	202
38.	KIIM-F	Tucson	198
	KUPL-F	Prtlnd,OR	198
40.	KWEN-F	Tulsa	190
41.	KMLE-F	Phoenix	188
	KFRG-F	Riverside	188
43.	WSSL-AF	Grnvl-Sp	187
	KCYY-F	San Anton	187
45.	WBEE-F	Rochester	183
46.	WSIX-F	Nashville	182
	WMIL-F	Milwaukee	182

BLACK/URBAN

1.	WRKS-F	New York	1518
2.	WBLS-F	New York	1171
3.	WGCI-F	Chicago	909
4.	KKBT-F	Los Angel	655
5.	WVEE-F	Atlanta	570
6.	WVAZ-F	Chicago	542
7.	WUSL-F	Philadelp	522
8.	WJLB-F	Detroit	451
9.	WKYS-F	Washingtn	333
10.	KJMZ-F	Dallas-FW	332
11.	WEDR-F	Miami-Ft.	318
12.	WLIB	New York	290
13.	WHQT-F	Miami-Ft.	279
14.	WMXD-F	Detroit	275
15.	KKDA-F	Dallas-FW	268
16.	WDAS-F	Philadelp	266
17.	KMJM-F	St. Louis	261
18.	WOWI-F	Norfolk	254
19.	KSOL-F	San Fran	249
20.	KMJQ-F	Houston	248
21.	WXYV-F	Baltimore	239
22.	WHUR-F	Washingtn	221
23.	WZAK-F	Cleveland	204
24.	WPEG-F	Charlotte	193
25.	KHYS-F	Houston	191
26.	WMMJ-F	Washingtn	175
27.	WYLD-F	New Orlns	172
28.	WALR-F	Atlanta	167
29.	WAMO-F	Pittsburg	162
30.	WQUE-F	New Orlns	161
31.	KJLH-F	Los Angel	158
32.	KPRS-F	Knsas Cty	150
33.	KKDA	Dallas-FW	147
34.	WHRK-F	Memphis	146
35.	WJHM-F	Orlando	140
36.	WDIA	Memphis	126
37.	KMEZ-F	New Orlns	122
38.	WIZF-F	Cincinnat	121
39.	WWDM-F	ColmbiaSC	117
40.	WWIN-F	Baltimore	116
	WGCI	Chicago	116
42.	WOL	Washingtn	115
	WBLX-F	Mobile	115
44.	WKKV-F	Milwaukee	114
45.	WJMH-F	GrnsbroWS	110

SAC/EZ

1.	WLTW-F	New York	1416
2.	WPAT-F	New York	1012
3.	KXEZ-F	Los Angel	633
4.	WLIT-F	Chicago	421
5.	WEAZ-F	Philadelp	406
6.	KOIT-AF	San Fran	325
7.	WGAY-F	Washingtn	316
8.	WLYF-F	Miami-Ft.	308
9.	WLTE-F	Minn-St.P	292
10.	WSSH-F	Boston	289
11.	WJOI-F	Detroit	288
12.	WPCH-F	Atlanta	280
13.	WLIF-F	Baltimore	277
14.	KODA-F	Houston	269
15.	WLTI-F	Detroit	268
16.	WWRM-F	TampaSt.P	257
17.	KABL-AF	San Fran	244
18.	WDOK-F	Cleveland	228
19.	KLRX-F	Dallas-FW	225
20.	WPAT	New York	223
21.	KOSI-F	Denver	211
22.	KLIT-F	Los Angel	208
23.	KKLT-F	Phoenix	191
	WSHH-F	Pittsburg	191
25.	WHUD-F	New York	186
26.	WJQY-F	Miami-Ft.	184
	KBAY-F	San Fran	184
28.	WDUV-F	TampaSt.P	180
29.	KJQY-F	SanDiego	175
30.	WFOG-F	Norfolk	152
31.	WWLI-F	Providenc	150

NEWS/TALK

1.	WINS	New York	1009
2.	WGN	Chicago	943
3.	WABC	New York	917
4.	WOR	New York	878
5.	WCBS	New York	814
6.	WFAN	New York	808
7.	KABC	Los Angel	760
8.	KMOX	St. Louis	681
9.	KGO	San Fran	667

*Based on 12+ Metro Cume Rating, Mon-Sun, 6A-Mid.

American Radio Spring, 1992 Copyright 1992

10.	KYW	Philadelp	502
11.	KFI	Los Angel	497
12.	KFWB	Los Angel	495
13.	WBBM	Chicago	484
14.	KNX	Los Angel	428
15.	KNBR	San Fran	392
16.	KCBS	San Fran	376
17.	WLS -AF	Chicago	372
18.	WBZ	Boston	369
19.	WBAL	Baltimore	357
	WMAQ	Chicago	357
21.	WLUP	Chicago	354
22.	WRKO	Boston	323
23.	WWJ	Detroit	305
24.	WWDB-F	Philadelp	294
25.	KIRO	Seattle	278
26.	WIOD	Miami-Ft.	273
27.	WXYT	Detroit	268
28.	WHDH	Boston	254
29.	WGST	Atlanta	240
30.	WFLA	TampaSt.P	237
31.	KOA	Denver	232
32.	KMPC	Los Angel	227
33.	KTAR	Phoenix	225
	KFBK	Sacramnto	225
35.	KTRH	Houston	216
36.	WIP	Philadelp	214
37.	WTOP	Washingtn	213
38.	KRLD	Dallas-FW	202
39.	KSDO	SanDiego	200
40.	KPRC	Houston	191
41.	WWL	New Orlns	165
42.	WTAE	Pittsburg	152
43.	KLIF	Dallas-FW	149
44.	WSCR	Chicago	147
45.	KXL	Prtlnd,OR	145
46.	KSTP	Minn-St.P	144
47.	WHJJ	Providenc	136
48.	KFI	Riverside	135
49.	WINZ	Miami-Ft.	123
50.	KFYI	Phoenix	122
51.	WPRO	Providenc	117
	KCMO	Knsas Cty	117
53.	WWWE	Cleveland	114
54.	WJNO	West Palm	110
55.	KSEV	Houston	109
56.	WCBM	Baltimore	106
	WEEI	Boston	106
58.	KING	Seattle	105
59.	KMBZ	Knsas Cty	103
60.	WHIO	Dayton	102

NOSTALGIA

1.	WNEW	New York	543
2.	WPEN	Philadelp	491
3.	WJJD	Chicago	463
4.	KFRC	San Fran	302
5.	KQUE-F	Houston	216
6.	CKLW	Detroit	191
7.	WRMR	Cleveland	161
8.	WMRZ	Miami-Ft.	159
9.	WOKY	Milwaukee	153
10.	WGUL-AF	TampaSt.P	150
11.	WHLI	New York	147
12.	KPOP	SanDiego	133
13.	KIXI	Seattle	132
14.	WJAS	Pittsburg	130
15.	KOY	Phoenix	127
16.	WPLM-AF	Boston	125
17.	KKSN	Prtlnd,OR	99
18.	WWDC	Washingtn	95
	KAAM	Dallas-FW	95
	WXKS	Boston	95
21.	WGSM	New York	92
22.	WITH	Baltimore	89
23.	WGSM	Nassau	81
24.	WHLI	Nassau	80
25.	WEVD	New York	78
26.	WRTH	St. Louis	75

RELIGION/GOSPEL

1.	WWRL	New York	180
2.	WFME-F	New York	169
3.	KLTY-F	Dallas-FW	147
4.	WWRV	New York	137
5.	KHVN	Dallas-FW	114
6.	WAOK	Atlanta	104
7.	WYCA-F	Chicago	95
8.	KKLA-F	Los Angel	87
9.	WLOK	Memphis	85
10.	KCMS-F	Seattle	83
11.	WWIN	Baltimore	69
12.	WDAS	Philadelp	65
13.	WYLD	New Orlns	64
14.	WCAO	Baltimore	60
15.	WCBW-F	St. Louis	52
16.	WYLL-F	Chicago	50
17.	WRBS-F	Baltimore	49
18.	WBOK	New Orlns	48
19.	WNAP	Philadelp	46
	WMUZ-F	Detroit	46
	WABQ	Cleveland	46
22.	WDAC-F	Lancaster	43
	KOKA	Shreveprt	43
	KWWJ	Houston	43
25.	WROL	Boston	42
26.	KPRT	Knsas Cty	41
	WAGG	Brmngham	41
28.	WYCB	Washingtn	40
	KGNW	Seattle	40
	WESL	St. Louis	40

SPANISH

1.	KLVE-F	Los Angel	760
2.	WSKQ-F	New York	741
3.	KWKW	Los Angel	584
4.	KTNQ	Los Angel	550
5.	WADO	New York	436
6.	KKHJ	Los Angel	388
7.	WSKQ	New York	313
8.	KALI	Los Angel	305
9.	WAQI	Miami-Ft.	259
10.	WRTO-F	Miami-Ft.	258
11.	WOJO-F	Chicago	224
12.	WQBA	Miami-Ft.	194
13.	KXTN-F	San Anton	174
14.	KOFY	San Fran	161
15.	WKDM	New York	156
16.	WIND	Chicago	149
17.	KESS	Dallas-FW	142
18.	WXDJ-F	Miami-Ft.	130
19.	KSKQ-F	Los Angel	121
20.	KBRG-F	San Fran	117
21.	KGBT	Mc-Brown	116
22.	KSKQ	Los Angel	107
23.	WQBA-F	Miami-Ft.	103
24.	KQQK-F	Houston	102
25.	WCMQ-F	Miami-Ft.	101
26.	KIWW-F	Mc-Brown	90
	KPLS	Los Angel	90
28.	KXYZ	Houston	89
29.	WWFE	Miami-Ft.	85
30.	KLAT	Houston	77
31.	WTAQ	Chicago	70
32.	KBNA-AF	El Paso	67
33.	KCOR	San Anton	65
34.	WCMQ	Miami-Ft.	64
35.	KBRG-F	San Jose	62
36.	KSSA	Dallas-FW	59
37.	XLTN-F	SanDiego	58
38.	KTGE	Salinas	57
39.	KEYH	Houston	56
40.	KCAL	Riverside	55
41.	KLVE-F	Riverside	52
42.	WOPA	Chicago	50

CLASSICAL

1.	WQXR-AF	New York	436
2.	WNCN-F	New York	334
3.	KKGO-F	Los Angel	277
4.	WNIB-F	Chicago	214
5.	KKHI-AF	San Fran	191
6.	KDFC-AF	San Fran	183
7.	WFLN-F	Philadelp	181
8.	WGMS-F	Washingtn	168
9.	WTMI-F	Miami-Ft.	151
10.	WCRB-F	Boston	144
11.	WQRS-F	Detroit	139
12.	KING-F	Seattle	117
	WRR -F	Dallas-FW	117
14.	WFMT-F	Chicago	105
15.	KFSD-F	SanDiego	103
16.	KFUO-F	St. Louis	99
17.	WCLV-F	Cleveland	67
18.	KVOD-F	Denver	66
19.	WFMR-F	Milwaukee	59

JAZZ/NEW AGE

1.	WQCD-F	New York	595
2.	WNUA-F	Chicago	387
3.	KTWV-F	Los Angel	363
4.	KBLX-AF	San Fran	255
5.	WJZZ-F	Detroit	239
6.	KKSF-F	San Fran	232
7.	KOAI-F	Dallas-FW	183
8.	WJZE-F	Washingtn	163
9.	WLVE-F	Miami-Ft.	154
10.	KIFM-F	SanDiego	133
11.	KACE-F	Los Angel	131
12.	WCDJ-F	Boston	119
13.	KKNW-F	Seattle	110
14.	KJAZ-F	San Fran	96
15.	KHIH-F	Denver	77
16.	WNWV-F	Cleveland	76

American Radio Spring, 1992 Copyright 1992

AMERICA'S LEADING STATIONS BY FORMAT*

METRO SHARE

TOP 40/CHR/CONTEMP

1.	KTRS-F	Casper	23.7
2.	WBBQ-AF	Augusta	19.6
3.	WIXX-F	Green Bay	17.8
	WAAL-F	Binghamtn	17.8
5.	WKRZ-F	WilksBare	15.8
6.	WQUT-F	John City	15.7
7.	KFMW-F	Waterloo	15.3
8.	KPAT-F	SiouxFals	15.2
9.	WBNQ-F	Bloomngtn	15.1
10.	WKEE-F	Huntingtn	14.7
11.	WNDU-F	South Bnd	14.2
	WZOK-F	Rockford	14.2
13.	WRKY-F	Steubnvle	14.0
	WXLK-F	Roanoke	14.0

AOR/CLASSIC

1.	KGGO-AF	DesMoines	18.2
2.	WBLM-F	Prtlnd,ME	17.3
3.	WXRX-F	Rockford	16.7
4.	KXUS-F	SprngfdMO	16.5
5.	WCMF-F	Rochester	16.3
6.	WRKT-F	Erie	15.6
7.	WAPL-F	Appleton	15.2
8.	WZZQ-F	Terre Hte	14.7
	WKQQ-F	Lexington	14.7
10.	WFBQ-F	Indy	14.3
11.	WOUR-F	Utca-Rome	13.5
12.	WKGB-F	Binghamtn	13.2
13.	WWCT-F	Bloomngtn	12.8
	WXLP-F	Davenport	12.8
15.	WEGW-F	Wheeling	12.7
16.	WGLF-F	Tallahass	12.5
17.	KARX-F	Amarillo	12.4
18.	KFMX-F	Lubbock	12.0
19.	WIBA-F	Madison	11.8
20.	WWCT-F	Peoria	11.7
21.	WIOT-F	Toledo	11.5
22.	KLAQ-F	El Paso	11.3
	KMJX-F	Little Rk	11.3
24.	KXFX-F	SantaRosa	11.2
25.	KQWB-F	Fargo	10.9
	WJXQ-F	Lansing	10.9
27.	WVRK-F	ColmbusGA	10.8
	KRNA-F	Cedar Rpd	10.8
	KLPX-F	Tucson	10.8
30.	WAQY-AF	SprgfldMA	10.7
31.	WAOR-F	South Bnd	10.6
32.	WEGR-F	Memphis	10.5
	WZRR-F	Brmngham	10.5
34.	WOVE-F	Pittsburg	10.4
35.	WQBZ-F	Macon	10.2
	WRKR-F	Kalamazoo	10.2
37.	WAQX-F	Syracuse	10.0
38.	WGIR-F	Manchestr	9.9
39.	WXKE-F	Ft. Wayne	9.8
40.	WAAF-F	Worcester	9.7
	WMGX-F	Prtlnd,ME	9.7
	WKLQ-F	Gr Rapids	9.7
43.	WSFM-F	WlmngtnNC	9.6
44.	WZZO-F	Allentown	9.5
45.	KQRS-AF	Minn-St.P	9.3
46.	WPLR-F	New Haven	9.2
47.	KATT-F	Oklahoma	9.0
	KKFM-F	ClradoSpg	9.0

AC/OLDIES

1.	KQLT-F	Casper	15.8
2.	WCRZ-F	Flint	15.4
3.	WMXE-F	Erie	14.2
4.	KMAJ-F	Topeka	14.1
	KMGE-F	Eugene	14.1
6.	WTFM-F	John City	13.6
7.	WGSY-F	ColmbusGA	12.7
8.	KSSK-F	Honolulu	12.5
9.	WFMZ-F	Allentown	12.4
10.	WKWK-F	Wheeling	12.3
	WXKC-F	Erie	12.3
12.	WMGI-F	Terre Hte	12.1
13.	KLTA-F	Fargo	11.3
14.	WYYY-F	Syracuse	11.1
	WLEV-F	Allentown	11.1
16.	WAJI-F	Ft. Wayne	10.7
17.	KZST-F	SantaRosa	10.6
18.	KMGW-F	Casper	10.5
	KCIX-F	Boise	10.5
	KAMZ-F	El Paso	10.5
21.	WKQS-F	Johnstown	10.3
	WMYI-F	Grnvl-Sp	10.3
	WLHT-F	Gr Rapids	10.3
24.	WGNI-F	WlmngtnNC	10.1
	WAYV-F	Atlantic	10.1
26.	WJBR-F	WlmngtnDE	10.0
	KRLB-F	Lubbock	10.0
	WQSM-F	Faytville	10.0
29.	WRMF-F	West Palm	9.9
30.	KISC-F	Spokane	9.7
31.	WMT -F	Cedar Rpd	9.6
32.	WXLO-F	Worcester	9.4
33.	WHPT-F	Sarasota	9.3
	WHNN-F	Saginaw	9.3
	WBBG-F	Youngstwn	9.3
	WWSW-AF	Pittsburg	9.3
	WIHN-F	Bloomngtn	9.3
38.	KGBX-F	SprngfdMO	9.0
	WKTK-F	Gainesvil	9.0
	WZNY-F	Augusta	9.0

FULL SVC/VARIETY

1.	WJBC	Bloomngtn	27.3
2.	WIKY-F	Evansvill	18.3
3.	WCCO	Minn-St.P	16.5
4.	KDAL	Duluth	15.2
5.	WMT	Cedar Rpd	14.5
6.	WJR	Ann Arbor	14.4
7.	WLW	Cincinnat	13.9
8.	WICC	Brdgeport	13.5
	WHAM	Rochester	13.5
	WTIC	Hartford	13.5
11.	KDKA	Pittsburg	13.1
12.	WHAS	Louisvill	12.7
13.	WIBC	Indy	12.2
14.	WSYR	Syracuse	12.1
15.	WTMJ	Milwaukee	11.7
16.	WRVA	Richmond	11.6
17.	WNBF	Binghamtn	11.5
18.	WHBC	Canton	11.2
19.	KFOR	Lincoln	10.7
	WSGW	Saginaw	10.7
	WHO	DesMoines	10.7
	KEX	Prtlnd,OR	10.7
	WROK	Rockford	10.7
24.	WSBT	South Bnd	10.3
25.	WDAY	Fargo	10.1
26.	WMBD	Peoria	9.9
27.	WKZO	Kalamazoo	9.8
28.	KRMG	Tulsa	9.3
29.	WTVN	ColumbusO	9.0
30.	WGY	Albany	8.9
31.	WJR	Detroit	8.8
32.	WHYN	SprgfldMA	8.6
33.	WGAN	Prtlnd,ME	8.5
34.	KKOB	Albuquerq	8.4
	KSSK	Honolulu	8.4
36.	KFAB	Omaha	8.2
37.	WHBY	Appleton	8.1
38.	WELI	New Haven	8.0
	WPTF	Raleigh	8.0

COUNTRY

1.	WQBF-F	ChrlstnWV	35.7
2.	WTHI-AF	Terre Hte	35.5
3.	WTCR-AF	Huntingtn	31.9
4.	KLLL-F	Lubbock	29.8
5.	WXBQ-F	John City	28.2
6.	WDRM-F	Huntsvill	23.8
7.	WYNK-F	Btn Rouge	23.4
8.	WVLK-F	Lexington	21.9
9.	WWQQ-F	WlmngtnNC	21.5
	WUSY-F	Chtnooga	21.5
11.	KRMD-AF	Shreveprt	21.4
12.	KOEL-F	Waterloo	21.1
13.	KSSN-F	Little Rk	20.9
14.	WLWI-F	Montgomry	20.8
15.	WDEN-F	Macon	20.4
16.	WRNS-F	GreenvlNC	20.2
17.	WWNC	Asheville	20.1
18.	WOVK-F	Wheeling	20.0
19.	KIIM-F	Tucson	19.6
20.	WFGY-FF	Altoona	18.9
	WTQR-F	GrnsbrowS	18.9
22.	KCCY-F	Pueblo	18.8
	WYYD-F	Roanoke	18.8
24.	KWEN-F	Tulsa	18.7
	WMSI-F	Jackson	18.7
26.	WPCV-F	Lakeland	18.4
	KVOC	Casper	18.4
	WAMZ-F	Louisvill	18.4
29.	WITL-F	Lansing	18.0
	WZZK-AF	Brmngham	18.0
31.	KJJY-F	DesMoines	17.8
	WLLR-AF	Davenport	17.8
33.	KHAK-F	Cedar Rpd	17.7
34.	KXXY-F	Oklahoma	17.6
35.	WYNG-F	Evansvill	17.5
36.	KUGN-F	Eugene	17.2
	KQFC-F	Boise	17.2
38.	KTTS-F	SprngfdMO	17.1
	WSSL-AF	Grnvl-Sp	17.1
40.	WKML-F	Faytville	16.9
41.	KTWB-F	SiouxFals	16.7
	KMML-F	Amarillo	16.7
43.	WXBM-F	Pensacola	16.5
	KRST-AF	Albuquerq	16.5
45.	WSTH-F	ColmbusGA	15.7
46.	KZSN-AF	Wichita	15.6
47.	KASE-F	Austin	15.3
48.	WXCL-AF	Pecria	14.9
	WSOC-F	Charlotte	14.9
50.	KZKX-F	Lincoln	14.8
51.	WHWK-F	Binghamtn	14.6
52.	KTPK-F	Topeka	14.5
	WQXK-F	Youngstwn	14.5
54.	WAVC-F	Duluth	14.3
55.	KUZZ-F	Bkrsfield	14.2
56.	KHEY-F	El Paso	14.1
57.	WKHK-F	Richmond	14.0
	WKSJ-AF	Mobile	14.0
59.	WCHY-AF	Savannah	13.7
	KRYS-AF	CrpusChrs	13.7
61.	WGKX-F	Memphis	13.6
62.	KTEX-F	Mc-Brown	13.5
63.	WIBW-F	Topeka	13.4
	WESC-F	Asheville	13.4
	WCOS-F	ColmbiaSC	13.4
	WSIX-F	Nashville	13.4
67.	KOUL-F	CrpusChrs	13.3
	WOW -F	Omaha	13.3
	KKCS-F	ClradoSpg	13.3
70.	KTWO	Casper	13.2
	WBEE-F	Rochester	13.2
72.	WOKQ-F	Portsmoth	13.1
73.	KFDI-F	Wichita	13.0
74.	KKAT-F	Salt Lake	12.9
	WHKO-F	Dayton	12.9
76.	WQIK-F	Jacksnvle	12.8
	WGTC-F	South Bnd	12.8
78.	WFMS-F	Indy	12.7
79.	KDRK-F	Spokane	12.4
80.	KFGO-F	Fargo	12.2
	WQXK-F	Canton	12.2
	WKXC-F	Augusta	12.2
	WKCQ-F	Saginaw	12.2
84.	WBUB-F	ChrlstnSC	12.1
85.	WQYK-F	TampaSt.P	11.9
86.	KFGO	Fargo	11.8
87.	WTNT-F	Tallahass	11.7
	WXTA-F	Erie	11.7
	KNIX-F	Phoenix	11.7
90.	WFRG-F	Utca-Rome	11.5
	KMIX-F	Modesto	11.5
	KASH-F	Anchorage	11.5
93.	KFKF-F	Knsas Cty	11.4
94.	WYRK-F	Buffalo	11.3
95.	WPOR-F	Prtlnd,ME	11.0
	WTRS-AF	Gainesvil	11.0
	WSM -F	Nashville	11.0

BLACK/URBAN

1.	WZHT-F	Montgomry	22.7
2.	WZFX-F	Faytville	20.2
3.	KMJJ-F	Shreveprt	19.3
4.	WWDM-F	ColmbiaSC	18.4
5.	WBLX-F	Mobile	17.3
6.	WDZZ-F	Flint	16.4
7.	WEAS-F	Savannah	15.5
8.	WFXA-F	Augusta	14.8
9.	WAGH-F	ColmbusGA	13.6
10.	WWWZ-F	ChrlstnSC	13.5
11.	WVEE-F	Atlanta	13.4
12.	WOWI-F	Norfolk	12.7
13.	WHBX-F	Tallahass	12.5
14.	WPFG-F	Charlotte	11.8
15.	KQXL-F	Btn Rouge	11.7
16.	WJMI-F	Jackson	11.6

*Based on 12+ Metro Share, Broadcast week.

American Radio Spring, 1992 Copyright 1992

17.	WIKS-F	Greenvlnc	11.5
18.	WKXI-F	Jackson	10.3
19.	WQOK-F	Raleigh	10.1
	KIPR-F	Little Rk	10.1
21.	WFXE-F	ColmbusGA	9.9
22.	WFXM-FF	Macon	9.7
23.	KKOA-F	Waco	9.6
	WZFX-F	WlmngtnNC	9.6
	WYLD-F	New Orlns	9.6
26.	WHRK-F	Memphis	9.5
27.	WCKU-F	Lexington	9.1
	WXOK	Btn Rouge	9.1
29.	WQUE-F	New Orlns	9.0
30.	WJHM-F	Orlando	8.9
31.	WSOK	Savannah	8.6
	WENN-F	Brmngham	8.6
33.	WCDX-F	Richmond	8.4
34.	WDIA	Memphis	8.2
35.	WBLX-F	Pensacola	8.0

SAC/EZ

1.	WDUV-F	Sarasota	18.3
2.	WQLH-F	Green Bay	14.7
3.	WHLG-F	Ft.Pierce	14.1
	WARM-F	York	14.1
5.	WEZK-F	Knoxville	13.5
6.	WZID-F	Manchestr	13.0
7.	WSRS-F	Worcester	11.6
8.	KDAL-F	Duluth	11.5
9.	WEZN-F	Brdgeport	10.8
10.	WEZY-F	Lakeland	10.7
11.	WOOD-F	Kalamazoo	10.5
	WDEF-AF	Chtnooga	10.5
13.	WARM-F	Lancaster	10.2
14.	WFPG-F	Atlantic	10.1
15.	KUMU-AF	Honolulu	9.8
16.	WMXW-F	Binghamtn	9.7
	WSWT-F	Peoria	9.7
18.	WHBC-F	Canton	9.5
	WLTA-F	South Bnd	9.5
20.	WEJZ-F	Jacksnvle	9.1
21.	KTXR-F	SprngfdMO	9.0

NEWS/TALK

1.	KMOX	St. Louis	19.0
2.	WKBN	Youngstwn	12.4
3.	KFBK	Sacramnto	10.7
4.	WSTV	Steubnvle	10.1
5.	KOH	Reno	9.6
6.	KGO	SantaRosa	9.5
	WBAL	Raltimore	9.5
8.	WWL	New Orlns	9.2
9.	KARN	Little Rk	9.1
	KMJ	Fresno	9.1
11.	KOA	Denver	8.8
12.	WOC	Davenport	7.9
13.	WIBX	Utca-Rome	7.7
	WJNO	West Palm	7.7
	KGO	San Fran	7.7
16.	KCSJ	Pueblo	7.6
	WHIO	Dayton	7.6
	WGN	Chicago	7.6
19.	KTAR	Phoenix	7.5
20.	KIRO	Seattle	7.4
	KTOK	Oklahoma	7.4
	WNIR-F	Akron	7.4
23.	WFLA	TampaSt.P	7.1
24.	KERN	Bkrsfield	6.9
25.	WERC	Brmngham	6.8
26.	WLKK	Erie	6.7
27.	WRTA	Altoona	6.6
	KNSS	Wichita	6.6
	KYW	Philadelp	6.6
30.	WGIR	Manchestr	6.5
	KGNC	Amarillo	6.5
32.	WVOC	ColmbiaSC	6.4
	KXL	Prtlnd,OR	6.4
34.	KLBJ	Austin	6.3
	WBZ	Boston	6.3
36.	KIDO	Boise	6.2
37.	WAAV	WlmngtnNC	6.1
38.	WHJJ	Providenc	6.0
	KFI	Riverside	6.0
40.	WNFL	Green Bay	5.8
	KVOR	Clrado Spg	5.8
42.	WGL	Ft. Wayne	5.7
	WGST	Atlanta	5.7
43.	WKRG	Mobile	5.6
44.	WTDY	Madison	5.5
	WJBO	Btn Rouge	5.5
	WRKO	Boston	5.5
	WGR	Buffalo	5.5
45.	KSDO	San Diego	5.4
46.	KCMO	Knsas Cty	5.3
47.	KENI	Anchorage	5.2
	WTMA	ChrlstnSC	5.2
	WOAI	San Anton	5.2
48.	WFBC	Duluth	5.1
	WPRO	Providence	5.1
	WAVG	Louisvill	5.1
	WAFB	Allentown	5.1

NOSTALGIA

1.	WMMB	Melbourne	10.0
2.	WEYZ	Erie	8.4
3.	WYSN-F	Johnstown	8.0
4.	KIXZ	Amarillo	7.6
5.	WOKY	Milwaukee	6.7
6.	WFDF	Flint	6.6
7.	KGHF	Pueblo	6.5
	WROD	Dytna Bch	6.5
9.	WPEN	Philadelp	6.4
10.	WLOW-F	Savannah	6.3
11.	KEEL	Shreveprt	6.1
12.	KWTX	Waco	6.0
13.	KFRC	SantaRosa	5.8
14.	WKMC	Altoona	5.6
15.	WFFA	Manchestr	5.5
	KXTP	Duluth	5.5
17.	WWOK	Evansvill	5.4
	WINR	Binghamtn	5.4
	KRNT	DesMoines	5.4
20.	WMFQ-F	Gainesvil	5.3
	WRMR	Cleveland	5.3
22.	WISE	Asheville	5.2
	WMAS	SprgfldMA	5.2
24.	KGEM	Boise	5.1
25.	KAQQ	Spokane	5.0

RELIGION/GOSPEL

1.	WDOO	Macon	8.6
2.	KOKA	Shreveprt	8.2
3.	WDAC-F	Lancaster	8.0
4.	WEAM	ColmbusGA	6.0
5.	WLOK	Memphis	5.6
6.	WMIT-AF	Asheville	5.2
7.	WEMM-F	Huntingtn	4.7
	WOAD	Jackson	4.7
9.	WKZK	Augusta	4.3
10.	WIDU	Faytville	3.7
11.	WYLD	New Orlns	3.6
12.	WJRX-F	Chtnooga	3.5
13.	KADI-F	SprngfdMO	3.4
	WAGG	Brmngham	3.4
15.	WTHB	Augusta	3.3
16.	WTGH	ColmbiaSC	3.0
	WDJC-F	Brmngham	3.0
18.	WOLC-F	Salisbury	2.8
	WFMO	Faytville	2.8
20.	WBQK	New Orlns	2.7
21.	WSTS-F	Faytville	2.6
	KCSP-F	Casper	2.6
	WMHR-F	Syracuse	2.6
	WJBZ-F	Knoxville	2.6
25.	KLRG	Little Rk	2.5
	KLTY-F	Dallas-FW	2.5
27.	WAOK	Atlanta	2.4
28.	WJSH	Terre Hte	2.3
	WAPZ	Montgomry	2.3
	KAMB-F	Modesto	2.3
31.	WFGW	Asheville	2.2
	WZJY	ChrlstnSC	2.2
	KCMS-F	Seattle	2.2
34.	KNTL-F	Oklahoma	2.1
	WSVE	Jacksnvle	2.1
36.	WTLN-F	Orlando	2.0
	WGCV	Richmond	2.0
	WBBP	Memphis	2.0
	WFRN-F	South Bnd	2.0

SPANISH

1.	KGBT	Mc-Brown	12.5
2.	KIWW-F	Mc-Brown	9.7
3.	KXTN-F	San Anton	9.1
4.	KBNA-AF	El Paso	7.9
5.	KSAB-AF	CrpusChrs	7.2
6.	KTGF	Salinas	6.3
7.	KRMX	Pueblo	5.9
8.	KUNO	CrpusChrs	5.5
9.	KLOC	Modesto	5.2
	KWAC	Bkrsfield	5.2
11.	KTJN-F	Mc-Brown	5.0
12.	KQXX-F	Mc-Brown	4.8
13.	WAQI	Miami-Ft.	4.7
14.	KSET-F	El Paso	4.6
	WRTO-F	Miami-Ft.	4.6
16.	KLVE-F	Los Angel	4.4
17.	KSTN-F	Stockton	4.3
18.	KTRO	Oxnard-Vn	4.2
19.	KGST	Fresno	4.0

CLASSICAL

1.	KHFM-F	Albuquerq	4.7
2.	KBOQ-F	Salinas	4.1
3.	KING-F	Seattle	3.1
4.	KIWI-F	Bkrsfield	3.0
	KLEF-F	Anchorage	3.0
6.	KFSD-F	SanDiego	2.8
	KFUO-F	St. Louis	2.8
8.	WTMI-F	Miami-Ft.	2.7
9.	WGMS-F	Washingtn	2.6
	WFMR-F	Milwaukee	2.6
11.	WCRB-F	Boston	2.5
12.	WFLN-F	Philadelp	2.4
	WYSP-F	Atlantic	2.4
	KVOD-F	Denver	2.4
15.	KKHI-AF	San Fran	2.2
	WCLV-F	Cleveland	2.2
17.	KDFC-AF	San Fran	2.1
	WCRB-F	Worcester	2.1
	KXTR-F	Knsas Cty	2.1
	WQRS-F	Detroit	2.1
	WSLT-F	Atlantic	2.1
22.	WQRS-F	Ann Arbor	2.0
	WRR -F	Dallas-FW	2.0
24.	WQXR-AF	Monmouth	1.8
25.	WTMI-F	West Palm	1.7
	WNIB-F	Chicago	1.7
27.	KKGO-F	Los Angel	1.6
28.	KONC-F	Phoenix	1.5

JAZZ/NEW AGE

1.	KNIK-F	Anchorage	4.4
2.	KIFM-F	SanDiego	3.6
	WJZZ-F	Detroit	3.6
4.	WLOQ-F	Orlando	3.4
5.	KOAI-F	Dallas-FW	3.1
	WNUA-F	Chicago	3.1
7.	KBLX-AF	San Fran	2.9
	KKNW-F	Seattle	2.9
	KHIH-F	Denver	2.9
10.	WJZE-F	Washingtn	2.8
	WLVE-F	Miami-Ft.	2.8
12.	KKSF-F	San Fran	2.7
13.	KBZN-F	Salt Lake	2.5
	WNWV-F	Cleveland	2.5
15.	KQPT-F	Sacramnto	2.4
16.	WQCD-F	New York	2.2
17.	KWVS-F	CrpusChrs	2.1
	WXMX-F	Lansing	2.1
	KTWV-F	Los Angel	2.1
20.	WCDJ-F	Worcester	2.0
	WAMX-F	Ann Arbor	2.0
	WLVE-F	West Palm	2.0
	KXDC-F	Salinas	2.0
	WCDJ-F	Boston	2.0

American Radio Spring, 1992 Copyright 1992

MARKETS WITH HIGHEST AND LOWEST PERCENTAGE OF FM LISTENING*

HIGHEST		LOWEST	
1. Greenville, NC	92.08%	1. Casper	61.54%
2. Salisbury-Oc, MD	91.91%	2. Duluth	62.01%
3. Lancaster	90.69%	3. Santa Rosa	62.31%
4. Knoxville	90.07%	4. Asheville	62.73%
5. Greenville-Spartanburg	89.69%	5. Bridgeport	62.76%
6. Evansville	89.60%	6. Bloomington	62.77%
7. Tallahassee	89.55%	7. Rockford	64.31%
8. Lansing	89.47%	8. Sioux Falls	64.57%
9. Jacksonville	88.77%	9. San Francisco	65.46%
10. Lakeland	88.65%	10. St. Louis	65.70%
11. Lubbock	88.35%	11. Stockton	66.98%
12. Huntington, WV	88.34%	12. Honolulu	67.31%
13. Grand Rapids	88.23%	13. New Haven	67.80%
14. York	88.21%	14. Chicago	68.04%
15. Pensacola	88.05%	15. Los Angeles	68.11%

* FM share of total listening, 12+ Metro, 1/4 Hour AVG, Broadcast Week.

MARKETS WITH HIGHEST AND LOWEST APR'S**

HIGHEST		LOWEST	
1. Miami-Ft. Lauderdale	20.0	1. Modesto	14.2
2. Atlantic City	19.5	2. Ann Arbor	14.3
3. New York	19.3	3. Steubenville	15.0
4. Monmouth-Ocean	19.1	4. Anchorage	15.1
5. Appleton-Oshkosh	19.0	Lancaster	15.1
6. Las Vegas	18.9	Tallahassee	15.1
7. Augusta	18.7	7. San Jose	15.2
Baltimore	18.7	Eugene	15.2
9. Fargo	18.6	9. Wichita	15.3
Philadelphia	18.6	Raleigh	15.3
Chicago	18.6	Portland, ME	15.3
12. Portsmouth-Dover-Rochester,NH	18.4	Wilmington, NC	15.3
York	18.4	13. Austin	15.4
Detroit	18.4	Huntington, WV	15.4
15. Canton	18.3	15. Baton Rouge	15.5

** The APR shows the average percentage of the 12+ population which is using the radio (Mon-Sun, 6A-MID). The figure is comparable to television's PVT (Persons Viewing Television).

MEAN APR FOR ALL RATED MARKETS

	SPG 92 16.88		
SPG 91	17.04	SPG 82	16.04
SPG 90	17.22	SPG 81	15.42
SPG 89	17.53	A/M 80	15.42
SPG 88	16.47	A/M 79	15.62
SPG 87	16.73	A/M 78	15.42
SPG 86	17.10	A/M 77	15.40
SPG 85	17.32	A/M 76	15.74
SPG 84	17.50		
SPG 83	17.33		

MARKETS WITH HIGHEST PERCENTAGE OF BELOW-THE-LINE LISTENING***

1. Ann Arbor	69.7%	14. Lancaster	48.7%
2. Monmouth-Ocean	66.6%	15. Lakeland	47.1%
3. Bridgeport	60.0%	16. Melbourne-Titusville-Cocoa	46.4%
4. Wilmington, DE	58.6%	17. Portsmouth-Dover-Rochester,NH	46.3%
5. Daytona Beach	56.4%	18. Santa Rosa	44.4%
6. Worcester	55.5%	19. Oxnard-Ventura	42.6%
7. Akron	55.5%	20. Sarasota-Bradenton	42.1%
8. Steubenville	54.7%	21. York	41.0%
9. Riverside-San Bernardino	51.8%	22. Pueblo	38.2%
10. Manchester	51.4%	23. Asheville	35.8%
11. Stockton	50.7%	24. Flint	32.2%
12. Canton	49.6%	25. West Palm Beach	30.1%
13. New Haven	49.1%	26. Atlantic City	30.1%

*** Based on 12+ Metro, 1/4 HR AVG, Broadcast Week. Calculated by dividing total listening to stations listed below the line (stations outside the market's metro) by total listening to all stations.

MARKETS WITH HIGHEST PERCENTAGE OF LISTENING TO NON-LISTED STATIONS****

1. Nassau-Suffolk	68.0%	14. Jackson	19.1%
2. San Jose	57.0%	15. Raleigh	19.1%
3. Salisbury-Oc, MD	23.2%	16. New Haven	18.6%
4. Waterloo-Cedar Falls	22.1%	17. Sarasota-Bradenton	18.4%
5. Eugene	21.9%	18. Greenville, NC	18.2%
6. Austin	21.6%	19. Asheville	17.9%
7. Fort Pierce, FL	20.7%	20. Huntsville	17.6%
8. Bloomington	20.3%	21. Duluth	17.5%
9. Kalamazoo	20.3%	22. Steubenville	17.3%
10. Ann Arbor	20.2%	23. Stockton	17.2%
11. Madison	19.5%	24. Waco	17.1%
12. Tallahassee	19.4%	25. Topeka	16.9%
13. Gainesville-Ocala	19.4%	26. Grand Rapids	16.9%

**** Based on 12+ Metro, 1/4 HR AVG, Broadcast Week. Calculated by dividing listening to non-listed stations by total listening to all radio stations. A large part of the non-listed listening is probably to public and non-commercial stations. Other listening to distant stations (clears). Other listening will be to local commercial stations which do not qualify for listing in the rating book. The importance of this table (and the table) above) is that this is listening that is not going to local commercial outlets. This affects CPM's and the effectiveness of local radio.

STATION FORMAT AND FORMAT LISTENERSHIP*

	AM	FM	TOTAL	%
AC/OLDIES	149,200 (102)	3,554,200 (432)	3,703,400 (534)	15.99
AOR/CLASSIC	27,600 (26)	3,407,900 (326)	3,435,500 (352)	14.83
COUNTRY	272,100 (152)	2,812,800 (298)	3,084,900 (450)	13.32
NEWS/TALK	2,548,200 (225)	71,200 (10)	2,619,400 (235)	11.31
TOP 40/CHR/CONTEMP	21,400 (20)	2,562,400 (248)	2,583,800 (268)	11.16
BLACK/URBAN	288,600 (81)	1,677,600 (102)	1,966,200 (183)	8.49
SAC/EZ	102,700 (33)	1,805,400 (171)	1,908,100 (204)	8.24
SPANISH	593,200 (89)	363,100 (44)	956,300 (133)	4.13
FULL SVC/VARIETY	844,200 (115)	12,600 (6)	856,800 (121)	3.70
NOSTALGIA	696,400 (145)	77,700 (14)	774,100 (159)	3.34
RELIGION/GOSPEL	274,600 (156)	163,900 (75)	438,500 (231)	1.89
JAZZ/NEW AGE	1,900 (2)	379,600 (33)	381,500 (35)	1.65
CLASSICAL	11,000 (4)	356,400 (33)	367,400 (37)	1.59
UNKNOWN/OTHERS	42,700 (50)	42,400 (47)	85,100 (97)	0.37
	5,873,800 (1200)	17,287,200 (1839)	23,161,000 (3039)	

* Based on 12+ Metro, 1.4 HR AVG, Broadcast Week. Every station reported in the metro is included. Simulcast facilities count as two stations. Figures in paranthesis are the number of stations programming that format. FIGURES NOT IN 100's.

FORMAT PERCENTAGES - AM AND FM BANDS - FORMAT SHARE TRENDS

	AM	FM	COMBINED	SPG 91	SPG 90	SPG 89	SPG 88	SPG 87	SPG 86	SPG 85	SPG 84
AC/OLDIES	2.54%	20.56%	15.99%	21.76%	18.58%	18.59%	17.76%	16.84%	16.16%	15.91%	13.62%
AOR/CLASSIC	0.47%	19.71%	14.83%	14.44%	13.45%	12.88%	12.80%	12.54%	14.13%	10.71%	10.76%
COUNTRY	4.63%	16.27%	13.32%	11.95%	11.04%	10.82%	10.73%	10.66%	10.89%	11.19%	11.79%
NEWS/TALK	43.38%	0.41%	11.31%	11.30%	9.91%	10.01%	9.75%	8.93%	8.68%	8.77%	8.61%
TOP 40/CHR/CONTEMP	0.36%	14.82%	11.16%	12.15%	15.02%	16.00%	14.63%	15.55%	14.96%	17.74%	16.87%
BLACK/URBAN	4.91%	9.70%	8.49%	8.60%	8.97%	8.35%	10.33%	10.38%	9.73%	8.53%	10.12%
SAC/EZ	1.75%	10.44%	8.24%	3.31%	6.19%	7.22%	7.67%	8.37%	8.85%	10.05%	11.02%
SPANISH	10.10%	2.10%	4.13%	3.45%	3.41%	2.88%	3.12%	2.81%	2.56%	2.31%	2.56%
FULL SVC/VARIETY	14.37%	0.07%	3.70%	3.90%	4.42%	4.59%	5.27%	6.39%	6.56%	7.02%	7.31%
NOSTALGIA	11.86%	0.45%	3.34%	3.48%	3.25%	3.04%	2.88%	3.17%	3.74%	4.02%	4.13%
RELIGION/GOSPEL	4.67%	0.95%	1.89%	1.96%	2.09%	1.84%	1.91%	1.65%	1.77%	2.00%	1.76%
JAZZ/NEW AGE	0.03%	2.20%	1.65%	1.77%	1.62%	1.71%	1.28%	0.87%	-	-	-
CLASSICAL	0.19%	2.06%	1.59%	1.68%	1.63%	1.48%	1.32%	1.41%	1.31%	1.37%	1.20%
UNKNOWN/OTHERS	0.73%	0.25%	0.37%	0.24%	0.42%	0.60%	0.55%	0.43%	0.56%	0.38%	0.24%

CHANGES SINCE SPRING 1991

	Changes in Format Share Since 1991	Since 1985	Since 1980	Change in 1/4 HR Totals	Change in # of Stations (92 vs. 91)
AC/OLDIES	- 26.5%	+ 0.5%	NA	-25.2%	-118 (-18.2%)
AOR/CLASSIC	+ 2.7%	+ 38.5%	NA	+ 4.5%	+34 (+10.7%)
COUNTRY	+ 11.4%	+ 19.0%	+ 29.8%	+13.4%	+35 (+ 8.5%)
NEWS/TALK	+ 0.1%	+ 29.0%	+ 16.8%	+ 1.9%	+17 (+ 7.8%)
TOP 40/CHR/CONTEMP	- 8.2%	- 37.1%	NA	- 6.6%	-17 (- 6.0%)
BLACK/URBAN	- 1.3%	- 0.5%	- 13.0%	+ 0.5%	- 4 (- 2.2%)
SAC/EZ	+149.1%	- 18.0%	- 47.1%	+%153.5%	+107 (+%110.3%)
SPANISH	+ 19.7%	+ 78.7%	+104.4%	+21.8%	+23 (+21.3%)
FULL SVC/VARIETY	- 5.2%	- 47.3%	NA	- 3.5%	-10 (- 7.6%)
NOSTALGIA	- 4.0%	- 16.9%	+422.2%	- 2.3%	+ 4 (+ 2.6%)
RELIGION/GOSPEL	- 3.5%	- 5.3%	+ 52.7%	- 1.8%	+ 4 (+ 1.8%)
JAZZ/NEW AGE	- 6.9%	- 17.6%	NA	- 5.3%	-12 (-25.5%)
CLASSICAL	- 5.4%	+ 15.8%	+ 24.9%	- 3.7%	- 6 (-14.0%)
UNKNOWN/OTHERS	+ 51.5%	- 3.3%	- 49.0%	+54.2%	+32 (+49.2%)

NOTE: Changes in AC figures and SAC/EZ are largely due to dropping Soft AC stations into EZ category.

American Radio Spring, 1992 Copyright 1992

BEST MARKETS FOR VARIOUS FORMATS

TOP 40/CHR/CONTEMP

(National Average: 11.16%)

1.	Salisbury-OC, M	34.6%
2.	Waterloo-Cedar	31.1%
3.	Casper	27.7%
4.	Wilkes Barre-SC	25.9%
5.	Steubenville	25.0%
6.	Mcallen-Brownsv	24.9%
7.	Stockton	23.9%
8.	Green Bay	23.2%
9.	Bloomington	22.6%
10.	Harrisburg	22.2%

COUNTRY

(National Average: 13.32%)

1.	Huntington, WV	47.8%
2.	Terre Haute	45.2%
3.	Charleston, WV	44.1%
4.	Knoxville	41.0%
5.	Asheville	40.9%
6.	John City-Kings	40.8%
7.	Wichita	39.6%
8.	Fargo	39.3%
9.	Lubbock	39.1%
10.	Springfield, MO	38.8%

NOSTALGIA

(National Average: 3.34%)

1.	Melbourne-Titus	11.9%
2.	Wilkes Barre-SC	11.1%
3.	Daytona Beach	10.3%
4.	Erie	9.9%
5.	Atlantic City	9.8%
6.	Johnstown	9.4%
7.	Gainesville-Oca	8.8%
8.	Waco	8.7%
9.	Amarillo	8.6%

JAZZ/NEW AGE

(National Average: 1.65%)

1.	San Francisco	7.7%
2.	Anchorage	5.1%
3.	Ann Arbor	4.3%
4.	Detroit	4.0%
5.	San Diego	4.0%
6.	Orlando	3.9%
7.	Chicago	3.4%
8.	Dallas-Ft. Wort	3.4%
9.	Washington	3.3%
10.	Seattle-Tacoma	3.2%

AOR/CLASSIC

(National Average: 14.83%)

1.	Portland, ME	34.6%
2.	Reno	29.7%
3.	Portsmouth-Dove	29.6%
4.	Minneapolis-St.	27.1%
5.	Ann Arbor	27.1%
6.	San Jose	25.1%
7.	Rochester	24.8%
8.	Appleton-Oshkos	24.6%
9.	Manchester	24.1%

BLACK/URBAN

(National Average: 8.49%)

1.	Columbus, GA	34.3%
2.	Macon	32.2%
3.	Montgomery	31.4%
4.	Memphis	30.6%
5.	Jackson	29.4%
6.	New Orleans	28.8%
7.	Savannah	28.4%
8.	Columbia, SC	28.1%
9.	Tallahassee	27.7%
10.	Mobile	26.4%

RELIGION/GOSPEL

(National Average: 1.89%)

1.	Memphis	11.9%
2.	Fayetteville, NC	10.9%
3.	Macon	10.5%
4.	Lancaster	10.2%
5.	Shreveport	9.5%
6.	Asheville	8.6%
7.	Augusta	8.6%
8.	Columbus, GA	8.4%
9.	Birmingham	8.1%
10.	New Orleans	7.3%

AC/OLDIES

(National Average: 15.99%)

1.	Allentown-Bethl	39.6%
2.	Melbourne-Titus	35.2%
3.	Erie	33.7%
4.	Casper	30.8%
5.	Johnstown	30.6%
6.	Wilmington, DE	29.4%
7.	Monmouth-Ocean	27.5%
8.	Atlantic City	27.3%
9.	Honolulu	26.7%
10.	Greenville, NC	25.0%

SAC/EZ

(National Average: 8.24%)

1.	Fort Pierce, FL	31.5%
2.	Sarasota-Braden	26.5%
3.	York	23.4%
4.	Lancaster	21.5%
5.	Manchester	20.6%
6.	West Palm Beach	18.6%
7.	Green Bay	16.9%
8.	Colorado Srings	16.7%
9.	Canton	16.5%
10.	San Jose	15.7%

SPANISH

(National Average: 4.13%)

1.	Mcallen-Brownsv	47.9%
2.	El Paso	27.6%
3.	Miami-Ft. Laude	24.4%
4.	Los Angeles	19.1%
5.	Salinas-Montere	18.4%
6.	Oxnard-Ventura	18.3%
7.	San Antonio	17.1%
8.	Bakersfield	16.2%
9.	San Jose	15.2%
10.	Corpus Christi	14.2%

FULL SVC/VARIETY

(National Average: 3.70%)

1.	Bloomington	34.3%
2.	Lincoln	24.2%
3.	Waterloo-Cedar	23.6%
4.	Ann Arbor	21.7%
5.	Evansville	20.8%
6.	Cedar Rapids	19.8%
7.	Cincinnati	19.5%
8.	Minneapolis-St.	19.3%
9.	Duluth	18.4%
10.	Syracuse	17.6%

NEWS/TALK

(National Average: 11.31%)

1.	Chicago	23.7%
2.	Santa Rosa	23.3%
3.	Boston	22.2%
4.	St. Louis	22.0%
5.	Providence	19.4%
6.	Akron	19.2%
7.	San Francisco	18.9%
8.	New York	18.8%
9.	Youngstown	17.8%

CLASSICAL

(National Average: 1.59%)

1.	Salinas-Montere	6.5%
2.	Atlantic City	5.7%
3.	Albuquerque	5.3%
4.	San Francisco	4.9%
5.	San Jose	3.7%
6.	Bakersfield	3.5%
7.	Seattle-Tacoma	3.4%
8.	Anchorage	3.4%
9.	Washington	3.4%
10.	Santa Rosa	3.2%

American Radio Spring, 1992 Copyright 1992

SECTION B

INDIVIDUAL MARKET REPORTS

NOTE: Following these definition pages the Individual Market Reports can be found in alphabetical order.

DEFINITIONS, CLARIFICATIONS AND EXPLANATIONS

NOTE: Even long-term subscribers should read these pages very carefully. There have been numerous changes and additions to American Radio. It will greatly increase your understanding of the Individual Market Reports if you are familiar with the systems and methodologies used.

The best way to explain and Individual Market Report is to go through it section by section. We will use an imaginary market and will start with the top of the market report on the far left.

Arbitron Rank/Pop (12+): 49/512,000
MSA Rank/Pop: 44/601,000
ADI #50
Average Person Rating: 18.4
Market TSL: 24.5 hours

The Arbitron rank is the 12+ population of the Arbitron metro survey area. The rank number (49 in this case) is the ranking among the 270 Arbitron Standard radio markets.

The MSA (metropolitan Statistical Area) rank is shown along with the total estimated population. Where the market has been split into two or more MSA's at least the largest MSA is listed.

The Arbitron ADI ranking can be found directly below the MSA rank.

The APR is the Average Person Rating. The ARP indicated the percentage of the 12+ population which is using radio from 6 am-midnight, Mon-Sun (the Broadcast Week). The APR is roughly comparable to television's Persons Viewing Television (PVT) figures.

The market TSL shows the "Time Spent Listening" by the average radio listener in the market. In this case, the average listener spends 24.5 hours listening to radio.

Stations: 27/20
Diaries: 701/730:1/53.5%
Sample Target: 647
% Below Line: 3.3
% Not Listed: 8.6

There were 27 stations listed in the rating book for this market. Of those 27 a total of 20 stations were listed above the line (home to Arbitron metro). Thus a total of seven stations were licensed to cities outside of the metro, but they still qualified for inclusion in the rating book. You should be aware that some stations appear above the line by virtue of its chosen home city of identification rather than by its FCC authorized city of license.

The information on the "Diaries" is a bit complex, but it is all very important:

1st figure: 701 - the number of usable (in-tab) diaries returned from the market's metro

2nd figure: 730 - in the metro there was one diary returned for every 730 people 12+

3rd figure: 53.5% - total returned (in-tab) diaries expressed as a percentage of the total individuals who were sent a diary.

The sample target shows a number of in-tab diaries designated for the metro. This is basically Arbitron's goal for returned diaries. Remember that this number represents total diaries and does not necessarily refer to any individual demo. It is not a percentage of total people contacted. It is a percentage of total people sent diaries.

The % below line figure indicated the percentage of total radio listening earned by below the line stations.

This figure along with the "% Not Listed" figures indicate how much listening in the market is not available to the local commercial stations. This could have an affect on CPM's and also the effectiveness and salability of local radio.

This figure would reflect listening to distant stations, non-commercial and public stations, and local stations which did not have enough audience to qualify for listing in the book.

Est. 1991 Revenue: $14,500,000
HH Income: $25,700
Retail $: 3.5 Bil
Pop Per Station: 25,600
#1 Biller: WAAA $2,000,000

The revenue estimates are based upon calculations made in the 1992 edition of Duncan's Radio Market Guide. The figures are gross and they do not include trades.

HH Income means Consumer Spendable Income per household. This market's estimate is $25,700.

Total retail sales in the market are estimated at 3.5 billion dollars.

The data comes from Sales & Marketing Management and they are dated 1 October, 1991.

American Radio Spring, 1992 Copyright 1992

The population per Station shows the number of people (12+) per metro area radio station. The figure is calculated by dividing 12+ metro population by the number of "above-the-line" stations.

The #1 Biller shows the station I believe is the leading biller in the market and its estimated 1990 gross revenue. This data is extracted from the 1992 edition of Duncan's Radio Market Guide.

12+METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPR 91	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	REVENUE LEVEL
1. WAAA-F (AC)	513/10.0	8.1	9.3	8.1	7.5	8.9	527/6596	6262/20.4	19.6	1689	I

All of the figures in this section are based upon the Broadcast Week (Mon-Sun, 6 am-midnight). The audience figures are in hundreds. The ratings and shares are always percentages.

Next to the station's calls is a format code. The legend for this code is as follows:

CHR - Contemporary Hit Radio, Top 40, Contemporary
AC - Adult Contemporary
O - Oldies (1955 to current)
B - Black (audience predominantly black -- over 75%)
U - Urban (majority of audience is non-white although a large segment is white)
EZ - Easy Listening, Beautiful Music
AOR - Album Oriented Rock, also includes Classic Rock
CL - Classical
C - Country
T - Talk
N - News
SP - Hispanic/Spanish
BB - Big Band/Nostalgia
MOR/FS - Middle of the Road (MOR), Full Service, Variety
J/NAC - Jazz, New Adult Contemp
REL - Religion, Christian, Christian Music
G - Gospel
E - Ethnic
?? - Other, Unknown
SAC - Soft Adult Contemporary
CL AOR - Classic Rock, Classic AOR
S/T - Sports/Talk

Then reading from left to right: WAAA has 51,300 listeners per quarter hour in the metro. This earns the station 10.0% share of audience during the latest rating period. Historical shares follow along with a four-book average for those markets with quarterly measurement.

Next is the TSA 1/4 Hour Average and Weekly cume. Then the Metro Cume and Cume Rating is shown. WAAA's cume rating is 20.4%. This means that 20.4% of this market's population (12+) listens to WAAA for five minutes or more during a given week. Historical cume ratings follow.

The "REVENUE LEVEL" gives an estimate of the revenue of most stations listed in this area. Not all stations have a revenue level included. In most cases these stations are out-of-market stations as you should look to their home markets for revenue information. For some stations (and, indeed entire markets) I was unable to make revenue estimates. Revenue levels come from the latest edition of Duncan's Radio Market Guide.

The codes for the revenue levels are as follows:

A - Less than $500,000
B - $500,000 to $999,999
C - $1,000,000 to $1,999,999
D - $2,000,000 to $2,999,999
E - $3,000,000 to $3,999,999
F - $4,000,000 to $4,999,999
G - $ 5,000,000 to $6,999,999
H - $ 7,000,000 to $9,999,999
I - $10,000,000 to $14,999,999
J - $15,000,000 to $19,999,999
K - $20,000,000 +

12+ METRO SHARE (METRO): 76.96% (3732 of 4849) (Spr. 91: 76.10%)

These figures show how well FM radio is doing in the market--at least as far as listening levels are concerned. To calculate these figures I simply added up the Mon-Sun, 6 am-midnight, quarter hour numbers of all listed stations and divided it into the total numbers for the FM stations. There is, of course, listening to stations which do not qualify for a listing in the Arbitron report for the market. However, by definition this amount is small and it should not significantly affect the percentages.

American Radio Spring, 1992 Copyright 1992

DEMOGRAPHIC AND DAYPART RANKINGS

Directly below the FM Share figures are 21 demo and daypart rankings. The number of stations listed depends upon the size of the market. I am not allowed to print actual ratings figures per my agreement with Arbitron. All of these rankings are based on 1/4 HR. AVG. The criteria for the rankings is as follows:

TEENS: Ages 12-17, Mon-Sun, 6A-MID, Metro
18-34: Adults 18-34, Mon-Sun, 6A-MID, Metro
18-49: Adults 18-49, Mon-Sun, 6A-MID, Metro
25-49: Adults 25-49, Mon-Sun, 6A-MID, Metro
25-54: Adults 25-54, Mon-Sun, 6A-MID, Metro
35+ : Adults 35+, Mon-Sun, 6A-MID, Metro
12+ AMD: Total persons, 12+, Mon-Fri, Metro, 6A-MID
12+ MID: Total persons, 12+, Mon-Fri, Metro, 10A-3P
12+ PMD: Total persons, 12+, Mon-Fri, Metro, 3P-7P
12+ EVE: Total persons, 12+, Mon-Fri, Metro, 7P-MID
OVERNIGHT: Total persons, 12+, Mon-Sun, 12MID-6A

WOM 18-24: Women 18-24, Mon-Sun, 6A-MID, Metro
WOM 18-34: Women 18-34, Mon-Sun, 6A-MID, Metro
WOM 18-49: Women 18-49, Mon-Sun, 6A-MID, Metro
WOM 25-34: Women 25-34, Mon-Sun, 6A-MID, Metro
WOM 25-54: Women 25-54, Mon-Sun, 6A-MID, Metro

MEN 18-24: Men 18-24, Mon-Sun, 6A-MID, Metro
MEN 18-34: Men 18-34, Mon-Sun, 6A-MID, Metro
MEN 18-49: Men 18-49, Mon-Sun, 6A-MID, Metro
MEN 25-34: Men 25-34, Mon-Sun, 6A-MID, Metro
MEN 25-54: Men 25-54, Mon-Sun, 6A-MID, Metro

NOTE: If a station's call letters are followed by a > symbol it means there is a very large difference between that station and the station following it in the ranking. The >> means that there is a huge difference between the marked station and the next ranked station. The difference is around 10 share points or the marked station has twice as much audience. Conversely, the < symbol means that the two ranked stations are very close in share.

FORMATS	AM	FM	TOTAL	%	SPR 91 %
Country	153 (3)	176 (2)	329 (5)	11.9	14.1

This table is based on the broadcast week, 1/4 Hour Average, 12+ Metro. The table includes every format in the market and every station which shows up in the market's metro. In this market there are 15,300 people listening to 3 different AM stations programming country music. The FM figures are added to the AM to show a total for the market. 11.9% of radio listening in this market is devoted to stations programming country music.

The "Other Rated Stations" section includes all stations not listed on the 12+ METRO 1/4/SHARE column at the top of the individual market report. The city of license, 12+ metro share, 12+ cume rating, TSA 1/4 and TSA Cume are listed as well as the station's frequency.

CAPSULE STATION DESCRIPTIONS

WAAA-F, 92.5, 50 KW @ 500, CHR ABC, $ 73.00 (Torbet) XYZ Group

I have greatly expanded the number of stations in each market which qualify for a capsule description. Now, nearly every station in the metro is included.

Our sample station, WAAA-F, has a frequency of 92.5. Its power is 50 KW and its Height Above Average Terrain (HAAT) is 500 feet. It is unfortunate but true that some stations attempt to deceive advertisers about their power and HAAT. I think I have found the true facilities' data for these stations. However, a few may have slipped by me. If you see any incorrect figures, please let me know.

For AM stations, night power is listed if it differs from day power. Directionality is indicated as follows:

DA, DAYS - Directional daytimer
DA-1 - Directional day and night - 1 pattern
DA-2 - Directional day and night - 2 patterns
DA-N - Directional at night only
DA-D - Directional during the day only

WAAA-F programs a CHR format.

Next is the station's network affiliation if it has one:

ABC	ABC	BRN	Business Radio Network
AP	Associated Press Radio	NBC	NBC
CBS	CBS	NBC-T	NBC Talk
MBS	Mutual	Source	NBC Source
AURN	American Urban Radio	UNISUP	Unistar (Super)
UPI	United Press International	UNIULT	Unistar (Ultimate)
SUN	Sun Radio Network	UNIPWR	Unistar (Power)
		SMN	Satellite Music Network
		CNN	Cable News Network

American Radio Spring, 1992 Copyright 1992

Spot rates are now calculated in just one way: my estimate of each station's average unit rate. The unit rate estimate is what I project is the average rate for all spots run on the station. This estimate is usually derived by taking the station's gross billings and working backwards with a formula based on spots per hour, the percentage of inventory sold and other factors.

Following the spot rate, the station's national representative can be found in the parenthesis. Next is the group ownership if there is any.

Next are the "Miscellaneous Comments." These include:

CALL LETTER CHANGES: The old calls and new calls for stations which have changed calls since the last issue of American Radio. The date of the change is listed if it is available.

FORMAT CHANGES: This table should probably be called "major format changes." It is nearly impossible to track down every subtle change in format for every station. I hope to list the major changes at major stations since the previous edition of American Radio.

STATION SALES: This section lists the proposed sales in each market. These sales do not necessarily close. If I know the brokers involved, they are also listed. In some cases, I had to estimate the sale price.

MISCELLANEOUS COMMENTS: These are various comments and observations which come to my mind as I process the data for each market.

American Radio Spring, 1992 Copyright 1992

American Radio Spring, 1992 Copyright 1992

AKRON

Arbitron Rank/Pop (12+): 67/548,600

MSA Rank/Pop: 76/654,000
Cleveland ADI
Average Person Ratings: 17.2
Market TSL: 22.50 hours

Stations: 29/7
Diaries: 1042/526:1/54.4%
Sample Target: 1030
% Below Line: 55.5
% Not Listed: 11.4

1991 Revenue: $12,600,000
HH Inc.: $30,618
Retail $: 4.4 Bil
Pop per Station: 78,371
#1 Biller: WKDD-F $3,300,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WNIR-F	(N/T)	70/ 7.4	4.0	7.3	6.9	7.5	6.4	85/907	712/13.0	14.3	13.5	D	WNIR-F
2. WGAR-F	(C)	61/ 6.5	5.8	6.3	7.6	6.0	6.6	99/1328	848/15.5	13.1	12.5		WGAR-F
WONE-F	(AOR)	61/ 6.5	8.4	5.9	5.1	5.2	6.5	124/1698	922/16.8	14.6	15.6	D	WONE-F
WKDD-F	(CHR)	61/ 6.5	6.3	4.5	6.1	8.0	5.8	105/1825	969/17.7	15.9	20.6	E	WKDD-F
5. WDOK-F	(SAC)	60/ 6.4	5.5	6.9	4.6	6.9	5.8	105/1197	709/12.9	13.3	13.2		WDOK-F
6. WMJI-F	(O)	48/ 5.1	5.1	4.5	5.1	5.5	4.9	80/1217	846/15.4	13.5	13.6		WMJI-F
WQMX-F	(AC)	48/ 5.1	3.8	2.7	3.0	3.2	3.7	71/859	510/ 9.3	10.1	7.5	C	WQMX-F
8. WMMS-F	(AOR)	44/ 4.7	5.8	4.4	4.1	4.2	4.8	78/1179	704/12.8	17.4	12.9		WMMS-F
WAKR	(N/T)	44/ 4.7	5.7	4.6	3.8	4.8	4.7	52/939	784/14.3	14.6	13.9	D	WAKR
10. WNCX-F	(CL AOR)	33/ 3.5	3.2	3.0	4.2	3.0	3.5	46/926	529/ 9.6	8.7	10.3		WNCX-F
11. WLTF-F	(AC)	30/ 3.2	4.0	3.2	3.8	4.4	3.5	46/817	508/ 9.3	9.6	11.7		WLTF-F
12. WRMR	(BB)	29/ 3.1	3.6	4.2	3.0	3.0	3.5	46/573	352/ 6.4	6.6	7.3		WRMR
13. WZAK-F	(B)	28/ 3.0	2.4	3.0	4.5	3.2	3.2	38/470	307/ 5.6	6.9	7.3		WZAK-F
14. WENZ-F	(CHR)	27/ 2.9	4.0	5.6	6.1	6.4	4.7	45/1126	711/13.0	15.4	17.4		WENZ-F
15. WWWE	(N/T)	26/ 2.8	2.0	1.8	2.3	2.1	2.2	36/760	505/ 9.2	7.3	7.6		WWWE
16. WQXK-F	(C)	23/ 2.4	3.0	2.1	3.1	2.8	2.7	91/974	394/ 7.2	5.2	5.6		WQXK-F
WQAL-F	(AC)	23/ 2.4	3.6	2.8	2.3	2.5	2.8	38/855	511/ 9.3	9.0	8.5		WQAL-F
WSLR	(C)	23/ 2.4	1.9	3.8	1.9	1.4	2.5	24/408	332/ 6.1	6.5	4.5	B	WSLR
19.													
20.													

12+ FM SHARE (METRO): 82.40% (638 of 835) (SPG 91: 85.68%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WENZ-F	1 WONE-F	1 WONE-F	1 WONE-F<	1 WDOK-F<	1 WNIR-F	1 WAKR	1 WNIR-F>	1 WONE-F	1 WONE-F<	1 WNIR-F
2 WKDD-F>>	2 WKDD-F	2 WKDD-F	2 WMJI-F	2 WMJI-F<	2 WDOK-F	2 WKDD-F	2 WDOK-F	2 WDOK-F<	2 WKDD-F	WAKR
3 WJMO-F	3 WMMS-F	3 WMMS-F	3 WMMS-F	3 WGAR-F	WAKR	3 WNIR-F<	3 WONE-F	3 WGAR-F	3 WGAR-F	3 WWWE
4	4 WQMX-F	4 WGAR-F	WGAR-F	4 WONE-F	4 WMJI-F	4 WMMS-F	4 WGAR-F	4 WKDD-F<	4 WENZ-F	4 WONE-F
5	5 WNCX-F	5 WMJI-F<	5 WDOK-F	5 WMMS-F	WGAR-F	WMJI-F	WKDD-F<	5 WNIR-F<	5 WNIR-F	5 WKDD-F
6	WGAR-F	6 WQMX-F	6 WNIR-F	6 WQMX-F	6	6 WGAR-F	6 WQMX-F	6 WQMX-F	6 WZAK-F	6
7	7	7	7 WQMX-F	7	7	7 WDOK-F	7 WMMS-F<	7 WMJI-F	WDOK-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WKDD-F	1 WONE-F	1 WONE-F	1 WDOK-F	1 WDOK-F>
2 WONE-F>	2 WKDD-F	2 WMMS-F	2 WKDD-F	2 WMJI-F
3 WDOK-F	3 WDOK-F	3 WNCX-F	3 WONE-F	3 WGAR-F
4 WQMX-F	WQMX-F	4 WLTF-F	4 WMJI-F	4 WQMX-F
5 WRQK-F	5 WLTF-F	WGAR-F	WGAR-F	WKDD-F
WLTF-F	6 WGAR-F	WQMX-F	WQMX-F	6 WONE-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKDD-F	1 WONE-F	1 WONE-F	1 WONE-F<	1 WONE-F
2 WONE-F	2 WMMS-F	WNIR-F	2 WMMS-F	2 WMMS-F
3 WMMS-F>	WKDD-F>	3 WMMS-F	3 WKDD-F	3 WMJI-F
4 WNCX-F	4 WNIR-F	WQMX-F	4 WNCX-F<	WGAR-F
5 WZAK-F>	5 WQMX-F	5 WGAR-F	5 WNIR-F	5 WNIR-F
6 WQMX-F	6 WNCX-F	6 WKDD-F	6 WGAR-F	6 WNCX-F

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		88 (2)	88 (2)	10.5	16.4
AOR/CLASSIC		155 (5)	155 (5)	18.6	15.4
AC/OLDIES		149 (4)	149 (4)	17.8	25.8
FULL SVC/VARIETY					5.4
COUNTRY	23 (1)	94 (3)	117 (4)	14.0	11.7
BLACK/URBAN		35 (2)	35 (2)	4.2	4.4
SAC/EZ		67 (2)	67 (2)	8.0	2.2
NEWS/TALK	90 (4)	70 (1)	160 (5)	19.2	11.5
NOSTALGIA	29 (1)		29 (1)	3.5	3.5
RELIGION/GOSPEL	5 (1)	4 (1)	9 (2)	1.1	0.9
SPANISH					
CLASSICAL		10 (1)	10 (1)	1.2	0.4
JAZZ/NEW AGE		16 (1)	16 (1)	1.9	2.3
UNKNOWN/OTHERS					
	147 (7)	688 (22)	835 (29)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WHLO	640	Akron/Cleveland	0.5/2.1/ 13/ 255
WCLV-F	95.5	Cleveland	1.1/3.0/ 17/ 255
WHBC-F	94.1	Canton/Akron	0.7/3.2/ 60/ 906
WHK	1420	Cleveland	0.7/1.8/ 8/ 129
WJMO-F	92.3	Cleveland Hghts	0.7/4.7/ 13/ 398
WKNR	1220	Cleveland	1.4/5.8/ 23/ 427
WNCD-F	106.1	Niles	0.7/1.5/ 7/ 91
WNWV-F	107.3	Elyria/Clevlnd	1.7/5.0/ 21/ 369
WQKT-F	104.5	Wooster	1.1/1.9/ 38/ 605
WRQK-F	106.9	Canton/Akron	1.1/5.1/ 59/ 936
WTOF-F	98.1	Canton/Akron	0.4/1.9/ 8/ 291

American Radio Spring, 1992 Copyright 1992

RADIO STATIONS

WAKR ,	1590,	5 KW (DA-N) ,	News/Talk	MBS, $41.00	(Mc-Guild)	Ragan Henry
WHLO ,	640,	5 KW/500 W (DA-2),	Religion	ABC, $14.00	(---)	Mortenson
WSLR ,	1350,	5 KW (DA-1) ,	Country	ABC, $20.00	(Katz)	Barnstable
WKDD-F,	96.5,	50 KW @ 440 ,	CHR	, $74.00	(Katz)	Barnstable
WONE-F,	97.5,	12 KW @ 889 ,	AOR	ABC, $51.00	(Mc-Guild)	Ragan Henry
WQMX-F,	94.0,	16 KW @ 879 ,	AC	, $36.00	(Banner)	(MEDINA)
WNIR-F,	100.1,	3 KW @ 315 ,	Talk	CBS, $47.00	(K & P)	(KENT)

Other Ranked Stations -- See Canton or Cleveland

**********FORMAT CODES**********

- AC - Adult Contemporary
- AOR - Album Oriented Rock
- B - Black (audience predominately black - over 75%)
- BB - Big Band, Nostalgia
- C - Country
- CHR - Contemporary Hit Radio, Top 40, Contemporary
- CL - Classical
- CL AOR - Classic AOR, Classic Rock
- E - Ethnic
- EZ - EZ Listening, Beautiful Music, Some Very soft AC
- G - Gospel
- J/NAC- Jazz and New Adult Contemporary
- M/FS - Middle of Road, (MOR) Full Service
- N - News
- O - Oldies (1955 to current)
- REL - Religion, Christian
- SAC - Soft Adult Contemporary
- SP - Hispanic/Spanish
- T - Talk
- U - Urban (majority of audience is non-white)
- ? - Others or Unknown

**********REVENUE LEVEL CODES**********

- A - Less than $ 500,000
- B - $ 500,000 to $ 999,999
- C - $ 1,000,000 to $ 1,999,999
- D - $ 2,000,000 to $ 2,999,999
- E - $ 3,000,000 to $ 3,999,999
- F - $ 4,000,000 to $ 4,999,999
- G - $ 5,000,000 to $ 6,999,999
- H - $ 7,000,000 to $ 9,999,999
- I - $ 10,000,000 to $14,999,999
- J - $ 15,000,000 to $19,999,999
- K - $ 20,000,000 +

American Radio Spring, 1992 Copyright 1992

ALBANY-SCHENECTEDY-TROY

Arbitron Rank/Pop (12+): 54/743,500

MSA Rank/Pop: 62/861,000
ADI # 51
Average Person Ratings: 16.9
Market TSL: 22.25 hours

Stations: 30/28
Diaries: 1214/612:1/56.7%
Sample Target: 1170
% Below Line: 1.6
% Not Listed: 16.7

1991 Revenue: $19,000,000
HH Inc.: $34,434
Retail $: 7.2 Bil
Pop per Station: 26,554
#1 Biller: WGY $3,000,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WGNA-AF (C)	116/ 9.3	11.0	11.5	11.3	9.5	10.8	211/2748	1522/20.5	20.9	22.5	D	WGNA-AF
2. WFLY-F (CHR)	115/ 9.2	11.5	9.5	9.6	10.1	9.9	150/2528	1886/25.4	22.0	25.8	D	WFLY-F
3. WGY (FS)	111/ 8.9	10.4	8.3	8.7	8.3	9.1	147/2068	1543/20.8	21.7	20.4	E	WGY
4. WKLI-F (AC)	91/ 7.3	6.9	7.5	7.1	8.0	7.2	94/1286	1213/16.3	16.7	17.6	D	WKLI-F
5. WROW-F (SAC)	87/ 6.9	8.2	7.6	7.8	7.0	7.6	122/1477	1102/14.8	16.0	15.3	C	WROW-F
6. WQBK-F (AOR)	73/ 5.8	3.5	6.5	6.1	6.9	5.5	96/1341	1101/14.8	17.4	18.2	B	WQBK-F
WGY -F (O)	73/ 5.8	4.5	5.7	5.6	6.2	5.4	105/1951	1215/16.3	17.1	18.2	B	WGY -F
8. WPYX-F (AOR)	65/ 5.2	5.1	8.0	6.4	4.9	6.2	12 /2029	1323/17.8	20.3	18.8	D	WPYX-F
9. WZRQ-F (AOR)	57/ 4.5	2.5	0.9	0.6	----	2.1	6 /759	593/ 8.0	2.4	0.0		WZRQ-F
10. WQBK (T/N)	42/ 3.4	4.4	3.4	3.3	3.0	3.6	/ 598	560/ 7.5	6.8	7.7	B	WQBK
11. WPTR (T/N)	32/ 2.6	2.2	1.5	2.2	1.9	2.1	32/733	680/ 9.1	6.5	7.6		WPTR
12. WVKZ-F (CHR)	22/ 1.8	1.8	2.1	3.6	2.6	2.3	23/636	548/ 7.4	10.2	9.0		WVKZ-F
13. WEQX-F (AOR)	19/ 1.5	0.4	1.6	1.4	2.0	1.2	38/604	339/ 4.6	5.3	4.7		WEQX-F
WABY (BB)	19/ 1.5	2.9	2.8	1.9	2.5	2.3	19/389	374/ 5.0	5.6	4.7		WABY
15.												

12+ FM SHARE (METRO): 74.90% (782 of 1044) (SPG 91: 71.25%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLY-F>>	1 WFLY-F	1 WKLI-F<	1 WKLI-F	1 WGNA-AF<	1 WGY	1 WGY	1 WKLI-F	1 WFLY-F	1 WFLY-F	1 WGY >>
2 WZRQ-F	2 WQBK-F<	2 WFLY-F	2 WGNA-AF	2 WKLI-F>	2 WGNA-AF<	2 WGNA-AF	2 WGY <	2 WKLI-F	2 WGY >	2 WGNA-F>>
3	3 WZRQ-F	3 WGNA-AF	3 WGY -F	3 WROW-F>	3 WFLY-F	3 WGNA-AF<	3 WGNA-AF	3 WZRQ-F	3 WQBK-F	
4	4 WPYX-F	4 WQBK-F	4 WFLY-F	4 WQBK-F	4 WKLI-F	4 WROW-F<	4 WROW-F	4 WROW-F<	4 WGNA-AF	WFLY-F
5	WKLI-F	5 WPYX-F	5 WQBK-F	WFLY-F<	5 WGY -F	5 WKLI-F	5 WFLY-F<	5 WGY -F<	5 WKLI-F	5 WROW-F
6	6 WGNA-AF	6 WGY -F	6 WPYX-F<	6 WGY <	6 WQBK	6 WQBK-F	6 WGY -F<	6 WQBK-F<	6 WPYX-F<	WPTR
7	7	7 WZRQ-F	7 WGY	7 WROW-F	7	7	7 WQBK-F	7 WPYX-F	7	
8	8	8	8 WROW-F	8 WPYX-F	8	8	8 WPYX-F>	8 WZRQ-F	8	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WFLY-F>	1 WFLY-F	1 WFLY-F>>	1 WKLI-F	1 WKLI-F>
2 WQBK-F	2 WKLI-F>	2 WGNA-AF	2 WFLY-F>	2 WFLY-F<
WPYX-F>	3 WQBK-F	WQBK-F	3 WGY -F	3 WGNA-AF
4 WVKZ-F	4 WPYX-F	4 WGY -F	4 WGNA-AF	4 WGY -F
5 WGY -F	5 WGNA-AF	5 WPYX-F	5 WQBK-F	5 WROW-F>
6 WZRQ-F	WGY -F	6	6 WROW-F	6 WGY
7	7	7	7 WPYX-F	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZRQ-F>>	1 WZRQ-F>	1 WGNA-AF	1 WZRQ-F<	1 WGNA-AF
2 WQBK-F	2 WQBK-F	WEQX-F	2 WQBK-F	2 WQBK-F
3 WFLY-F	3 WGNA-AF	3 WQBK-F	3 WGNA-AF<	3 WPYX-F
4 WPYX-F>	WPYX-F	4 WZRQ-F	4 WPYX-F>	4 WGY
5 WGNA-AF	5 WFLY-F	5 WPYX-F	5 WFLY-F	5 WGY -F
6	6 WEQX-F	6 WGY	6 WGY	6 WKLI-F<
7	7	7	7 WGY -F	7

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		137 (2)	137 (2)	13.1	12.0
AOR/CLASSIC		218 (5)	218 (5)	20.9	19.5
AC/OLDIES	16 (1)	200 (8)	216 (9)	20.7	33.7
FULL SVC/VARIETY	111 (1)		111 (1)	10.6	9.9
COUNTRY	2 (1)	120 (2)	122 (3)	11.7	11.7
BLACK/URBAN					
SAC/EZ	21 (2)	87 (1)	108 (3)	10.3	
NEWS/TALK	74 (2)		74 (2)	7.1	5.8
NOSTALGIA	38 (3)		38 (3)	3.6	5.1
RELIGION/GOSPEL					0.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		11 (1)	11 (1)	1.1	1.5
UNKNOWN/OTHERS		9 (1)	9 (1)	0.9	
	262 (10)	782 (20)	1044 (30)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCDA-F	96.3	Vrhsvll/Albany	0.3/0.9/ 9/ 77
WCSS	1490	Amsterdam	0.5/1.3/ 8/ 128
WHRL-F	103.1	Albany	0.9/3.8/ 11/ 301
WKAJ	900	Saratoga Sprngs	0.3/0.8/ 6/ 78
WKOL-F	97.7	Amsterdam	0.3/1.6/ 12/ 213
WMYY-F	97.3	Schoharie/Albny	0.3/1.1/ 12/ 176
WRAV-F	94.5	Ravena	0.7/2.6/ 10/ 214
WROW	590	Albany	1.2/4.6/ 16/ 427
WSHQ-F	103.5	Coblskl/Schncdy	0.4/1.3/ 14/ 231
WSSV-F	101.3	Stillwtr/Srtoga	0.4/1.7/ 6/ 132
WTRY	980	Troy/Albany	1.3/0.0/ 0/ 0
WTRY-F	98.3	Rotterdam/Albny	1.0/8.9/ 37/ 764
WENU-F	101.7	Hudsn Fl/Gln Fl	0.4/0.8/ 13/ 175
WMVI	1160	Mechanicville	1.2/1.9/ 16/ 177

American Radio Spring, 1992 Copyright 1992

RADIO STATIONS

WABY ,	1400,	1 KW ,	Nostalgia	UNISUP UNIULT, $18.00	(Durpetti)	Bendat	
WGY ,	810	50 KW ,	Full Service	CBS, $58.00	(Eastman)		
WPTR ,	1540,	50 KW (DA-1) ,	Talk/News	ABC MBS, $21.00	(Torbet)		
WQBK ,	1300,	5 KW (DA-2) ,	Talk	NBC ABC, $27.00	(Banner)		
WROW ,	590,	5 KW/1 KW (DA2),	See WROW-FM				
WTRY ,	980,	5 KW (DA-N) ,	Oldies	MBS UNIULT, $23.00	(Mc-Guild)	Merv Griffin	
WEQX-F,	102.7,	1.3 KW @ 759 ,	AOR	APR, $21.00	(---)		(MANCHESTER)
WFLY-F,	92.3,	17 KW @ 850 ,	CHR	ABC, $56.00	(Torbet)		
WGNA-F,	107.7,	12 KW @ 981 ,	Country	UNIULT, $60.00	(Katz)	Barnstable	
WGY -F,	99.5,	15 KW @ 925 ,	Oldies	CBS, $31.00	(Eastman)		
WHRL-F,	103.1,	2 KW @ 390 ,	Jazz/NAC	MBS, $17.00	(---)		
WKLI-F,	100.9,	6 KW @ 285 ,	AC	, $52.00	(Durpetti)	Bendat	
WPYX-F,	106.5,	16 KW @ 909 ,	AOR	ABC, $59.00	(Mc-Guild)	Merv Griffin	
WQBK-F,	103.9,	3 KW @ 298 ,	Classic AOR	CBS UNIPWR, $30.00	(Banner)		
WROW-F,	95.5,	12 KW @ 1023 ,	Soft AC	ABC, $40.00	(Christal)	Radio Terrace	
WVKZ-F,	96.7,	3 KW @ 239 ,	CHR/AOR	SMN SOURCE, $19.00	(Banner)		
WZRQ-F,	102.3,	4.1 KW @ 387 ,	AOR	UNIPWR, $19.00	(Schubert)		(SARATOGA)

American Radio Spring, 1992 Copyright 1992

ALBUQUERQUE

Arbitron Rank/Pop (12+): 79/463,100

MSA Rank/Pop: 99/507,000
ADI # 52
Average Person Ratings: 17.6
Market TSL: 23.25 hours

Stations: 25/23
Diaries: 980/473:1/54.1%
Sample Target: 930
% Below Line: 2.5
% Not Listed: 12.5

1991 Revenue: $16,300,000
HH Inc.: $27,783
Retail $: 4.1 Bil
Pop per Station: 20,135
#1 Biller: KRST-AF $3,200,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KRST-AF (C)	134/16.5	15.4	13.7	15.1	13.0	15.2	200/2104	1380/29.8	27.1	25.9	E	KRST-AF
2. KKOB (FS)	68/ 8.4	11.5	10.4	8.1	9.4	9.6	97/1466	972/21.0	24.8	22.0	E	KKOB
3. KKOB-F (AC)	61/ 7.5	6.6	7.2	7.0	7.0	7.1	83/1243	905/19.6	20.1	20.4	D	KKOB-F
4. KKJY-F (SAC)	49/ 6.0	5.6	5.4	4.1	4.0	5.3	55/611	473/10.2	11.0	10.7	B	KKJY-F
5. KLSK-F (CL AOR)	46/ 5.7	4.5	6.5	6.0	6.7	5.7	59/1031	687/14.8	17.6	19.1	C	KLSK-F
6. KKSS-F (CHR)	40/ 4.9	6.2	5.5	6.4	7.4	6.3	69/1158	789/17.0	15.1	19.8	C	KKSS-F
7. KHFM-F (CL)	38/ 4.7	3.2	5.0	3.1	3.9	4.0	58/741	487/10.5	10.1	8.6	A	KHFM-F
8. KZRR-F (AOR)	36/ 4.4	5.7	7.0	6.1	5.1	5.8	52/950	616/13.3	14.4	15.4	C	KZRR-F
9. KZKL-F (O)	30/ 3.7	4.0	5.0	5.7	5.5	4.6	31/594	537/11.6	14.1	13.4	B	KZKL-F
KMGA-F (SAC)	30/ 3.7	2.4	4.6	3.3	3.1	3.5	47/767	509/11.0	9.4	8.7	A	KMGA-F
11. KIDI-F (SP)	28/ 3.4	2.1	1.8	1.8	2.7	2.3	35/311	219/ 4.7	5.1	5.6	A	KIDI-F
12. KOLT-F (C)	26/ 3.2	5.2	4.9	5.2	2.5	4.6	62/1009	517/11.2	15.3	10.9	A	KOLT-F
13. KZRQ-F (AOR)	23/ 2.8	2.4	0.6	1.1	----	1.7	36/577	389/ 8.4	4.7	0.0		KZRQ-F
14. KAMX-AF (AC)	20/ 2.4	3.4	3.2	1.7	2.3	2.7	27/599	426/ 9.2	9.7	7.8	A	KAMX-AF
15. KXKS (SP)	14/ 1.7	1.3	2.0	1.3	3.3	1.6	14/137	135/ 2.9	3.3	3.4	A	KXKS
16. KIVA (BB)	13/ 1.6	0.4	----	----	----	0.5	14/163	152/ 3.3	0.0	0.0		KIVA
KBAC-F (AOR)	13/ 1.6	1.6	0.4	2.0	1.7	1.4	17/271	184/ 4.0	2.8	5.0	A	KBAC-F
18.												
19.												
20.												

12+ FM SHARE (METRO): 83.15% (592 of 712) (SPG 91: 79.05%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKSS-F>>	1 KRST-AF>	1 KRST-AF>	1 KRST-AF>>1	KRST-AF>>1	KRST-AF	1 KRST-AF	1 KRST-AF>	1 KRST-AF>>1	KRST-AF>	1 KRST-F>>
2 KRST-AF>	2 KLSK-F	2 KKOB-F	2 KKOB-F	2 KKOB	2 KKOB >	2 KKOB-F	2 KKOB-F	2 KKSS-F>	2 KKOB >	
3 KIDI-F	3 KKOB-F	3 KLSK-F	3 KLSK-F	3 KLSK-F	3 KKJY-F>	3 KKOB-F>	3 KKOB	3 KKOB <	3 KHFM-F	3 KZKL-F
4 KZRQ-F	4 KZRR-F	4 KZRR-F	4 KKOB <	KKOB	4 KHFM-F	4 KZRR-F	4 KKJY-F	4 KKJY-F	4 KLSK-F	KOLT-F
5	5 KKSS-F	5 KKOB	5 KZRR-F	5 KZRR-F	5 KKOB-F>	KKJY-F<	5 KLSK-F>	5 KLSK-F<	5 KKOB	KLSK-F
6	6 KZRQ-F	6	6 KZKL-F	6 KZKL-F	6 KZKL-F	6 KLSK-F	6	5 KKSS-F	6	KKOB-F
7	7 KOLT-F	7	7 KHFM-F	7 KHFM-F	7	7	7	7 KHFM-F<	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KRST-AF	1 KRST-AF>>1	KRST-AF>>1	KRST-AF>>1	KRST-AF>>
2 KKSS-F	2 KKOB-F>	2 KKOB-F	2 KKOB-F>	2 KKOB-F>
3 KKOB-F>	3 KLSK-F	3 KLSK-F>	3 KMGA-F	3 KKOB
4 KZRR-F	4 KKSS-F	4 KMGA-F>	KLSK-F	4 KMGA-F
KOLT-F	5 KZRR-F	5 KAMX-AF	5 KOLT-F	KLSK-F
6 KIDI-F>	KOLT-F	KZRR-F	6 KZRR-F	6 KZKL-F
7	KMGA-F	KOLT-F	KKSS-F	KHFM-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KZRQ-F	1 KLSK-F	1 KZRR-F	1 KRST-AF>	1 KRST-AF>
2 KLSK-F>	2 KZRR-F	2 KRST-AF	2 KLSK-F	2 KKOB-F
3 KKSS-F	3 KRST-AF	KLSK-F	3 KZRR-F	3 KLSK-F
4 KRST-AF	KZRQ-F>	4 KKOB-F>	KKOB-F>	4 KZRR-F
KZRR-F	5 KKOB-F	5 KZRQ-F	5 KKOB	KKOB >
6 KBAC-F	6 KKSS-F	6	6 KZRQ-F	6 KZKL-F
KIDI-F>	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		40 (1)	40 (1)	5.6	8.4
AOR/CLASSIC		133 (6)	133 (6)	18.7	20.1
AC/OLDIES	11 (2)	118 (4)	129 (6)	18.1	22.4
FULL SVC/VARIETY	68 (1)		68 (1)	9.6	10.7
COUNTRY	4 (1)	156 (2)	160 (3)	22.6	17.6
BLACK/URBAN					
SAC/EZ		79 (2)	79 (2)	11.1	4.6
NEWS/TALK	3 (1)		3 (1)	0.4	0.5
NOSTALGIA	13 (1)		13 (1)	1.8	2.8
RELIGION/GOSPEL					0.4
SPANISH	21 (2)	28 (1)	49 (3)	6.9	8.0
CLASSICAL		38 (1)	38 (1)	5.3	4.5
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	120 (8)	592 (17)	712 (25)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KABQ	1350	Albuquerque	0.9/3.0/ 8/ 156
KMBA	1050	L Ranchs Dalbq	0.4/2.3/ 3/ 107
KQEO	920	Albuquerque	1.2/3.3/ 13/ 219
KRBL-F	98.5	Los Alamos/Alb.	1.0/5.7/ 17/ 454
KUCU-F	107.1	Armijo/Albuq	1.0/4.6/ 8/ 245
KIOT-F	102.3	Espnola/Snta Fe	0.9/2.6/ 13/ 230

American Radio Spring, 1992 Copyright 1992

ALBUQUERQUE

RADIO STATIONS

AM STATIONS

KABQ, 1350, 5 KW/500 W (DA-2)	HISPANIC		$ 13.00 (Caballero)		
KDEF, 1150, 5 KW/500 W (DA-2)	TALK		$ 14.00 (---)		
KKOB, 770, 50 KW (DA-2)	FULL SERVICE	ABC,	$ 63.00 (McGuild)	Fairmont	
KQEO, 920, 1 KW/500 W (DA-N)	OLDIES	NBC, CNN,	$ 16.00 (Eastman)	Spacecom	
KXKS, 1190, 10 KW (DAYS)	HISPANIC	UPI, APR,	$ 17.00 (Caballero)		

FM STATIONS

KAMX, 107.9, 23 KW @ 4129	AC	ABC,	$ 28.00 (Banner)		
KBAC, 98.1, 100 KW @ 1036	PROG AOR		$ 19.00 (---)	(LAS VEGAS)	
KHFM, 96.3, 20 KW @ 4133	CLASSICAL		$ 29.00 (CMBS)		
KIDI, 103.3, 23 KW @ 4185	HISPANIC		$ 18.00 (Katz Hisp)		
KIOT, 102.3, 9 KW @ 538	JAZZ/WORLD MUSIC		$ 19.00 (---)	(ESPANOLA)	
KZRQ, 105.1, 100 KW @ 1935	AOR		$ 16.00 (Torbet)		(SANTA FE)
KKJY, 100.3, 23 KW @ 4110	EZ/SOFT AC		$ 26.00 (Torbet)	Dean	
KKOB, 93.3, 22 KW @ 4149	AC		$ 55.00 (McGuild)	Fairmont	
KKSS, 97.3, 100 KW @ 1876	CHR		$ 31.00 (Durpetti)	Sun Group	(SANTA FE)
KLSK, 104.1, 100 KW @ 1876	CL AOR		$ 36.00 (Christal)		(SANTA FE)
KMGA, 99.5, 23 KW @ 4130	SOFT AC	UNISUP, UNIPWR,	$ 24.00 (Eastman)	Spacecom	
KOLT, 105.9, 100 KW @ 1935	COUNTRY	MBS,	$ 21.00 (Christal)		(SANTA FE)
KRST, 92.3, 22 KW @ 4159	COUNTRY	MBS,	$ 70.00 (Katz)	Commonwealth	
KRBL, 98.5, 94 KW @ 1781	AOR		$ 18.00 (Torbet)		(LOS ALAMOS)
KZKL, 101.7, 3 KW @ 98	OLDIES		$ 27.00 (Christal)		(RIO RANCHO)
KZRR, 94.1, 23 KW @ 4130	AOR	SOURCE,	$ 50.00 (Eastman)	Anchor	

Miscellaneous: KIVA to KZRQ-F and from CHR to AOR (Apr) . . . KZRQ to KIVA and from AOR to Nost. (Apr) . . . KALY sold for $470,000 . . . KBOM-F (Los Alamos) sold for $560,000 . . .

American Radio Spring, 1992 Copyright 1992

ALLENTOWN-BETHLEHEM

Arbitron Rank/Pop (12+): 64/586,500

MSA Rank/Pop: 74/687,000
ADI # PHI

Average Person Ratings: 17.6
Market TSL: 23.25 hours

Stations: 36/13
Diaries: 1044/562:1/54.9%
Sample Target: 1050
% Below Line: 21.4
% Not Listed: 14.2

1991 Revenue: $16,500,000
HH Inc.: $33,734
Retail $: 5.4 Bil
Pop per Station: 45,115
#1 Biller: WLEV-F $4,000,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WFMZ-F	(SAC)	128/12.4	14.5	13.5	12.1	14.0	13.1	172/1572	1250/21.3	22.1	22.3	D	WFMZ-F
2. WLEV-F	(AC)	115/11.1	10.3	9.0	10.2	10.8	10.1	120/1530	1357/23.1	22.4	24.6	F	WLEV-F
3. WAEB-F	(CHR)	103/10.0	9.2	10.1	7.5	6.9	9.2	116/1626	1409/24.0	26.3	21.8	C	WAEB-F
4. WZZO-F	(AOR)	98/ 9.5	12.3	11.1	12.8	9.9	11.4	133/1855	1350/23.0	24.9	23.9	D	WZZO-F
5. WODE-AF	(O)	72/ 7.0	8.7	9.9	7.5	7.9	8.3	91/1572	1261/21.5	25.4	23.2	C	WODE-AF
6. WAEB	(N/T)	53/ 5.1	4.7	4.6	4.9	5.3	4.8	53/852	844/14.4	14.9	11.8	C	WAEB
7. WXTU-F	(C)	40/ 3.9	1.4	2.6	2.6	3.3	2.6	56/620	386/ 6.6	6.3	7.1		WXTU-F
8. WYSP-F	(CL AOR)	29/ 2.8	2.4	2.6	3.1	3.0	2.7	39/839	622/10.6	8.7	10.4		WYSP-F
9. WEST	(BB)	27/ 2.6	3.8	2.3	2.9	3.0	2.9	34/294	268/ 4.6	4.5	3.8	A	WEST
10. WXKW	(C)	25/ 2.4	3.6	4.9	4.4	3.3	3.8	27/382	329/ 5.6	9.0	7.8	B	WXKW
11. WKAP	(O)	19/ 1.8	2.3	1.3	2.0	2.4	1.8	21/376	349/ 6.0	4.3	7.9	A	WKAP
12. WRNJ	(FS)	17/ 1.6	0.8	0.7	0.5	0.5	0.9	17/129	129/ 2.2	2.2	1.2		WRNJ
13. WOR	(T)	16/ 1.5	1.0	1.2	1.3	1.8	1.3	26/292	179/ 3.1	3.2	2.8		WOR
14.													
15.													

12+ FM SHARE (METRO): 78.35% (695 of 887) (SPG 91: 73.87%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAEB-F>>	1 WZZO-F>	1 WZZO-F<	1 WLEV-F	1 WLEV-F>	1 WFMZ-F>	1 WLEV-F	1 WFMZ-F<	1 WAEB-F	1 WAEB-F	1 WZZO-F>>
2 WZZO-F	2 WAEB-F	2 WLEV-F>	2 WZZO-F	2 WZZO-F<	2 WLEV-F>	2 WFMZ-F	2 WLEV-F	2 WLEV-F	2 WZZO-F	2 WYSP-F
3	3 WLEV-F>	3 WAEB-F	3 WODE-AF>	3 WODE-AF>	3 WODE-AF	3 WAEB-F	3 WZZO-F>	3 WZZO-F<	3 WFMZ-F	WLEV-F
4	4 WYSP-F	4 WODE-AF>>4	WAEB-F>	4 WFMZ-F<	4 WAEB	4 WZZO-F	4 WAEB-F	4 WFMZ-F>	4 WODE-AF	4 WODE-F
5	5 WODE-AF	5 WYSP-F	5 WAEB	5 WAEB-F>	5 WAEB-F	5 WAEB	5 WODE-AF	5 WODE-AF>	WLEV-F>	5 WKRZ-F
6	6 WXTU-F	6 WAEB	6 WFMZ-F	6 WAEB	6 WEST	6 WODE-AF	6 WAEB >>	6 WXTU-F	6 WXTU-F	6 WFMZ-F
7	7	7	7	7	7	7 WYSP-F>	7	7	7 WAEB >	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WAEB-F>>	1 WAEB-F	1 WLEV-F	1 WLEV-F	1 WLEV-F>
2 WZZO-F	2 WZZO-F	2 WZZO-F	2 WAEB-F>	2 WFMZ-F
3 WLEV-F>	WLEV-F>>	3 WAEB-F>>	3 WODE-AF	3 WODE-AF
4 WYSP-F	4 WODE-AF	4 WODE-AF	4 WZZO-F>	4 WAEB-F>
WIOQ-F	WYSP-F	5	5 WFMZ-F	5 WZZO-F
6 WEGX-F>	6	6	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZZO-F>>	1 WZZO-F>>	1 WZZO-F>>	1 WZZO-F>	1 WZZO-F
2 WAEB-F>>	2 WAEB-F	2 WLEV-F	2 WLEV-F	2 WLEV-F
3 WYSP-F	3 WLEV-F	3 WYSP-F	3 WODE-AF>	3 WODE-AF>
WXTU-F	4 WYSP-F	4 WODE-AF	4 WAEB-F	4 WAEB
5	5 WODE-AF	WAEB	5 WYSP-F	5 WXTU-F<
6	WXTU-F	6 WXTU-F>	WAEB	6 WYSP-F
7	7 WAEB			

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		135 (5)	135 (5)	15.2	17.1
AOR/CLASSIC		148 (4)	148 (4)	16.7	15.8
AC/OLDIES	20 (2)	331 (7)	351 (9)	39.6	24.7
FULL SVC/VARIETY	17 (1)		17 (1)	1.9	1.5
COUNTRY	25 (1)	43 (2)	68 (3)	7.7	7.5
BLACK/URBAN					0.4
SAC/EZ		9 (1)	9 (1)	1.0	16.0
NEWS/TALK	98 (6)	13 (2)	111 (8)	12.5	11.9
NOSTALGIA	27 (1)		27 (1)	3.0	3.4
RELIGION/GOSPEL					0.3
SPANISH					
CLASSICAL		5 (1)	5 (1)	0.6	0.8
JAZZ/NEW AGE					
UNKNOWN/OTHERS	5 (1)	11 (2)	16 (3)	1.8	0.5
	192 (12)	695 (24)	887 (36)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WFMV-F	106.3	Blairstown	0.4/1.4/ 10/ 121
WYNS	1160	Lehighton/Alntn	0.5/1.4/ 5/ 84
KYW	1060	Philadelphia	1.2/6.0/ 17/ 481
WABC	770	New York	0.8/2.6/ 15/ 323
WBYN-F	107.5	Boyertown	0.7/2.1/ 13/ 156
WEAZ-F	101.1	Philadelphia	0.9/2.8/ 11/ 199
WEGX-F	106.1	Philadelphia	1.0/4.1/ 11/ 301
WFAN	660	New York	0.6/1.8/ 12/ 228
WFLN-F	95.7	Philadelphia	0.5/2.0/ 6/ 142
WIOQ-F	102.1	Philadelphia	1.1/3.4/ 12/ 225
WIOV-F	105.1	Ephrata/Lncstr	0.3/1.3/ 7/ 163
WIP	610	Philadelphia	0.3/1.7/ 4/ 112
WKRZ-F	98.5	WilkesBarre/Scr	0.8/1.4/ 19/ 307
WKXW-F	101.5	Trenton	0.3/1.8/ 14/ 360
WMGK-F	102.9	Philadelphia	0.6/1.8/ 10/ 177
WMGS-F	92.9	Wlks-Barr/Scrtn	0.3/0.9/ 3/ 61
WMMR-F	93.3	Philadelphia	1.0/5.0/ 15/ 451
WOGL-F	98.1	Philadelphia	0.3/1.5/ 13/ 245
WPLJ-F	95.5	New York	0.3/1.9/ 11/ 222
WWDB-F	96.5	Philadelphia	1.0/3.0/ 11/ 219
WXRK-F	92.3	New York	1.1/2.4/ 18/ 306
WYXR-F	104.5	Philadelphia	0.5/2.9/ 8/ 303

American Radio Spring, 1992 Copyright 1992

RADIO STATIONS

WAEB, 790, 1 KW (DA-2)	, NEWS/TALK	MBS, CBS	, $ 27.00	(Katz)	CRB
WEST, 1400, 1 KW	, NOSTALGIA	CBS	, $ 19.00	(McGuild)	TMZ
WKAP, 1320, 5 KW/1 KW (DA-2)	, OLDIES	UNISUP, APR	, $ 16.00	(Durpetti)	Holt
WODE, 1230, 1 KW (DA-2)	, SEE WODE-FM				
WXKW, 1470, 5 KW (DA-N)	, COUNTRY	ABC,	$ 24.00	(Eastman)	
WAEB-F, 104.1, 50 KW @ 500,	CHR	UNIPWR	, $ 48.00	(Katz)	CRB
WFMZ-F, 100.7, 17 KW @ 869,	EZ		, $ 58.00	(Torbet)	Dean
WLEV-F, 96.1, 50 KW @ 500,	AC		, $ 85.00	(McGuild)	TMZ
WODE-F, 99.9, 50 KW @ 449,	OLDIES		, $ 40.00	(Christal)	Roth
WZZO-F, 95.1, 30 KW @ 630,	AOR		, $ 64.00	(Durpetti)	Holt

Other Ranked Stations -- See Philadelphia

American Radio Spring, 1992 Copyright 1992

ALTOONA

Arbitron Rank/Pop (12+): 227/109,000

MSA Rank/Pop: 278/130,300
ADI # 83 (w/Johnstown)
Average Person Ratings: 18.0
Market TSL: 24.00 hours

Stations: 15/10
Diaries: 628/174:1/55.9%
Sample Target: 610
% Below Line: 11.7
% Not Listed: 14.8

1991 Revenue: $4,000,000
HH Inc.: $26,587
Retail $: 1.0 Bil
Pop per Station: 10,900
#1 Biller: WPRR-F $725,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WFGY-FF (C)	37/18.9	----	13.1	----	11.0	----	152/1603	366/33.6	0.0	26.1	B	WFGY-FF
2. WPRR-F (CHR)	24/12.2	----	15.2	----	14.1	----	30/504	313/28.7	0.0	31.7	B	WPRR-F
3. WVAM (C)	16/ 8.2	----	12.6	----	9.4	----	16/236	223/20.5	0.0	21.2	B	WVAM
WHPA-F (AC)	16/ 8.2	----	10.6	----	9.4	----	20/294	234/21.5	0.0	20.4	B	WHPA-F
5. WALY-F (AC/O)	15/ 7.7	----	9.1	----	6.3	----	19/361	211/19.4	0.0	17.8	A	WALY-F
6. WBXQ-F (AOR)	13/ 6.6	----	6.6	----	8.4	----	23/305	142/13.0	0.0	12.3		WBXQ-F
WRTA (T)	13/ 6.6	----	7.6	----	5.2	----	15/225	215/19.7	0.0	19.2	A	WRTA
8. WFBG (FS)	11/ 5.9	----	5.1	----	8.4	----	14/214	166/15.2	0.0	20.6	A	WFBG
9. WKMC (BB)	11/ 5.6	----	5.1	----	7.3	----	19/173	100/ 9.2	0.0	11.1	A	WKMC
10.												

12+ FM SHARE (METRO): 69.46% (116 of 167) (SPG 91: 65.32%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPRR-F>>	1 WPRR-F	1 WFGY-FF	1 WFGY-FF>	1 WFGY-FF>>	1 WFGY-FF>	1 WFGY-FF>	1 WFGY-FF>	1 WFGY-FF>	1 WFGY-FF>	1 WRTA
2 WFGY-FF	2 WBXQ-F	2 WPRR-F	2 WPRR-F	2 WALY-F	2 WVAM	2 WPRR-F	2 WPRR-F>	2 WVAM	2 WVAM	2 WFGY-F
3	3 WFGY-FF>>	3 WBXQ-F	WHPA-F	3 WHPA-F	3 WHPA-F	3 WALY-F	3 WHPA-F<	3 WALY-F	WPRR-F>	3
4	4	4 WALY-F	WALY-F	4 WPRR-F	4 WRTA	4 WHPA-F	4 WRTA	4 WBXQ-F	4	4
5	5	5 WHPA-F	5 WBXQ-F	5	WALY-F	5	5	5	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WPRR-F>>	1 WPRR-F>	1 WPRR-F	1 WPRR-F	1 WFGY-FF
2 WFGY-FF>>	2 WFGY-FF>	2 WFGY-FF>	2 WFGY-FF	2 WHPA-F
3 WBXQ-F	3 WBXQ-F>	3 WBXQ-F	3 WHPA-F	3 WPRR-F
4	4	WHPA-F	WALY-F	WALY-F
5	5	5	5	5
6	6	6	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBXQ-F	1 WBXQ-F>	1 WBXQ-F	1 WFGY-FF	1 WFGY-FF>>
WPRR-F>>	2 WPRR-F	2 WFGY-FF>	2 WBXQ-F>	2 WBXQ-F
3 WFGY-FF	3 WFGY-FF>>	3 WPRR-F>	3 WPRR-F>	3 WALY-F>
WQWK-F	4	4 WFBG	4 WALY-F	4
WDVE-F	5	5	5	5
WALY-F	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		26 (2)	26 (2)	15.6	26.0
AOR/CLASSIC		19 (3)	19 (3)	11.4	1.2
AC/OLDIES		31 (2)	31 (2)	[illegible]	37.6
FULL SVC/VARIETY	11 (1)		11 (1)	6.6	14.5
COUNTRY	16 (1)	38 (3)	54 (4)	32.3	15.0
BLACK/URBAN					
SAC/EZ					
NEWS/TALK	13 (1)		13 (1)	7.8	
NOSTALGIA	11 (1)		11 (1)	6.6	5.8
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		2 (1)	2 (1)	1.2	
	51 (4)	116 (11)	167 (15)		

OTHER RATED STATIONS

			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WGMR-F	101.1	Tyrone/St.Colge	0.5/2.3/ 9/ 256
WBRX-F	94.7	Patton	1.0/3.8/ 3/ 64
WDVE-F	102.5	Pittsburgh	1.5/3.0/ 11/ 226
WLAK-F	103.5	Huntingdon	1.0/5.2/ 4/ 172
WQWK-F	97.1	University Park	1.5/5.1/ 27/ 392

RADIO STATIONS

WFBG ,	1290,	5 KW/1 KW (DA-N),	Full Service	UNIPWR, $14.00	(Christal)
WKMC ,	1370,	5 KW/38 W (DA-1),	Nostalgia	UNISUP CNN, $11.00	(Roslin)
WRTA ,	1240,	1 KW ,	Talk	NBC-T SUN, $15.00	(---)
WVAM ,	1430,	5 KW/1 KW (DA-N),	Country	ABC, $17.00	(Torbet)
WALY-F,	103.9,	3.1 KW @ 984 ,	AC/Oldies	UNISUP AP, $16.00	(Katz)
WFGY-F,	98.1,	30 KW @ 1020 ,	Country	CBS, $22.00	(Christal)
WHPA-F,	104.9,	.14 KW @ 1417 ,	AC	CNN, $16.00	(Roslin)
WPRR-F,	100.1,	6 KW @ 312 ,	CHR	ABC, $21.00	(Torbet)

(ROARING SPG)

(BELLWOOD)

(HOLLIDAYSBURG)

WBXQ-F -- see Johnstown

Miscellaneous: WFGY-F from Soft AC/EZ to Country . . .

American Radio Spring, 1992 Copyright 1992

AMARILLO

Arbitron Rank/Pop (12+): 189/151,300

MSA Rank/Pop: 218/188,100
ADI # 127
Average Person Ratings: 18.2
Market TSL: 24.25 hours

Stations: 16/15
Diaries: 642/236:1/52.5%
Sample Target: 610
% Below Line: 0.7
% Not Listed: 10.9

1991 Revenue: $5,100,000
MM Inc.: $30,603
Retail $: 1.9 Bil
Pop per Station: 10,087
#1 Biller: KMML-F $900,000

12+ METRO		1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KMML-F	(C)	46/16.7	----	20.4	----	14.7	----	59/727	500/33.0	0.0	36.1	B	KMML-F
2. KARX-F	(AOR)	34/12.4	----	----	----	--	----	35/355	288/19.0	0.0	0.0		KARX-F
3. KBUY-F	(C)	27/ 9.8	----	6.4	-	7.8	----	59/647	338/22.3	0.0	19.4	A	KBUY-F
4. KIXZ	(BB)	21/ 7.6	----	7.9	--	1.4	----	28/317	194/12.8	0.0	15.1	A	KIXZ
5. KLSF-F	(AC)	19/ 6.9	----	5.7	----	6.2	----	26/342	247/16.3	0.0	15.6	B	KLSF-F
6. KGNC	(N/T)	18/ 6.5	----	10.2	----	9.7	----	42/499	225/14.9	0.0	20.5	B	KGNC
7. KQIZ-F	(CHR)	16/ 5.8	----	10.6	----	11.2	----	28/527	333/22.0	0.0	28.3	B	KQIZ-F
8. KATP-F	(AOR)	13/ 4.7	----	7.9	----	1.9	----	19/224	160/10.6	0.0	14.7	A	KATP-F
KAEZ-F	(SAC)	13/ 4.7	----	----	----	----	----	14/139	124/ 8.2	0.0	0.0		KAEZ-F
10.													

12+ FM SHARE (METRO): 79.59% (195 of 245) (SPG 91: 76.96%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KAKS-F	1 KARX-F<	1 KMML-F<	1 KARX-F<	1 KMML-F<	1 KMML-F<	1 KMML-F>	1 KMML-F>	1 KMML-F	1 KMML-F	1 KMML-F>>
2 KQIZ-F>>	2 KMML-F>	2 KARX-F>	2 KMML-F>	2 KARX-F>	2 KIXZ >	2 KARX-F<	2 KARX-F	2 KARX-F	2 KARX-F	2 KGNC
3	3 KBUY-F>	3 KBUY-F	3 KBUY-F	3 KLSF-F	3 KGNC	3 KBUY-F	3 KBUY-F>	3 KBUY-F>	3 KBUY-F>	KARX-F
4	4 KATP-F	4 KLSF-F	4 KLSF-F	4 KLSF-F	4 KAEZ-F	4 KGNC	4 KIXZ	4 KGNC	4 KAKS-F	4
5	5	5 KATP-F	5	5	5	5 KIXZ	5 KGNC	5	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KMML-F>	1 KMML-F	1 KMML-F	1 KMML-F	1 KMML-F
2 KBUY-F	2 KBUY-F	KBUY-F	2 KBUY-F>	2 KBUY-F>
KARX-F>	3 KQIZ-F	3 KQIZ-F	3 KQIZ-F	3 KQIZ-F
4 KQIZ-F	4 KLSF-F>	KLSF-F	KLSF-F	
KLSF-F	KARX-F	5 KARX-F	5	5

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KATP-F>	1 KARX-F>>	1 KARX-F>>	1 KARX-F>>	1 KARX-F>>
2 KMML-F	2 KMML-F>	2 KMML-F>>	2 KMML-F>	2 KMML-F>
KARX-F>	3 KATP-F>	3 KBUY-F	3 KATP-F	3 KBUY-F
4 KDJW	4 KBUY-F	KATP-F	4 KLSF-F	4 KLSF-F
5	5	5	KBUY-F	5 KATP-F

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		28 (2)	28 (2)	11.4	18.7
AOR/CLASSIC		47 (2)	47 (2)	19.2	9.1
AC/OLDIES		23 (2)	23 (2)	9.4	18.3
FULL SVC/VARIETY					
COUNTRY	3 (1)	73 (2)	76 (3)	31.0	31.3
BLACK/URBAN					
SAC/EZ		22 (2)	22 (2)	9.0	
NEWS/TALK	18 (1)		18 (1)	7.3	11.7
NOSTALGIA	21 (1)		21 (1)	8.6	9.1
RELIGION/GOSPEL					
SPANISH	7 (1)		7 (1)	2.9	1.7
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	1 (1)	2 (1)	3 (2)	1.2	
	50 (5)	195 (11)	245 (16)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KAKS-F	107.9	Canyon/Amarillo	4.4/17.2/ 23/ 353
KDJW	1010	Amarillo	1.1/3.9/ 8/ 114
KLCJ	1360	Amarillo	0.4/2.7/ 1/ 41
KMLT-F	97.9	Amarillo	3.3/9.4/ 18/ 301
KPUR-F	107.1	Canyon/Amarillo	1.5/7.9/ 4/ 139
KZIP	1310	Amarillo	2.5/3.2/ 14/ 97
KQFX-F	104.3	Borger	0.7/1.9/ 4/ 55

RADIO STATIONS

KGNC . 710,	10 KW (DA-2)	, News/Talk	MBS CBS, $18.00	(Katz)	Stauffer
KIXZ , 940,	5 KW/1 KW (DA-2),	Nostalgia	UNISUP ABC, $13.00	(Banner)	
KZIP , 1310,	1 KW (DAYS)	, Hispanic	, $10.00	(Lotus Hisp.)	
KAEZ-F, 105.7,	6 KW @ 236	, Soft AC	, $10.00	(---)	
KAKS-F, 107.9,	100 KW @ 1321	, CHR	UNIPWR, $14.00	(HNWH)	(CANYON)
KAPX-F, 95.7,	100 KW @ 390	, AOR	, $17.00	(---)	(CLAUDE)
KATP-F, 101.9,	100 KW @ 1007	, AOR	, $12.00	(K & P)	Woods
KBUY-F, 94.1,	100 KW @ 699	, Country	MBS NBC, $19.00	(Banner)	Walton
KLSF-F, 96.9,	100 KW @ 600	, AC	UNIULT, $20.00	(Banner)	
KMLT-F, 97.9,	98 KW @ 1282	, Soft AC	UNISUP, $14.00	(Katz)	Stauffer
KMML-F, 98.7,	100 KW @ 469	, Country	ABC, $22.00	(Banner)	
KPUR-F, 107.1,	3 KW @ 298	, Oldies	UNIULT UNISUP, $11.00	(Eastman)	(CANYON)
KQIZ-F, 93.1,	100 KW @ 699	, CHR	, $18.00	(Mc-Guild)	Wiskes/Abaris

Miscellaneous: KARX-F signed on in April . . . KAEZ-F also signed on since last book . . . KIXZ, KMML-F sold for $2,390,000 . . KPUR A/F sold for $850,000 . . .

American Radio Spring, 1992 Copyright 1992

ANCHORAGE

Arbitron Rank/Pop (12+): 171/178,700

MSA Rank/Pop: 192/224,800
No ADI
Average Person Ratings: 15.1
Market TSL: 20.25 hours

Stations: 16/16
Diaries: 592/302:1/49.5%
Sample Target: 610
% Below Line: 0.0
% Not Listed: 13.3

1991 Revenue: $10,000,000
HH Inc.: $42,140
Retail $: 2.6 Bil
Pop per Station: 11,169
#1 Biller: KBFX-F $1,600,000

12+ METRO		1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KASH-F	(C)	31/11.5	12.1	11.0	9.8	7.3	----	36/369	308/17.2	21.0	18.3	C	KASH-F
2. KPXR-F	(CHR)	27/10.0	6.6	9.0	9.8	12.2	----	32/439	375/21.0	21.4	25.4	C	KPXR-F
3. KBFX-F	(CL AOR)	23/ 8.5	8.0	12.3	14.1	9.9	----	26/344	307/17.3	22.7	24.4	C	KBFX-F
4. KWHL-F	(AOR)	22/ 8.1	7.3	6.7	6.5	10.2	----	29/361	297/16.6	17.6	17.8	C	KWHL-F
KGOT-F	(CHR)	22/ 8.1	8.3	12.3	9.4	8.9	----	24/494	445/24.9	22.8	29.4	C	KGOT-F
6. KYMG-F	(AC)	19/ 7.0	5.5	9.0	4.7	6.0	----	27/374	285/15.9	14.2	18.2	B	KYMG-F
7. KEAG-F	(O)	16/ 5.9	5.2	----	3.6	3.3	----	23/344	301/16.8	12.9	0.0	A	KEAG-F
8. KENI	(T)	14/ 5.2	6.9	4.0	6.5	3.6	----	18/251	174/ 9.7	14.6	8.8	B	KENI
9. KNIK-F	(J/NAC)	12/ 4.4	4.5	3.3	3.3	4.6	----	12/157	146/ 8.2	10.3	7.6	A	KNIK-F
10. KYAK	(C)	10/ 3.7	4.8	3.0	2.5	4.6	----	14/241	166/ 9.3	9.0	6.6	A	KYAK
11. KBRJ-F	(C)	9/ 3.3	2.1	2.0	1.4	1.7	----	10/227	186/10.4	6.7	6.8	A	KBRJ-F
12. KLEF-F	(CL)	8/ 3.0	4.2	6.3	4.7	6.3	----	8/151	146/ 8.2	11.9	11.9	B	KLEF-F
KHAR	(BB/EZ)	8/ 3.0	3.5	0.7	2.9	2.6	----	8/121	94/ 5.3	7.9	4.6	A	KHAR
14. KFQD	(AC)	7/ 2.6	5.9	4.3	2.2	4.0	----	9/204	179/10.0	13.2	11.5	A	KFQD
15.													

12+ FM SHARE (METRO): 80.77% (189 of 234) (SPG 91: 81.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPXR-F>>	1 KWHL-F	1 KASH-F	1 KASH-F	1 KASH-F	1 KEAG-F	1 KASH-F	1 KASH-F	1 KASH-F	1 KPXR-F	1 KASH-F>>
2 KGOT-F>	KASH-F	2 KWHL-F	2 KEAG-F	2 KWHL-F	2 KASH-F	2 KPXR-F	2 KBFX-F	2 KGOT-F	2 KYMG-F	2 KWHL-F
3 KBFX-F	3 KBFX-F	3 KGOT-F	3 KWHL-F	KEAG-F	3 KENI >	3 KYMG-F	3 KPXR-F<	KBFX-F	KASH-F	KGOT-F
4	4 KPXR-F	KBFX-F	4 KYMG-F	4 KYMG-F	4	4 KGOT-F	4 KWHL-F	4 KWHL-F	4 KGOT-F	4
5	5 KGOT-F	5 KYMG-F	KGOT-F	5 KGOT-F	5	5 KBFX-F	5 KGOT-F	5 KPXR-F	5 KWHL-F	5
6	6	6	6	KBFX-F	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KPXR-F	1 KPXR-F	1 KYMG-F	1 KGOT-F	1 KYMG-F
KGOT-F>	KGOT-F	KASH-F	KASH-F	KASH-F
3 KBFX-F	KASH-F	3 KPXR-F	3 KYMG-F	3 KGOT-F
KASH-F	4 KYMG-F>	KGOT-F	4 KPXR-F	4 KEAG-F
5	5 KBFX-F	5	5 KEAG-F	5 KPXR-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KWHL-F	1 KWHL-F	1 KWHL-F>	1 KWHL-F	1 KWHL-F
KBFX-F	2 KBFX-F	2 KBFX-F	2 KASH-F	2 KASH-F
KASH-F>	3 KASH-F>	3 KASH-F>	3 KBFX-F>	3 KBFX-F
4 KPXR-F	4 KPXR-F>	4 KPXR-F	4 KPXR-F	4 KEAG-F>
5	5 KGOT-F	5	KEAG-F	5

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		49 (2)	49 (2)	20.9	24.1
AOR/CLASSIC		45 (2)	45 (2)	19.2	21.4
AC/OLDIES	12 (2)	35 (2)	47 (4)	20.1	14.3
FULL SVC/VARIETY					4.9
COUNTRY	10 (1)	40 (2)	50 (3)	21.4	15.8
BLACK/URBAN					
SAC/EZ	8 (1)		8 (1)	3.4	0.8
NEWS/TALK	15 (2)		15 (2)	6.4	6.0
NOSTALGIA					
RELIGION/GOSPEL					1.9
SPANISH					
CLASSICAL		8 (1)	8 (1)	3.4	7.1
JAZZ/NEW AGE		12 (1)	12 (1)	5.1	3.8
UNKNOWN/OTHERS					
	45 (6)	189 (10)	234 (16)		

OTHER RATED STATIONS

			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KBYR	700	Anchorage	1.9/5.8/ 7/ 134
KKSD	1080	Anchorage	0.4/4.8/ 2/ 120

RADIO STATIONS

KBYR	700,	10 KW	,	Oldies
KENI	550,	5 KW (DA -1)	,	Talk
KFQD	750.	50 KW	,	AC
KHAR	590,	5 KW	,	Nostalgia/EZ
KYAK	650,	50 KW (DA-1)	,	Country
KASH-F	107.5,	100 KW @ -289	,	Country
KBFX-F	100.5,	25 KW @ 174	,	Classic AOR
KBRJ-F	104.1,	55 KW @ 82	,	Country
KEAG-F	97.3,	100 KW @ 594	,	Oldies
KGOT-F	101.3,	26 KW @ -66	,	CHR
KLEF-F	98.1,	25 KW @ 30	,	Classical
KNIK-F	105.3,	51 KW @ 256	,	Jazz/NAC
KPXR-F	102.1,	25 KW @ 164	,	CHR
KWHL-F	106.5,	100 KW @ -89	,	AOR
KYMG-F	98.9,	100 KW @ 500	,	AC

CBS, $11.00	(Roslin)	Northern TV
NBC ABC, $18.00	(Durpetti)	
ABC, $16.00	(Mc-Guild)	
, $12.00	(Tacher)	
MBS, $15.00	(Christal)	
ABC, $31.00	(MMR)	Comm. Pacific
, $27.00	(Durpetti)	
, $13.00	(Roslin)	
, $14.00	(Banner)	
MBS, $23.00	(Christal)	
, $19.00	(CNBS)	
CBS, $17.00	(Roslin)	Northern TV
, $25.00	(Katz)	T. Ingstad
, $27.00	(Mc-Guild)	
AP, $16.00	(Banner)	

Miscellaneous: KKLV changes to KBRJ-F (March) and format from AC to Country . . .

American Radio Spring, 1992 Copyright 1992

ANN ARBOR

Arbitron Rank/Pop (12+): 140/242,700
MSA Rank/Pop: 156/285,700
Detroit ADI
Average Person Ratings: 14.3
Market TSL: 18.75 hours

Stations: 28/5
Diaries: 654/371:1/50.3%
Sample Target: 680
% Below Line: 69.7
% Not Listed: 20.2

1991 Revenue: NA
HH Inc.: $30,642
Retail $: 2.4 Bil
Pop per Station: 48,540
#1 Biller: WIQB-F NA

12+ METRO		1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level
1. WJR	(FS)	50/14.4	11.4	14.2	11.4	13.4	----	50/630	630/26.0	27.1	27.4	WJR
2. WWWW-F	(C)	26/ 7.5	5.4	5.0	5.6	5.0	----	26/395	395/16.3	14.3	14.3	WWWW-F
3. WHYT-F	(CHR)	19/ 5.5	3.7	3.9	5.3	5.9	----	19/419	419/17.3	15.2	16.6	WHYT-F
4. CIMX-F	(AOR)	17/ 4.9	4.3	1.9	----	----	----	17/223	223/ 9.2	7.1	5.1	CIMX-F
5. WIQB-F	(AOR)	16/ 4.6	6.6	8.6	5.3	5.9	----	16/431	431/17.8	18.4	20.6	WIQB-F
6. WCSX-F	(CL AOR)	15/ 4.3	3.1	5.6	3.5	3.9	----	15/352	352/14.5	15.7	17.8	WCSX-F
7. WLLZ-F	(AOR)	14/ 4.0	3.1	3.6	1.5	2.8	----	14/344	344/14.2	12.1	13.1	WLLZ-F
8. WRIF-F	(AOR)	13/ 3.7	2.6	3.3	5.0	4.5	----	13/273	273/11.2	12.5	13.8	WRIF-F
9. WKQI-F	(AC)	10/ 2.9	3.7	1.9	4.4	1.4	----	10/356	356/14.7	12.5	13.6	WKQI-F
10. WNIC-F	(AC)	9/ 2.6	2.9	1.7	3.5	2.8	----	9/224	224/ 9.2	8.8	9.1	WNIC-F

12+ FM SHARE (METRO): 72.20% (200 of 277) (SPG 91: 70.57%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHYT-F››	1 CIMX-F	1 WWWW-F	1 WJR ›	1 WJR ›	1 WJR ››	1 WJR ››	1 WJR ›	1 WJR ›	1 WJR	1 WJR ››
2	2 WWWW-F	WJR	2 WWWW-F	2 WWWW-F››	2 WWWW-F	2 WWWW-F	2 WWWW-F	2 WWWW-F›	2 WHYT-F›	2 WAAM
3	3 WIQB-F	3 CIMX-F	WCSX-F	3 WCSX-F	3	3 WHYT-F	3 WCSX-F	3 CIMX-F	3 CIMX-F	3
4	4 WLLZ-F	4 WCSX-F	4 WKQI-F	4 WKQI-F	4	4 WKQI-F	4 CIMX-F	4 WHYT-F	4 WIQB-F	4
5	5 WCSX-F	5 WLLZ-F	CIMX-F	CIMX-F	5	5	WIQB-F	WIQB-F	5 WWWW-F	5
6	6	WIQB-F	6	6	6	6	6	6	WLLZ-F	6
7	7	7	7	7	7	7	7	7	WAAM	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WWWW-F››	1 WWWW-F›	1 WCSX-F	1 WWWW-F›	1 WJR
2 WHYT-F	2 CIMX-F	2 CIMX-F›	2 CIMX-F	2 WWWW-F
CIMX-F	3 WCSX-F	3 WWWW-F	3 WJR	WCSX-F
4	4 WNIC-F	WNIC-F	WHYT-F	4 WKQI-F
5	WHYT-F	WJR	WCSX-F	5

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIQB-F›	1 WIQB-F	1 CIMX-F	1 WJR	1 WJR ››
2 WLLZ-F	2 WLLZ-F	2 WLLZ-F	2 WIQB-F	2 WWWW-F
3 WRIF-F›	3 CIMX-F	WJR ›	3 WRIF-F	3 WRIF-F
4 WCSX-F	4 WRIF-F	4 WRIF-F	WLLZ-F	4
CIMX-F	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		26 (2)	26 (2)	9.4	7.9
AOR/CLASSIC		75 (5)	75 (5)	27.1	31.3
AC/OLDIES		31 (5)	31 (5)	11.2	15.5
FULL SVC/VARIETY	60 (3)		60 (3)	21.7	20.8
COUNTRY	4 (1)	26 (1)	30 (2)	10.8	6.8
BLACK/URBAN		8 (1)	8 (1)	2.9	4.5
SAC/EZ		13 (2)	13 (2)	4.7	
NEWS/TALK	8 (2)		8 (2)	2.9	3.4
NOSTALGIA	3 (1)		3 (1)	1.1	1.9
RELIGION/GOSPEL	2 (1)	2 (1)	4 (2)	1.4	
SPANISH					
CLASSICAL		7 (1)	7 (1)	2.5	3.0
JAZZ/NEW AGE		12 (2)	12 (2)	4.3	4.9
UNKNOWN/OTHERS					
	77 (8)	200 (20)	277 (28)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAAM	1600	Ann Arbor/Ypsil	1.7/8.0/ 6/ 195
WAMX-F	107.1	Ann Arbor	2.0/5.6/ 7/ 135
WPZA	1050	Ann Arbor	1.2/3.7/ 4/ 90
WWCM	990	Ypsilnti/AnnArbr	0.6/2.6/ 2/ 63
CKLW	800	Windsor/Detroit	0.9/4.0/ 3/ 96
CKLW-F	93.9	Windsor/Detroit	0.9/5.4/ 3/ 132
WCXI	1130	Detroit	1.2/2.2/ 4/ 54
WDFX-F	99.5	Detroit	2.0/9.3/ 7/ 226
WJLB-F	97.9	Detroit	2.3/8.9/ 8/ 216
WJOI-F	97.1	Detroit	2.3/7.0/ 8/ 171
WJZ-F	105.9	Detroit	1.4/4.0/ 5/ 97
WLTI-F	93.1	Detroit	1.4/8.0/ 5/ 193
WMUZ-F	103.5	Detriot	0.6/4.1/ 2/ 100
WMXD-F	92.3	Detroit	0.6/4.1/ 2/ 99
WOMC-F	104.3	Detroit	2.0/10.8/ 7/ 262
WQRS-F	105.1	Detroit	2.0/8.9/ 7/ 216
WWJ	950	Detroit	1.7/12.6/ 6/ 305
WXYT	1270	Detroit	0.6/3.4/ 2/ 83

RADIO STATIONS

WAAM , 1600, 5 KW (DA-2)	, Full Service	MBS NBC, $15.00	(Patt)
WPZA , 1050, 5 KW/500 W	, Full Service	ABC, $11.00	(Roslin)
WWCM , 990, 500 W/250 W	, Religion	, $ 9.00	(---) (YPSILANT)
WAMX-F, 107.1, 3 KW @ 259	, Jazz/NAC	, $21.00	(Mich Spot)
WIQB-F, 102.9, 49 KW @ 500	, AOR	MBS ABC, $50.00	(Christal)

Other ranked stations -- see Detroit

Miscellaneous: WPZA, WAMX-F sold by Monaghan to Midwest Family (83%) for $750,000 . . .

American Radio Spring, 1992 Copyright 1992

APPLETON-OSHKOSH

Arbitron Rank/Pop (12+): 136/260,100

MSA Rank/Pop: 150/318,000
ADI # 67 (w/Green Bay)
Average Person Ratings: 19.0
Market TSL: 24.50 hours

Stations: 20/15
Diaries: 715/364:1/67.0%
Sample Target: 710
% Below Line: 13.9
% Not Listed: 16.2

1991 Revenue: $8,500,000
HH Inc.: $32,913
Retail $: 2.5 Bil
Pop per Station: 17,340
#1 Biller: WAPL-F $2,400,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WAPL-F (AOR)	75/15.2	14.9	15.5	15.2	15.1	----	154/1774	803/30.9	30.2	28.9	D	WAPL-F
2. WIXX-F (CHR)	47/ 9.5	9.3	7.4	11.6	11.7	----	156/2176	738/28.4	26.5	24.9		WIXX-F
3. WHBY (FS)	40/ 8.1	7.5	7.4	7.7	7.6	----	44/499	138/16.8	18.6	15.9	C	WHBY
4. WROE-F (SAC)	37/ 7.5	7.5	6.3	3.6	6.0	----	44/568	450/17.3	16.0	12.7	B	WROE-F
5. WUSW-F (C)	34/ 6.9	6.6	4.9	5.0	3.0	----	50/578	400/15.4	12.0	9.5	B	WUSW-F
6. WMGV-F (CHR)	33/ 6.7	6.6	6.3	7.3	8.9	----	71/992	577/22.2	20.8	19.2	C	WMGV-F
7. WOZZ-F (AOR)	27/ 5.5	3.4	3.5	2.5	3.2	----	42/614	297/11.4	11.0	10.4	A	WOZZ-F
8. WNAM (BB)	23/ 4.6	6.8	7.9	4.3	6.0	----	48/537	307/11.8	14.8	14.6	A	WNAM
9. WPKR-F (C)	15/ 3.0	0.7	0.7	0.9	----	----	44/485	248/ 9.5	6.9	4.4	A	WPKR-F
10. WRJQ (E)	13/ 2.6	1.6	0.7	----	2.2	----	23/191	111/ 4.3	3.5	1.4	A	WRJQ
11. WGEE (C)	12/ 2.4	1.6	2.3	1.8	2.6	----	42/576	264/10.1	5.7	6.2		WGEE
WOSH (T)	12/ 2.4	3.4	1.9	2.5	2.8	----	14/261	193/ 7.4	9.5	6.3	B	WOSH
13. WFON-F (O)	9/ 1.8	0.9	1.2	2.0	1.5	----	16/292	141/ 5.4	5.1	4.7		WFON-F
14.												
15.												

12+ FM SHARE (METRO): 71.81% (298 of 415) (SPG 91: 66.03%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIXX-F	1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>	1 WAPL-F>	1 WHBY >	1 WAPL-F>	1 WAPL-F>	1 WAPL-F>	1 WAPL-F	1 WIXX-F
2 WMGV-F>>	2 WIXX-F>	2 WIXX-F>	2 WIXX-F	2 WIXX-F	2 WROE-F	2 WIXX-F	2 WIXX-F	2 WIXX-F	2 WHBY <	WAPL-F>
3 WAPL-F	3 WMGV-F	3 WUSW-F	3 WUSW-F	WUSW-F	3 WNAM	WHBY	3 WROE-F	3 WMGV-F	3 WIXX-F>	3 WUSW-F
4	4 WOZZ-F	4 WROE-F	WROE-F	WROE-F	4 WUSW-F	4 WUSW-F	4 WUSW-F	4 WROE-F>	4 WMGV-F>	WHBY
5	5 WUSW-F	WOZZ-F	5 WOZZ-F	5 WOZZ-F	5	5 WMGV-F	5 WHBY	5 WUSW-F	5 WUSW-F	5
6	WROE-F	6	6	6	6	6	6	6 WOZZ-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WAPL-F>	1 WAPL-F	1 WIXX-F	1 WAPL-F<	1 WIXX-F
2 WMGV-F	2 WIXX-F	2 WAPL-F	2 WIXX-F	WROE-F
3 WIXX-F>>	3 WMGV-F>	3 WROE-F	3 WROE-F	3 WAPL-F
4 WROE-F	4 WROE-F	4 WMGV-F	4 WMGV-F>	4 WUSW-F
WPKR-F	5	5	5 WUSW-F	5 WMGV-F
6	6	6	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>
2 WIXX-F	2 WOZZ-F>	2 WOZZ-F>	2 WOZZ-F	2 WOZZ-F
3 WUSW-F	3 WIXX-F	3 WUSW-F	3 WUSW-F	3 WUSW-F>
WOZZ-F	WUSW-F	4 WIXX-F	4 WIXX-F	4 WIXX-F
WMGV-F	5	5	5	WROE-F
6	6	6	6	6 WHBY

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		80 (2)	80 (2)	19.3	16.2
AOR/CLASSIC		102 (2)	102 (2)	24.6	22.5
AC/OLDIES	8 (1)	21 (3)	29 (4)	7.0	19.2
FULL SVC/VARIETY	43 (2)		43 (2)	10.4	11.8
COUNTRY	12 (1)	49 (2)	61 (3)	14.7	14.0
BLACK/URBAN					
SAC/EZ		37 (1)	37 (1)	8.9	
NEWS/TALK	12 (1)		12 (1)	2.9	1.6
NOSTALGIA	29 (2)		29 (2)	7.0	9.3
RELIGION/GOSPEL		9 (2)	9 (2)	2.2	1.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	13 (1)		13 (1)	3.1	3.6
	117 (8)	298 (12)	415 (20)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WEMI-F	100.1	Neenah-Menasha	1.4/4.6/ 8/ 166
WKFX-F	104.9	Kaukauna	1.4/4.4/ 20/ 325
WMBE	1530	Chilton	1.2/2.7/ 14/ 133
WQWM	1050	Kaukauna	1.6/4.8/ 13/ 201
WQLH-F	98.5	Green Bay	1.0/6.3/ 58/ 831
WRVM-F	102.7	Suring	0.4/2.6/ 10/ 144
WTMJ	620	Milwaukee	0.6/2.7/ 11/ 269

RADIO STATIONS

WHBY , 1150, 5 KW (DA-2)	, Full Service	CBS, $25.00	(Eastman)	Woodward	
WNAM , 1280, 5 KW (DA-2)	, Nostalgia	UNISUP ABC, $15.00	(Torbet)		
WOSH , 1490, 1 KW	, Talk	CNN NBC, $13.00	(Mc-Guild)	Midwest Family	
WQWM , 1050, 1 KW/500 W (DA-2)	, Oldies	UNIULT UNISUP, $10.00	(HNWH)		
WRJQ , 1570, 1 KW/500 W (DA-N)	, Ethnic	, $10.00	(---)		
WAPL-F, 105.7, 100 KW @ 420	, AOR	, $50.00	(Eastman)	Woodward	
WKFX-F, 104.9, 1.4 KW @ 479	, Oldies	, $15.00	(Katz)	WinCom	
WMGV-F, 103.9, 6 KW @ 318	, CHR	, $28.00	(Mc-Guild)	Midwest Family	
WOZZ-F, 93.5, 50 KW @ 492	, AOR	SMN, $17.00	(HNWH)		
WPKR-F, 99.5, 50 KW @ 298	, Country	ABC, $10.00	(---)	(OMRO)	
WROE-F, 94.3, 5.6 KW @ 338	, Soft AC	AP, $20.00	(Christal)	Lake Shore	
WUSW-F, 96.9, 6 KW @ 328	, Country	UNIULT UNISUP, $18.00	(Torbet)		

Other ranked stations -- see Green Bay

Miscellaneous: WHBY moves to 1150 taking the old WYNE's frequency . . .

American Radio Spring, 1992 Copyright 1992

ASHEVILLE

Arbitron Rank/Pop (12+): 178/165,300

MSA Rank/Pop: 225/176,500
ADI # 35 (w/Greenville & Spartanburg)
Average Person Ratings: 16.2
Market TSL: 21.75 hours

Stations: 15/7
Diaries: 651/254:1/51.4%
Sample Target: 610
% Below Line: 35.8
% Not Listed: 17.9

1991 Revenue: $5,300,000
HH Inc.: $26,344
Retail $: 1.4 Bil
Pop per Station: 23,614
#1 Biller: WWNC $2,400,000

12+ METRO		1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WWNC	(C/FS)	54/20.1	----	20.1	----	24.7	----	85/767	571/34.5	0.0	35.6	D	WWNC
2. WESC-F	(C)	36/13.4	----	11.7	----	6.4	----	94/1141	406/24.6	0.0	19.0		WESC-F
3. WKSF-F	(CHR)	34/12.7	----	17.4	----	19.5	----	67/1039	505/30.6	0.0	31.1	B	WKSF-F
4. WMYI-F	(AC)	23/ 8.6	----	9.8	----	11.2	----	45/818	366/22.1	0.0	26.9		WMYI-F
5. WMIT-AF	(REL)	14/ 5.2	----	4.2	----	1.1	----	21/374	170/10.3	0.0	11.2	A	WMIT-AF
WISE	(BB)	14/ 5.2	----	3.8	----	4.1	----	18/201	161/ 9.7	0.0	7.0	A	WISE
7. WSPA-F	(SAC)	12/ 4.5	----	3.8	----	4.1	----	40/423	148/ 9.0	0.0	7.7		WSPA-F
8. WFBC-F	(O)	10/ 3.7	----	2.3	----	1.9	----	17/295	176/10.6	0.0	8.1		WFBC-F
9. WXRC-F	(AOR)	6/ 2.2	----	1.1	----	1.1	----	12/114	84/ 5.1	0.0	2.6		WXRC-F
WBBO-F	(CHR)	6/ 2.2	----	1.9	----	1.1	----	14/365	132/ 8.0	0.0	8.7		WBBO-F
11. WTOO	(G)	5/ 1.9	----	2.3	----	1.9	----	8/105	84/ 5.1	0.0	6.2		WTOO
12.													
13.													
14.													
15.													

12+ FM SHARE (METRO): 62.73% (138 of 220) (SPG 91: 66.36%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	WKSF-F››	WKSF-F›	WKSF-F	WESC-F	WWNC	WWNC ››	WWNC ››	WWNC	WWNC	WKSF-F››	WWNC ››
2	WBBO-F›	WESC-F›	WESC-F	WWNC ‹	WESC-F	WESC-F›	WESC-F	WESC-F›	WESC-F	WESC-F›	WESC-F
3	WESC-F	WMYI-F	WWNC	WMYI-F	WMYI-F	WMYI-F	WKSF-F	WKSF-F	WKSF-F	WWNC	WKSF-F
4		WWNC	WMYI-F	WKSF-F	WKSF-F	WISE	WMYI-F›	WMYI-F›	WMYI-F›		

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	WKSF-F››	WKSF-F	WESC-F	WKSF-F	WWNC ›	WKSF-F››	WKSF-F›	WKSF-F	WKSF-F	WWNC
2	WESC-F	WESC-F	WKSF-F	WWNC	WESC-F	WESC-F››	WESC-F	WMYI-F	WESC-F	WMYI-F
	WWNC ›	WWNC	WMYI-F	WESC-F	WMYI-F		WMYI-F›	WESC-F›	WMYI-F	WESC-F›
4		WMYI-F	WWNC	WMYI-F	WKSF-F				WWNC	WKSF-F

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		43 (4)	43 (4)	19.5	24.4
AOR/CLASSIC		6 (1)	6 (1)	2.7	3.7
AC/OLDIES	3 (1)	33 (2)	36 (3)	16.4	20.7
FULL SVC/VARIETY					
COUNTRY	54 (1)	36 (1)	90 (2)	40.9	38.7
BLACK/URBAN					
SAC/EZ		12 (1)	12 (-1)	5.5	
NEWS/TALK					
NOSTALGIA	14 (1)		14 (-1)	6.4	4.6
RELIGION/GOSPEL	11 (2)	8 (1)	19 (3)	8.6	7.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	82 (5)	138 (10)	220 (15)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WSKY	1230	Asheville	1.1/6.0/ 3/ 116
WCKZ-F	101.9	Gastonia/Chrlt	0.7/2.5/ 6/ 169
WROQ-F	101.1	Andrsn/Greenvle	0.4/4.0/ 8/ 169

RADIO STATIONS

WISE , 1310,	5 KW/1 KW (DA-N) ,	Nostalgia	SMN, $11.00	(---)	
WSKY , 1230,	1 KW/250 W ,	AC	CBS, $ 9.00	(---)	
WTOO , 1380,	5 KW/1 KW (DA-N) ,	Gospel	MBS, $ 8.00	(---)	
WWNC , 570,	5 KW (DA-N) ,	Country/FS	UNIULT ABC, $43.00	(Mc-Guild)	Heritage Bdcst
WMIT-F, 106.9,	36 KW @ 3090 ,	Religion	ABC, $14.00	(---)	(BLACK MT.)
WKSF-F, 99.9,	48 KW @ 2621 ,	CHR	UNIPWR ABC, $38.00	(Mc-Guild)	Heritage Bdcst

Other ranked stations -- see Greenville, SC

American Radio Spring, 1992 Copyright 1992

ATLANTA

Arbitron Rank/Pop (12+): 12/2,456,100

MSA Rank/Pop: 9/2,870,000
ADI # 12
Average Person Ratings: 17.3
Market TSL: 22.50 hours

Stations: 23/21
Diaries: 2063/1191:1/47.4%
Sample Target: 2030
% Below Line: 1.1
% Not Listed: 12.0

1991 Revenue: $103,000,000
HH Inc.: $36,639
Retail $: 24.7 Bil
Pop per Station: 116,957
#1 Biller: WSB $12,000,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WVEE-F	(B)	570/13.4	12.4	12.8	12.7	11.4	12.8	654/5975	5134/20.9	20.6	18.4	I	WVEE-F
2. WKHX-F	(C)	340/ 8.0	6.2	7.6	4.7	5.1	6.6	409/5170	4099/16.7	16.1	13.7	E	WKHX-F
3. WSB -F	(AC)	330/ 7.8	8.6	8.1	6.9	9.3	7.9	382/5926	4973/20.2	20.6	23.9	I	WSB -F
4. WPCH-F	(SAC)	280/ 6.6	7.0	6.9	7.3	7.9	6.9	318/5259	4579/18.6	17.2	18.0	H	WPCH-F
5. WKLS-F	(AOR)	270/ 6.4	6.1	5.6	6.3	6.4	6.1	354/5189	4056/16.5	14.8	16.3	H	WKLS-F
6. WYAY-FF	(C)	245/ 5.8	6.7	7.3	5.8	7.6	6.4	457/5568	3341/13.6	18.9	16.4	H	WYAY-FF
7. WSB	(FS)	242/ 5.7	6.3	8.5	7.2	7.0	6.9	265/4896	4378/17.8	26.2	19.1	I	WSB
8. WGST	(N/T)	240/ 5.7	4.5	3.1	3.4	3.3	4.2	260/3875	3556/14.5	9.3	9.9	G	WGST
9. WSTR-F	(AC)	206/ 4.9	4.2	3.6	4.4	3.4	4.3	220/4264	3810/15.5	11.9	13.1	F	WSTR-F
10. WAPW-F	(CHR)	197/ 4.6	6.3	4.7	6.5	7.5	5.5	260/4708	3608/14.7	16.1	21.2	H	WAPW-F
11. WZGC-F	(CL AOR)	181/ 4.3	4.2	4.5	5.3	4.6	4.6	222/4297	3581/14.6	13.8	14.7	G	WZGC-F
12. WFOX-F	(O)	179/ 4.2	4.6	4.2	6.3	6.7	4.8	245/4712	3415/13.9	16.1	18.1	H	WFOX-F
13. WALR-F	(B/AC)	167/ 3.9	3.6	3.9	3.2	2.6	3.7	201/2985	2509/10.2	10.1	7.8	D	WALR-F
14. WAOK	(G)	104/ 2.4	2.6	2.9	2.5	2.7	2.6	105/1408	1467/ 6.0	7.1	5.9	D	WAOK
15. WCNN	(N)	51/ 1.2	1.5	1.3	1.0	1.1	1.3	51/1647	1624/ 6.6	6.3	6.0	C	WCNN
16. WQXI	(BB)	42/ 1.0	1.7	1.0	1.6	0.9	1.3	42/816	787/ 3.2	3.3	2.3	B	WQXI
17.													
18.													
19.													
20.													

12+ FM SHARE (METRO): 80.53% (3011 of 3739) (SPG 91: 81.57%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WVEE-F>>	1 WVEE-F>	1 WVEE-F>	1 WVEE-F	1 WVEE-F	1 WPCH-F	1 WVEE-F>	1 WVEE-F	1 WVEE-F>	1 WVEE-F>	1 WVEE-F>>
2 WAPW-F>>	2 WKLS-F>	2 WSB -F	2 WSB -F>	2 WSB -F	2 WSB <	2 WSB	2 WSB -F	2 WSB -F<	2 WPCH-F	2 WSB
3 WKHX-F	3 WKHX-F	3 WKLS-F	3 WKHX-F<	3 WKHX-F	3 WSB -F	3 WKHX-F	3 WKHX-F<	3 WKHX-F	3 WKLS-F<	3 WKHX-F
4 WKLS-F	4 WSTR-F	4 WKHX-F	4 WKLS-F	4 WKLS-F	4 WKHX-F	4 WSB -F	4 WPCH-F	4 WKLS-F	4 WGST <	4 WALR-F>>
5	WAPW-F<	5 WSTR-F<	5 WSTR-F	5 WPCH-F	WGST	5 WYAY-FF	5 WYAY-FF<	5 WYAY-FF	5 WKHX-F	5 WZGC-F
6	6 WSB -F<	6 WZGC-F	6 WFOX-F<	WFOX-F<	6 WVEE-F	6 WGST	6 WGST <	6 WPCH-F	6 WSB -F<	6
7	7 WZGC-F	7 WYAY-FF	7 WYAY-FF<	7 WYAY-FF	7 WKLS-F	7 WKLS-F	7 WAPW-F<	7 WAPW-F	7	
8	8	8	8 WZGC-F	8 WSTR-F	8 WFOX-F	8	8 WSTR-F	8	8	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WVEE-F>>	1 WVEE-F>>	1 WVEE-F>	1 WVEE-F>	1 WVEE-F
2 WALR-F	2 WSTR-F<	2 WSTR-F	2 WSB -F>	2 WSB -F
3 WSB -F<	3 WSB -F>	3 WSB -F	3 WKHX-F	3 WKHX-F
4 WAPW-F	4 WKLS-F<	4 WKLS-F	4 WSTR-F	4 WPCH-F
5 WSTR-F	5 WAPW-F<	WKHX-F	5 WALR-F<	5 WFOX-F<
6 WKLS-F	6 WKHX-F	6 WAPW-F<	6 WFOX-F	6 WSTR-F
7 WKHX-F	7 WALR-F	7 WPCH-F	7 WAPW-F	7 WYAY-FF
8	8	8	8	8

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WVEE-F>	1 WKLS-F	1 WKLS-F>	1 WVEE-F	1 WKLS-F
2 WKLS-F	2 WVEE-F>	2 WVEE-F>	2 WKLS-F>	2 WVEE-F
3 WAPW-F	3 WZGC-F	3 WZGC-F	3 WZGC-F	3 WSB -F<
4 WKHX-F	4 WKHX-F	4 WALR-F	4 WSB -F	4 WGST
5 WZGC-F	5 WAPW-F	5 WGST <	5 WKHX-F	5 WZGC-F
6	6 WALR-F	6 WKHX-F	6 WGST	6 WYAY-FF
7	7	7 WYAY-FF	7 WYAY-FF	WKHX-F
8	8	8 WSTR-F	8	8 WFOX-F

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		197 (1)	197 (1)	5.3	8.4
AOR/CLASSIC		451 (2)	451 (2)	12.1	12.3
AC/OLDIES		715 (3)	715 (3)	19.1	21.7
FULL SVC/VARIETY	242 (1)		242 (1)	6.5	7.8
COUNTRY	4 (1)	606 (4)	610 (5)	16.3	14.2
BLACK/URBAN		737 (2)	737 (2)	19.7	16.5
SAC/EZ		280 (1)	280 (1)	7.5	8.8
NEWS/TALK	291 (2)		291 (2)	7.8	4.9
NOSTALGIA	42 (1)		42 (1)	1.1	1.0
RELIGION/GOSPEL	149 (4)	25 (1)	174 (5)	4.7	3.6
SPANISH					
CLASSICAL					0.8
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	728 (9)	3011 (14)	3739 (23)		

OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME
WAFS	920	Atlanta	0.3/1.1/ 14/ 278
WGUN	1010	Atlanta	0.4/1.7/ 18/ 447
WIGO	1340	Atlanta	0.3/1.4/ 14/ 346
WKHX	590	Atlanta	0.1/0.4/ 4/ 96
WNGC-F	95.5	Athens	0.5/1.6/ 95/1104
WVFJ-F	93.3	Manchester	0.6/1.6/ 29/ 442

American Radio Spring, 1992 Copyright 1992

ATLANTA

RADIO STATIONS

AM STATIONS

WAOK,	1380,	5 KW	,	Gospel	NBN NBC, $ 50.00	(Mc-Guild)	Summit
WCNN,	680,	50 KW/10 KW (DA-N),		News	CNN, UNISUP, $ 40.00	(Katz)	
WGKA,	1190,	10 KW (DAYS)	,	Classical	, $ 36.00	(CMBS)	
WGST,	640,	50 KW/1 KW (DA-2)	,	News/Talk	ABC MBS, $ 95.00	(Eastman)	Jacor
WIGO,	1340,	1 KW	,	Black	SBN, $ 35.00	(Roslin)	
WQXI,	790,	5 KW/1 KW (DA-N)	,	Nostalgia	UNISUP, UNIULT, $ 50.00	(Banner)	Jefferson-Pilot
WSB ,	750,	50 KW	,	Full Service	APR, $190.00	(Christal)	Cox

FM STATIONS

WALR,	104.7,	100 KW @ 981	,	Black AC	UNISUP, $ 66.00	(Katz)	(ATHENS)
WAPW,	99.7,	100 KW @ 1033	,	CHR	, $160.00	(Durpetti)	Susquehanna
WFOX,	97.1,	97 KW @ 1571	,	Oldies	, $167.00	(MMR)	Shamrock (GAINESVILLE)
WKHX,	101.5,	99 KW @ 968	,	Country	, $135.00	(Katz)	Cap Cities/ABC
WKLS,	96.1,	99 KW @ 984	,	AOR	, $186.00	(Katz)	Great American
WPCH,	94.9,	99 KW @ 984	,	Soft AC/EZ	CBS, $165.00	(Eastman)	Jacor
WSB ,	96.5,	100 KW @ 918	,	AC	, $230.00	(Christal)	Cox
WSTR,	94.1,	100 KW @ 909	,	AC	, $138.00	(Banner)	Jeff-Pilot
WVEE,	103.3,	100 KW @ 1020	,	Black	SOURCE, $180.00	(Mc-Guild)	Summit
WYAI,	104.1,	60 KW @ 1217 -- Simulcast with WYAY-F (licensed to LaGrange)					
WYAY,	106.7,	99 KW @ 1401	,	Country	CBS, $170.00	(Mc-Guild)	NewCity (GAINESVILLE)
WZGC,	92.9,	99 KW @ 909	,	Classic AOR	, $150.00	(HNWH)	Cook Inlet

Miscellaneous: WCNN, WALR-F sold to Midwestern (Dickey) for $6,000,000 (Raymond; Sherwood) . . . WZGC-F from Cook Inlet to Infinity for $45,000,000 (E) . . .

American Radio Spring, 1992 Copyright 1992

ATLANTIC CITY

Arbitron Rank/Pop (12+): 163/192,800

MSA Rank/Pop: 148/324600
Philadelphia ADI
Average Person Ratings: 19.5
Market TSL: 26.00 hours

Stations: 29/11
Diaries: 624/309:1/46.7%
Sample Target: 610
% Below Line: 30.1
% Not Listed: 16.2

1991 Revenue: $6,700,000
HH Inc.: $32,647
Retail $: 3.2 Bil
Pop per Station: 17,527
#1 Biller: WAYV-F $2,400,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WFPG-F (SAC)	38/10.1	11.7	13.5	11.4	10.5	----	45/493	403/20.9	24.5	25.8	D	WFPG-F
WAYV-F (AC)	38/10.1 -	9.9	10.4	9.0	8.7	----	44/599	486/25.2	25.5	24.8	D	WAYV-F
3. WBSS-F (CHR)	28/ 7.4	8.5	3.1	----	0.6	----	41/537	356/18.5	18.8	10.8		WBSS-F
4. WXTU-F (C)	23/ 6.1	2.6	5.2	3.6	6.8	----	24/122	189/ 9.8	8.7	9.4		WXTU-F
5. WTTH-F (B)	21/ 5.6	----	----	----	----	----	21/229	222/11.5	0.0	0.0		WTTH-F
6. WRDR-F (BB)	18/ 4.8	5.5	7.0	8.1	6.8	----	23/251	183/ 9.5	9.6	10.8		WRDR-F
7. WMGM-F (AC)	14/ 3.7	4.4	3.4	4.8	5.3	----	18/368	297/15.4	12.6	10.2		WMGM-F
8. WMID (BB)	13/ 3.5	5.8	4.6	5.4	5.3	----	19/218	149/ 7.7	12.4	8.8		WMID
WOND (T)	13/ 3.5	5.2	1.8	5.4	5.3	----	15/223	185/ 9.6	12.3	6.3		WOND
10.												

12+ FM SHARE (METRO): 86.35% (272 of 315) (SPG 91: 80.15%)

- TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBSS-F››	1 WAYV-F	1 WAYV-F›	1 WAYV-F›	1 WAYV-F›	1 WFPG-F›	1 WAYV-F	1 WFPG-F	1 WFPG-F	1 WTTH-F	1 WMID
2 WAYV-F››	2 WBSS-F›	2 WFPG-F	2 WFPG-F	2 WFPG-F›	2 WXTU-F	2 WFPG-F	2 WAYV-F›	2 WAYV-F	2 WBSS-F	2 WOND ›
3 WIOQ-F	3 WTTH-F›	3 WBSS-F›	3 WBSS-F	3 WBSS-F	3 WRDR-F	3 WOND	3 WXTU-F	3 WBSS-F	3 WAYV-F›	3 WTTH-F
4	4 WMMR-F	4 WTTH-F	4 WTTH-F	4 WTTH-F	4 WAYV-F	4 WYSP-F	4 WBSS-F	4 WTTH-F	4 WFPG-F	4 WBSS-F
5	WMID-F	5 WMID-F	5 WKTU-F	5 WXTU-F	5 WMID	WBSS-F	5 WMID	5 WXTU-F›	5 WZXL-F	5
6	WFPG-F	6	WMID-F	6	6 WOND	6 WRDR-F‹	WTTH-F	6	6	6
7	7	7	7	7	7 WTTH-F	7 WXTU-F›	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WTTH-F	1 WAYV-F›	1 WAYV-F››	1 WAYV-F	1 WAYV-F›
WFPG-F	2 WTTH-F	2 WTTH-F	2 WFPG-F›	2 WFPG-F››
WBSS-F	WBSS-F	WMID-F	3 WTTH-F	3 WXTU-F
WAYV-F››	4 WFPG-F	WMGM-F	WBSS-F	WTTH-F
5 WMGM-F	5 WMGM-F	WBSS-F›	5 WMGM-F	WBSS-F
6	6 WMID-F	6 WMMR-F	6	6
7	7	WFPG-F	7	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBSS-F›	1 WBSS-F›	1 WBSS-F››	1 WBSS-F	1 WBSS-F
2 WZXL-F	2 WYSP-F	2 WYSP-F	2 WAYV-F	2 WTTH-F
WYSP-F	WAYV-F	WMMR-F	3 WZXL-F	WAYV-F
WAYV-F›	4 WZXL-F	WTTH-F	WMMR-F	4 WMMR-F
5 WMMR-F	WMMR-F	WAYV-F›	5 WMID-F	5 WZXL-F
WMID-F	6 WTTH-F	6	WYSP-F	WMID-F
7	WMID-F	7	7 WTTH-F	WFPG-F

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		36 (3)	36 (3)	11.4	11.4
AOR/CLASSIC		21 (2)	21 (2)	6.7	11.8
AC/OLDIES	1 (1)	85 (7)	86 (8)	27.3	17.6
FULL SVC/VARIETY					
COUNTRY		23 (1)	23 (1)	7.3	6.3
BLACK/URBAN	6 (1)	27 (2)	33 (3)	10.5	13.6
SAC/EZ		44 (3)	44 (3)	14.0	17.3
NEWS/TALK	23 (4)		23 (4)	7.3	4.0
NOSTALGIA	13 (1)	18 (1)	31 (2)	9.8	14.0
RELIGION/GOSPEL					2.2
SPANISH					
CLASSICAL		18 (3)	18 (3)	5.7	1.8
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	43 (7)	272 (22)	315 (29)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WFPG	1450	Atlantic City	0.3/3.4/ 1/ 65
WMID-F	99.3	Pleasntvl/AtCty	3.2/15.4/ 17/ 352
WUSS	1490	Atlantic City	1.6/7.0/ 6/ 137
KYW	1060	Philadelphia	0.8/4.1/ 5/ 120
WABC	770	New York	0.8/3.4/ 10/ 89
WEAZ-F	101.1	Philadelphia	1.3/3.4/ 5/ 73
WEGX-F	106.1	Philadelphia	0.5/5.4/ 2/ 111
WFLN-F	95.7	Philadelphia	0.3/1.8/ 1/ 37
WIOQ-F	102.1	Philadelphia	1.6/8.8/ 6/ 169
WIP	610	Philadelphia	1.1/3.3/ 5/ 89
WKSZ-F	100.3	Media	0.3/3.1/ 2/ 65
WKTU-F	98.3	Ocean City	2.9/7.5/ 22/ 279
WMGK-F	102.9	Philadelphia	0.8/2.9/ 3/ 66
WMMR-F	93.3	Philadelphia	2.9/13.0/ 12/ 302
WOGL-F	98.1	Philadelphia	1.1/4.3/ 4/ 89
WSLT-F	106.3	Ocean Cty/Smrs	2.1/6.9/ 16/ 218
WUSL-F	98.9	Philadelphia	1.6/6.8/ 6/ 132
WYSP-F	94.1	Philadelphia	2.4/10.7/ 10/ 243
WYXR-F	104.5	Philadelphia	0.8/2.9/ 3/ 58
WZXL-F	100.7	Wildwood/AtlCty	2.7/13.1/ 32/ 489

RADIO STATIONS

WFPG , 1450, 1 KW	-- SEE WFPG-F		
WMID , 1340, 1 KW	, Nostalgia	NBC, NBC-T, $14.00	(Banner)
WOND , 1400, 1 KW	, Talk	ABC, CNN, $15.00	(Mc-Guild)
WUSS , 1490, 1 KW/250 W	, Black	AURN, $13.00	(Katz)
WAYV-F, 95.1, 50 KW @ 331	, AC	, $45.00	(Katz)
WBSS-F, 97.3, 50 KW @ 142	, CHR	, $23.00	(HNWH) (MILLVILLE)
WFPG-F, 96.9, 50 KW @ 298	, Soft AC/EZ	CBS, $36.00	(Eastman) Hartstone/Dickstein
WMGM-F, 103.7, 50 KW @ 348	, AC	, $19.00	(Mc-Guild)
WMID-F, 99.3, 3.4 KW @ 268	, AC	, $17.00	(Banner) (PLEASANT.)
WRDR-F, 104.9, 10 KW @ 508	, Nostalgia	AP, $15.00	(---) (EGG HARBOR)
WTTH-F, 96.1, 2.3 KW @ 371	, Black	SMN, $13.00	(---) (MRGATE.)
WKTU-F, 98.3, 3 KW @ 328	, Oldies	ABC, $14.00	(Christal) (OCEAN C.)
WSLT-F, 106.3, 3 KW @ 308	, Classical	CNN, $18.00	(Groskin) (OCEAN C.)
WZXL-F, 100.7, 38 KW @ 101	, AOR	, $15.00	(Durpetti) Ragen Henry (WILDWOOD)

Other ranked stations -- see Philadelphia

American Radio Spring, 1992 Copyright 1992

AUGUSTA

Arbitron Rank/Pop (12+): 114/326,200

MSA Rank/Pop: 118/401,900
ADI # 112
Average Person Ratings: 18.7
Market TSL: 24.50 hours

Stations: 18/16
Diaries: 803/406:1/46.4%
Sample Target: 810
% Below Line: 0.8
% Not Listed: 11.7

1991 Revenue: $8,600,000
HH Inc.: $29,543
Retail $: 2.9 Bil
Pop per Station: 20,387
#1 Biller: WBBQ-AF $3,000,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WBBQ-AF (CHR)	119/19.6	18.2	23.0	21.5	23.1	----	153/1738	1251/38.4	35.3	43.3	E	WBBQ-AF
2. WFXA-F (B)	90/14.8	14.1	15.6	13.1	14.6	----	97/886	809/24.8	23.3	24.9	C	WFXA-F
3. WKXC-F (C)	74/12.2	14.6	14.4	15.6	9.1	----	97/1214	883/27.1	25.4	22.9	C	WKXC-F
4. WZNY-F (AC)	55/ 9.0	7.6	7.8	9.6	10.4	----	73/983	719/22.0	20.2	24.7	C	WZNY-F
5. WRXR-F (AOR)	40/ 6.6	7.5	5.7	6.1	6.5	----	53/680	590/18.1	15.6	13.3	B	WRXR-F
6. WGUS-F (C)	30/ 4.9	3.6	4.3	4.7	6.7	----	33/482	412/12.6	10.7	13.1	A	WGUS-F
7. WCNA-F (SAC)	29/ 4.8	4.3	5.4	3.0	4.5	----	30/301	264/ 8.1	9.7	8.2	A	WCNA-F
8. WKZK (G)	26/ 4.3	9.2	5.0	3.5	4.2	----	26/177	177/ 5.4	8.7	6.7	A	WKZK
9. WGAC (T)	23/ 3.8	4.0	2.9	4.6	3.2	----	26/370	324/ 9.9	7.9	7.5	A	WGAC
10. WTHB (G)	20/ 3.3	0.5	----	----	0.3	----	20/159	155/ 4.8	2.0	0.0		WTHB

12+ FM SHARE (METRO): 86.25% (464 of 538) (SPG 91: 90.02%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFXA-F>>	1 WFXA-F	1 WBBQ-AF<	1 WBBQ-AF	1 WBBQ-AF	1 WBBQ-AF>	1 WBBQ-AF>>	1 WBBQ-AF>>	1 WBBQ-AF	1 WFXA-F>>	1 WFXA-F>
2 WBBQ-AF>>	2 WBBQ-AF>	2 WFXA-F	WKXC-F	2 WKXC-F	2 WKXC-F>	2 WKXC-F<	2 WKXC-F	2 WFXA-F	2 WBBQ-AF	2 WKXC-F
3	3 WRXR-F	3 WKXC-F	3 WFXA-F<	3 WZNY-F<	3 WZNY-F	3 WFXA-F	3 WFXA-F<	3 WKXC-F>	3 WKXC-F>	3 WBBQ-F
4	4 WKXC-F	4 WZNY-F	4 WZNY-F>	4 WFXA-F>	WCNA-F	4 WZNY-F>	4 WZNY-F	4 WZNY-F	4 WTHB >	4 WZNY-F
5	5 WZNY-F	5 WRXR-F	5 WRXR-F	5 WRXR-F	5 WFXA-F	5 WRXR-F>	5 WRXR-F>	5 WRXR-F	5	5
6	6	6	6	6 WGUS-F	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WFXA-F>>	1 WFXA-F	1 WBBQ-AF	1 WFXA-F<	1 WBBQ-AF
2 WBBQ-AF>	2 WBBQ-AF>	2 WFXA-F	2 WBBQ-AF>	2 WFXA-F
3 WRXR-F>>	3 WRXR-F	3 WZNY-F	3 WZNY-F	3 WZNY-F
4 WZNY-F	4 WZNY-F	WKXC-F	4 WKXC-F	4 WKXC-F>
WKXC-F	WKXC-F	5 WRXR-F	5 WRXR-F	5 WGUS-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBBQ-AF	1 WRXR-F	1 WZNY-F	1 WKXC-F	1 WKXC-F>
2 WRXR-F	WKXC-F	WKXC-F	2 WBBQ-AF	2 WBBQ-AF
3 WKXC-F	WFXA-F<	WFXA-F	3 WZNY-F	3 WZNY-F
WFXA-F>	4 WBBQ-AF	4 WRXR-F>	WFXA-F	4 WFXA-F
5 WZNY-F	5 WZNY-F	5 WBBQ-AF	5 WRXR-F	5 WRXR-F

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP	1 (1)	118 (1)	119 (2)	22.1	26.0
AOR/CLASSIC		40 (1)	40 (1)	7.4	11.4
AC/OLDIES		64 (3)	64 (3)	11.9	11.5
FULL SVC/VARIETY					
COUNTRY	4 (1)	116 (4)	120 (5)	22.3	16.6
BLACK/URBAN		92 (2)	92 (2)	17.1	19.4
SAC/EZ		29 (1)	29 (1)	5.4	6.1
NEWS/TALK	23 (1)		23 (1)	4.3	
NOSTALGIA					3.3
RELIGION/GOSPEL	46 (2)		46 (2)	8.6	5.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		5 (1)	5 (1)	0.9	
	74 (5)	464 (13)	538 (18)		

OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME
WAJY-F	102.7	New Ellenton	0.5/3.6/ 3/ 116
WAKB-F	96.7	Wrens	0.8/3.1/ 12/ 255
WGUS	1380	North Augusta	0.7/2.3/ 5/ 83
WMTZ-F	94.3	Martinez	1.0/6.2/ 7/ 210
WTHO-F	101.7	Thomson	1.5/3.4/ 18/ 199
WCOS-F	97.5	Columbia	0.5/2.1/ 15/ 228
WWDM-F	97.5	Columbbia	0.3/1.6/ 3/ 126

RADIO STATIONS

WGAC ,	580,	5 KW/1 KW (DA-N)	, Talk	CBS, $15.00	(Roslin)	Beasley
WKZK ,	1600,	500 W (DAYS)	, Gospel	AURN, $11.00	(Dora)	
WTHB ,	1550,	5 KW/11 W	, Gospel/Black	, $ 9.00	(Katz)	
WBBQ-F,	104.3,	100 KW @ 1000	, CHR	ABC, $70.00	(Eastman)	
WCNR-F,	98.3,	2.8 KW @ 485	, Soft AC	AP, $15.00	(---)	(CLEARWATER, SC)
WFXA-F,	103.1,	3 KW @ 298	, Black	ABC CBS, $27.00	(Katz)	
WGUS-F,	102.3,	1.5 KW @ 666	, Country	, $17.00	(Torbet) HVS	
WKXC-F,	99.5,	23 KW @ 728	, Country	MBS, $30.00	(Mc-Guild)	(AIKEN,SC)
WMTZ-F,	94.3,	6 KW @ 298	, Oldies	CNN, $10.00	(K & P)	(MARTINEZ)
WRXR-F,	96.3,	15 KW @ 899	, AOR/Classic	ABC, $21.00	(Christal)	(AIKEN, SC)
WTHO-F,	101.7,	3 KW @ 298	, Country	NBC, $ 9.00	(Regional)	(THOMSON)
WZNY-F,	105.7,	100 KW @ 1168	, AC	UNIPWR AP, $42.00	(Torbet)	Benchmark

Miscellaneous: WRDW-F changes to WAKB (Sep 91) . . . WOPW-F changes to WGUS-F and format to Country (Nov 91) . . . WFXA changes to WTHB and format to Gospel/Black (Feb) . . . WGAC turned back to Beasley . . .

American Radio Spring, 1992 Copyright 1992

AUSTIN

Arbitron Rank/Pop (12+): 59/668,800

MSA Rank/Pop: 66/762,000
ADI # 71

Average Person Ratings: 15.4
Market TSL: 20.50 hours

Stations: 22/19
Diaries: 1134/590:1/50.9%
Sample Target: 1100
% Below Line: 2.2
% Not Listed: 21.6

1991 Revenue: $22,500,000
HH Inc.: $31,525
Retail $: 6.3 Bil
Pop per Station: 35,200
#1 Biller: KASE-F $5,500,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KASE-F	(C)	157/15.3	17.2	15.7	15.8	13.4	16.0	226/2523	1898/28.4	26.6	21.2	G	KASE-F
2. KKMJ-F	(SAC)	85/ 8.3	7.4	7.7	7.9	7.3	7.8	92/1544	1359/20.3	19.9	18.5	D	KKMJ-F
3. KHFI-F	(CHR)	74/ 7.2	5.3	7.5	6.3	7.3	6.8	88/1658	1448/21.7	20.3	18.9	C	KHFI-F
4. KLBJ-F	(AOR)	66/ 6.4	5.4	6.9	8.3	8.1	6.8	76/1434	1127/16.9	18.6	20.0	D	KLBJ-F
5. KLBJ	(N/T)	65/ 6.3	7.0	6.4	5.3	6.0	6.3	78/1188	1056/15.8	17.0	15.5	C	KLBJ
6. KVET-F	(C)	60/ 5.8	5.8	5.1	4.7	4.4	5.3	81/1060	917/13.7	13.5	10.9	C	KVET-F
7. KPEZ-F	(CL AOR)	49/ 4.8	4.7	5.4	6.0	7.0	5.2	56/928	833/12.5	14.8	16.9	C	KPEZ-F
8. KBTS-F	(CHR)	42/ 4.1	4.8	4.0	4.5	5.4	4.3	68/1414	885/13.2	15.8	18.9	C	KBTS-F
9. KGSR-F	(AOR)	37/ 3.6	4.1	4.7	3.7	4.7	4.0	38/647	626/ 9.4	9.5	10.6	C	KGSR-F
10. KEYI-F	(AC)	32/ 3.1	3.5	3.9	4.5	3.3	3.8	37/943	863/12.9	12.6	12.2	C	KEYI-F
11. KFGI-AF	(AC)	24/ 2.3	1.0	1.8	1.9	1.7	1.8	28/612	529/ 7.9	6.6	4.4		KFGI-AF
12. KLTD-F	(O)	23/ 2.2	3.6	2.4	2.6	4.1	2.7	47/992	600/ 9.0	7.6	9.3	B	KLTD-F
13. KNNC-F	(AOR)	17/ 1.7	2.5	0.4	----	----	1.1	19/528	492/ 7.4	1.5	0.0		KNNC-F
14. KTXZ	(SP)	16/ 1.6	1.4	1.8	1.0	1.4	1.5	17/267	250/ 3.7	3.3	1.9		KTXZ
KMOW	(BB)	16/ 1.6	2.3	2.0	2.4	1.7	2.1	21/261	198/ 3.0	4.2	3.8		KMOW

12+ FM SHARE (METRO): 84.01% (678 of 807) (SPG 91: 84.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHFI-F››	1 KASE-F›	1 KASE-F›	1 KASE-F›	1 KASE-F›	1 KASE-F›	1 KASE-F›	1 KASE-F›	1 KASE-F››	1 KASE-F›	1 KKMJ-F›
2 KBTS-F›	2 KHFI-F	2 KLBJ-F	2 KKMJ-F	2 KKMJ-F	2 KKMJ-F	2 KVET-F	2 KKMJ-F›	2 KKMJ-F‹	2 KHFI-F	2 KASE-F
3 KASE-F	3 KLBJ-F	KKMJ-F	3 KLBJ-F	3 KLBJ-F	3 KLBJ ›	3 KKMJ-F	3 KLBJ ‹	3 KHFI-F	3 KBTS-F	3 KLBJ
4 KLBJ-F	4 KKMJ-F‹	4 KHFI-F‹	4 KPEZ-F‹	4 KVET-F	4 KVET-F	4 KHFI-F	4 KLBJ-F	4 KLBJ	4 KLBJ	KEYI-F
5	5 KPEZ-F	5 KPEZ-F‹	5 KVET-F	KLBJ ‹	5	5 KLBJ-F‹	5 KVET-F	5 KLBJ-F	5 KKMJ-F	5
6	6 KVET-F	6 KVET-F	6 KLBJ	6 KPEZ-F	6	6 KLBJ ›	6 KHFI-F‹	6 KVET-F	6 KLBJ-F	6
7	7 KEYI-F	7	7 KGSR-F	7 KGSR-F	7	7	7 KPEZ-F›	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KASE-F	1 KASE-F›	1 KASE-F›	1 KASE-F›	1 KASE-F›
2 KHFI-F››	2 KHFI-F	2 KKMJ-F›	2 KKMJ-F	2 KKMJ-F››
3 KLBJ-F	3 KKMJ-F	3 KEYI-F	3 KHFI-F›	3 KGSR-F
4 KNNC-F	4 KEYI-F	4 KHFI-F	4 KGSR-F	4 KEYI-F
KBTS-F	5 KLBJ-F	5 KGSR-F	KEYI-F	5
6 KKMJ-F	6 KBTS-F	6	6 KLBJ-F	6
KEYI-F	7	7	7	7
8	8	8	8	8

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KHFI-F	1 KASE-F	1 KASE-F	1 KASE-F	1 KASE-F›
2 KLBJ-F	2 KLBJ-F	2 KLBJ-F	2 KLBJ-F	2 KLBJ-F
3 KASE-F›	3 KPEZ-F	3 KPEZ-F	3 KLBJ	KLBJ
4 KPEZ-F	4 KLBJ	4 KLBJ	4 KPEZ-F	4 KVET-F
KKMJ-F	KHFI-F	5 KVET-F	5 KVET-F›	KPEZ-F›
6 KVET-F	6 KVET-F	6	6 KKMJ-F‹	6 KKMJ-F
KNNC-F	7	7	7	7
KLBJ	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		116 (2)	116 (2)	14.4	16.2
AOR/CLASSIC		178 (5)	178 (5)	22.1	24.4
AC/OLDIES	2 (1)	77 (3)	79 (4)	9.8	18.1
FULL SVC/VARIETY					
COUNTRY	7 (1)	217 (2)	224 (3)	27.8	26.1
BLACK/URBAN					
SAC/EZ		85 (1)	85 (1)	10.5	
NEWS/TALK	74 (2)		74 (2)	9.2	8.8
NOSTALGIA	16 (1)		16 (1)	2.0	2.1
RELIGION/GOSPEL	9 (1)		9 (1)	1.1	
SPANISH	21 (2)	5 (1)	26 (3)	3.2	4.3
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	129 (8)	678 (14)	807 (22)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KELG	1440	Elgin/Austin	0.5/1.4/ 10/ 119
KIXL	970	Del Valle/Austn	0.9/2.4/ 9/ 164
KVET	1300	Austin	0.7/2.6/ 9/ 237
KISS-F	99.5	San Antonio	0.9/1.3/ 9/ 144
KXTN-F	107.5	San Antonio	0.5/1.1/ 9/ 113
WOAI	1200	San Antonio	0.9/2.7/ 13/ 292

American Radio Spring, 1992 Copyright 1992

AUSTIN

RADIO STATIONS

KLBJ ,	590,	5 KW/1 KW (DA-N),	News/Talk	CBS MBS, $40.00	(Eastman)	
KMOW ,	1490,	1 KW ,	Nostalgia	SMN CNN, $20.00	(Banner)	
KTXZ ,	1560,	2.5 KW (DA-2) ,	Hispanic	UNIULT, $19.00	(---)	
KVET ,	1300,	5 KW/1 KW (DA-2),	Country	ABC, $ NA	(Katz)	
KASE-F,	100.7,	100 KW @ 1191 ,	Country	,$ 91.00	(Katz)	
KATG-F,	94.7,	97 KW @ 1256 ,	Country	SMN, $22.00	(Durpetti)	(LULING)
KBTS-F,	93.3,	93 KW @ 1948 ,	CHR	, $44.00	(Christal)	Booth (KILLEEN)
KEYI-F,	103.5,	90 KW @ 1246 ,	AC	, $35.00	(Banner)	
KGSR-F,	107.1,	46 KW @ 518 ,	AOR	, $33.00	(Mc-Guild)	Beasley (BASTROP)
KHFI-F,	96.7,	100 KW @ 686 ,	CHR	, $36.00	(Banner)	Rusk (GEORGETOWN)
KFGI-F,	95.5,	100 KW @ 1000 ,	Soft AC	, $61.00	(MMR)	Amaturo
KLBJ-F,	93.7,	97 KW @ 1050 ,	AOR	, $64.00	(Eastman)	
KLTD-F,	98.9,	19 KW @ 298 ,	Oldies	UNIULT, $30.00	(Torbet)	Shamrock-Lynett (LAMPASAS)
KPEZ-F,	102.3,	20 KW @ 686 ,	Classic AOR	, $40.00	(Christal)	Clear Channel
KVET-F,	98.1,	100 KW @ 209 ,	Country	, $40.00	(Katz)	Spur

Miscellaneous: KKMJ-F to KFGI-F (March) . . .

American Radio Spring, 1992 Copyright 1992

BAKERSFIELD

Arbitron Rank/Pop (12+): 92/382,800

MSA Rank/Pop: 91/558,000
ADI # 132
Average Person Ratings: 16.7
Market TSL: 22.25 hours

Stations: 30/27
Diaries: 829/462:1/44.7%
Sample Target: 830
% Below Line: 2.2
% Not Listed: 14.1

1991 Revenue: $13,900,000
HH Inc.: $34,834
Retail $: 3.3 Bil
Pop per Station: 14,178
#1 Biller: KUZZ-AF $2,800,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KUZZ-F	(C)	91/14.2	16.3	13.9	16.3	12.4	15.2	101/1202	1040/27.2	25.3	25.3	D	KUZZ-F
2. KKXX-F	(CHR)	66/10.3	10.8	12.1	8.7	11.5	10.5	70/926	850/22.2	25.5	24.0	C	KKXX-F
3. KRAB-F	(AOR)	46/ 7.2	6.3	4.5	3.4	2.0	5.3	47/514	492/12.9	10.4	5.8		KRAB-F
4. KERN	(N/T)	44/ 6.9	6.5	6.7	8.5	6.8	7.2	45/607	560/14.6	11.9	15.7		KERN
5. KWAC	(SP)	33/ 5.2	3.7	5.0	6.7	5.1	5.2	33/359	359/ 9.4	9.1	7.9		KWAC
KGFM-F	(SAC)	33/ 5.2	6.1	5.4	5.7	6.1	5.6	34/451	418/10.9	11.4	11.8		KGFM-F
7. KLLY-F	(AC)	26/ 4.1	4.7	4.0	3.5	3.6	4.1	26/391	391/10.2	10.1	10.7		KLLY-F
8. KCWR	(C)	24/ 3.8	1.3	4.5	2.7	3.1	3.1	24/219	210/ 5.5	5.7	7.5		KCWR
KAFY	(SP)	24/ 3.8	4.0	3.4	3.2	4.6	3.6	25/311	296/ 7.7	6.6	7.4		KAFY
10. KKBB-F	(CL AOR)	23/ 3.6	2.6	3.4	4.8	5.6	3.6	24/357	325/ 8.5	11.1	11.2		KKBB-F
11. KSUV-F	(SP)	20/ 3.1	3.1	0.8	1.6	0.7	2.1	20/258	243/ 6.3	2.9	2.2		KSUV-F
12. KIWI-F	(CL)	19/ 3.0	1.8	2.5	2.5	2.2	2.5	21/178	157/ 4.1	6.7	5.7		KIWI-F
13. KERN-F	(O)	17/ 2.7	3.1	3.5	3.9	4.9	3.3	18/450	417/10.9	11.3	12.7		KERN-F
14.													
15.													

12+ FM SHARE (METRO): 70.49% (387 of 549) (SPG 91: 68.14%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKXX-F›	1 KUZZ-F	1 KUZZ-F	1 KUZZ-F›	1 KUZZ-F›	1 KUZZ-F›	1 KUZZ-F›	1 KUZZ-F›	1 KUZZ-F›	1 KKXX-F	1 KGFM-F‹
2 KRAB-F	2 KRAB-F	2 KKXX-F	2 KKXX-F	2 KKXX-F‹	2 KERN	2 KKXX-F	2 KERN	2 KKXX-F	2 KRAB-F	2 KUZZ-F‹
3	KKXX-F›	3 KRAB-F	3 KERN	3 KERN	3 KGFM-F›	3 KERN ›	3 KKXX-F	3 KRAB-F›	3 KUZZ-F›	3 KRAB-F›
4	4 KKBB-F›	4 KERN	4 KRAB-F	4 KRAB-F	4 KCWR ‹	4 KGFM-F‹	4 KRAB-F	4 KERN	4 KSUV-F	4 KHIS-F
5	5 KLLY-F	5 KLLY-F‹	5 KLLY-F	5 KLLY-F	5 KIWI-F	5 KWAC ‹	5 KGFM-F	5 KLLY-F	5 KIWI-F	KERN
6	KAFY	6 KKBB-F	6	6	6 KWAC	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KKXX-F›	1 KKXX-F	1 KUZZ-F	1 KUZZ-F	1 KUZZ-F
2 KRAB-F›	2 KUZZ-F	2 KKXX-F›	KKXX-F›	2 KKXX-F›
3 KUZZ-F›	3 KRAB-F›	3 KLLY-F	3 KRAB-F	3 KLLY-F
4 KAFY	4 KLLY-F	4 KKBB-F	KLLY-F	KGFM-F›
5	5 KAFY	5	5 KGFM-F	5 KWAC
6	6	6	KAFY	KAFY
7	7	7	7	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKXX-F›	1 KRAB-F‹	1 KUZZ-F	1 KUZZ-F›	1 KUZZ-F›
2 KRAB-F	2 KUZZ-F›	2 KRAB-F››	2 KERN ‹	2 KERN
3 KSUV-F	3 KKXX-F	3 KKXX-F	3 KRAB-F	3 KRAB-F›
KKBB-F›	4 KKBB-F	KKBB-F	4 KKXX-F›	4 KKXX-F
5 KWAC	5 KERN	5	5 KKBB-F	5 KKBB-F
KERN	6	6	6	6
KCWR	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		75 (2)	75 (2)	13.7	18.4
AOR/CLASSIC		69 (2)	69 (2)	12.6	9.6
AC/OLDIES	10 (1)	48 (4)	58 (5)	10.6	14.0
FULL SVC/VARIETY					
COUNTRY	25 (2)	113 (4)	138 (6)	25.1	19.4
BLACK/URBAN					
SAC/EZ		33 (1)	33 (1)	6.0	7.2
NEWS/TALK	49 (2)		49 (2)	8.9	13.0
NOSTALGIA					
RELIGION/GOSPEL	2 (1)	6 (2)	8 (3)	1.5	1.8
SPANISH	69 (4)	20 (1)	89 (5)	16.2	12.2
CLASSICAL		19 (1)	19 (1)	3.5	2.6
JAZZ/NEW AGE					
UNKNOWN/OTHERS	7 (2)	4 (1)	11 (3)	2.0	1.6
	162 (12)	387 (18)	549 (30)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KBID	1350	Bakersfield	0.6/2.2/ 4/ 98
KCHJ	1010	Delano	1.3/2.5/ 12/ 108
KCHT-F	99.3	Bakersfield	0.6/4.6/ 4/ 177
KCNQ-F	102.5	Kernville/LkIsb	1.3/2.6/ 9/ 119
KDNO-F	98.5	Delano	0.3/1.5/ 2/ 122
KERI	1180	Wasco	0.6/2.8/ 4/ 126
KGEO	1230	Bakersfield	1.6/5.1/ 10/ 194
KHIS	800	Bakersfield	0.3/2.1/ 2/ 81
KHIS-F	96.5	Bakersfield	0.6/2.8/ 4/ 107
KNZR	1560	Bakersfield	0.8/5.2/ 6/ 241
KTIE-F	107.1	Bakersfield	1.1/4.0/ 13/ 219
KVLI	1140	Lake Isabella	0.5/1.4/ 3/ 52
KMYX-AF	103.9	Taft/Bakersfield	1.3/5.0/ 8/ 207
KBOS-F	94.9	Tulare	1.4/4.8/ 41/ 580
KOST-F	103.5	Los Angeles	0.5/1.3/ 3/ 59
KRTH-F	101.1	Los Angeles	0.3/1.2/ 9/ 160

RADIO STATIONS

KAFY , 970, 1 KW (DA-1) , Hispanic
KCWR , 550, 5 KW (DA-2) , Country
KERN , 1410, 1 KW , News/Talk
KGEO , 1230, 1 KW , Oldies
KWAC , 1490, 1 KW , Hispanic

KERN-F, 94.1, 4.5 KW @ 1309 , Oldies
KGFM-F, 101.5, 4.8 KW @ 1279 , Soft AC/EZ
KIWI-F, 92.1, 6 KW @ 164 , Classical
KKBB-F, 97.7, 3 KW @ 298 , Classical AOR
KKXX-F, 105.3, 35 KW @ 581 , CHR

KLLY-F, 95.3, 13 KW @ 462 , AC
KRAB-F, 106.3, 3.9 KW @ 374 , AOR
KUZZ-F, 107.9, 5.8 KW @ 1358 , Country
KSUV-F, 102.9, 21 KW @ 364 , Hispanic

UPI, $18.00 (Caballero)
, $ NA (Katz) Buck Owens
NBC-T ABC, $23.00 (Christal) Amer. General
UNISUP CBS, $12.00 (Mc-Guild)
, $24.00 (Caballero)

, $19.00 (Christal) Amer. General
UNISUP, $25.00 (Mc-Guild)
, $21.00 (CMBS)
, $20.00 (Eastman) (SHAFTER)
, $32.00 (Durpetti) Salem (DELANO)

AP, $22.00 (HNWH) Buckley (OILDALE)
UNISUP, $23.00 (Banner) (GREENACRE)
, $60.00 (Katz) Buck Owens
, $17.00 (Caballero)

American Radio Spring, 1992 Copyright 1992

BALTIMORE

Arbitron Rank/Pop (12+): 19/2,014,800

MSA Rank/Pop: 17/2,400,000
ADI # 22

Average Person Ratings: 18.7
Market TSL: 24.50 hours

Stations: 35/21
Diaries: 1944/1036:1/47.8%
Sample Target: 1920
% Below Line: 15.0
% Not Listed: 12.2

1991 Revenue: $59,800,000
HH Inc.: $36,013
Retail $: 17.7 Bil
Pop per Station: 95,943
#1 Biller: WBAL $9,300,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WBAL (N/T)	357/ 9.5	7.2	7.5	8.3	9.0	8.1	377/4670	4382/21.8	18.2	18.7	H	WBAL
2. WPOC-F (C)	327/ 8.7	8.9	6.9	7.1	7.0	7.9	364/4024	3485/17.3	14.7	15.4	G	WPOC-F
3. WLIF-F (SAC)	277/ 7.3	7.1	6.1	6.6	6.6	6.8	296/3675	3345/16.6	14.8	15.8	G	WLIF-F
4. WXYV-F (B)	239/ 6.3	6.1	8.1	8.2	8.6	7.2	253/3042	2893/14.4	16.0	16.8	G	WXYV-F
5. WWMX-F (AC)	213/ 5.6	5.4	6.3	5.1	6.0	5.6	221/3291	3152/15.7	17.0	14.9	H	WWMX-F
6. WQSR-F (O)	200/ 5.3	5.7	5.6	5.9	5.7	5.6	222/2985	2755/13.7	13.8	13.9	H	WQSR-F
7. WIYY-F (AOR)	195/ 5.2	5.5	5.5	6.8	7.8	5.8	240/3857	3228/16.0	16.5	16.7	H	WIYY-F
8. WERQ-F (CHR)	178/ 4.7	4.6	3.3	0.9	1.2	3.4	193/2887	2675/13.3	10.0	5.1	C	WERQ-F
9. WHFS-F (AOR)	140/ 3.7	2.4	2.8	2.7	3.2	2.9	146/1932	1816/ 9.0	7.0	8.2		WHFS-F
10. WBSB-F (AC)	120/ 3.2	2.8	4.2	5.6	4.0	3.9	130/2663	2496/12.4	13.5	14.0	F	WBSB-F
11. WWIN-F (B)	116/ 3.1	2.7	4.3	3.0	4.1	3.3	116/1618	1618/ 8.0	9.3	9.5	C	WWIN-F
12. WCBM (N/T)	106/ 2.8	4.3	3.6	3.2	2.9	3.5	113/1558	1501/ 7.5	6.8	5.8	B	WCBM
13. WITH (BB)	89/ 2.4	2.6	2.4	2.4	2.1	2.5	90/927	915/ 4.5	6.0	3.7	B	WITH
14.												
15.												

12+ FM SHARE (METRO): 75.48% (2500 of 3312) (SPG 91: 76.62%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WERQ-F›	1 WIYY-F‹	1 WWMX-F	1 WWMX-F	1 WPOC-F	1 WBAL ›	1 WBAL	1 WLIF-F‹	1 WPOC-F	1 WBAL ›	1 WBAL ››
2 WXYV-F›	2 WXYV-F	2 WPOC-F‹	2 WPOC-F	2 WWMX-F‹	2 WPOC-F	2 WPOC-F›	2 WPOC-F	2 WBAL	2 WXYV-F	2 WXYV-F
3 WIYY-F››	3 WWMX-F	3 WXYV-F	3 WLIF-F	3 WLIF-F	3 WLIF-F	3 WLIF-F	3 WBAL	3 WLIF-F	3 WERQ-F	3 WPOC-F››
4 WPGC-F	4 WHFS-F	4 WLIF-F	4 WQSR-F	4 WQSR-F	4 WQSR-F›	4 WWMX-F	4 WXYV-F	4 WXYV-F	4 WPOC-F›	4 WERQ-F
5	5 WPOC-F	5 WIYY-F	5 WXYV-F	5 WBAL	5 WCBM	WQSR-F	5 WQSR-F	5 WWMX-F‹	5 WIYY-F	5 WCBM ‹
6	6 WERQ-F	6 WQSR-F	6 WBAL	6 WXYV-F	6 WITH ‹	6 WXYV-F	6 WIYY-F	6 WIYY-F‹	6	6 WLIF-F‹
7	7 WLIF-F	7 WHFS-F	7	7 WWIN-F	7 WWMX-F	WIYY-F›	7 WXYV-F›	7 WQSR-F	7	7 WIYY-F
8	8 WBSB-F	8	8	8	8	8	8	8 WERQ-F	8	WBSB-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WXYV-F	1 WWMX-F	1 WWMX-F›	1 WWMX-F	1 WLIF-F‹
WWMX-F	2 WXYV-F	2 WXYV-F	2 WLIF-F›	2 WWMX-F‹
3 WERQ-F	3 WLIF-F	3 WPOC-F‹	3 WPOC-F‹	3 WPOC-F›
4 WLIF-F	WBSB-F	4 WBSB-F	4 WXYV-F	4 WQSR-F
WIYY-F	5 WPOC-F	5 WLIF-F	5 WBSB-F	5 WBSB-F
6 WHFS-F	6 WIYY-F	6 WWIN-F	6 WQSR-F	6 WXYV-F
WBSB-F›	7 WERQ-F	7 WIYY-F	7 WWIN-F	7 WWIN-F
8 WPOC-F	8	8	8 WIYY-F	8

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIYY-F›	1 WIYY-F	1 WHFS-F	1 WIYY-F	1 WBAL
2 WXYV-F›	2 WXYV-F‹	2 WIYY-F	2 WPOC-F‹	2 WPOC-F
3 WHFS-F	3 WHFS-F	3 WWMX-F‹	3 WXYV-F	3 WQSR-F
4 WERQ-F	4 WERQ-F	4 WXYV-F	4 WBAL ‹	4 WXYV-F‹
5 WPOC-F	5 WPOC-F	WERQ-F‹	5 WHFS-F	5 WWMX-F‹
6	6 WWDC-F	6 WPOC-F	6 WQSR-F	6 WHFS-F
7	WWMX-F	7 WWDC-F	7 WERQ-F‹	WIYY-F
8	8	8	8 WWMX-F	8 WLIF-F

FORMATS	AM	FM	TOTAL	%	SPG $1 %
TOP 40/CHR/CONTEMP		242 (2)	242 (2)	7.3	6.8
AOR/CLASSIC		467 (5)	467 (5)	14.1	17.3
AC/OLDIES		592 (5)	592 (5)	17.9	24.8
FULL SVC/VARIETY	13 (1)	33 (1)	46 (2)	1.4	0.6
COUNTRY		363 (3)	363 (3)	11.0	9.9
BLACK/URBAN	12 (1)	428 (5)	440 (6)	13.3	16.8
SAC/EZ		311 (2)	311 (2)	9.4	0.7
NEWS/TALK	545 (4)		545 (4)	16.5	15.0
NOSTALGIA	89 (1)		89 (1)	2.7	2.4
RELIGION/GOSPEL	153 (3)	49 (1)	202 (4)	6.1	5.3
SPANISH					
CLASSICAL		15 (1)	15 (1)	0.5	0.5
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	812 (10)	2500 (25)	3312 (35)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBGR	860	Baltimore	0.6/2.0/ 24/ 409
WCAO	600	Baltimore	1.6/4.2/ 63/ 881
WEBB	1360	Baltimore	0.3/1.5/ 12/ 295
WGRX-F	100.7	Westmnstr/Balt	1.7/8.0/101/2215
WHVY-F	103.1	Grasonvl/Bltmor	0.9/2.4/ 41/ 579
WRBS-F	95.1	Baltimore	1.3/4.7/ 50/ 965
WWIN	1400	Baltimore	1.8/3.9/ 69/ 777
WXCY-F	103.7	Havre De Grace	0.4/1.1/ 29/ 420
WASH-F	97.1	Washington	0.5/2.5/ 17/ 593
WGAY-F	99.5	Washington	0.9/3.4/ 38/ 748
WGMS-F	103.5	Washington	0.4/1.1/ 16/ 231
WHUR-F	96.3	Washington	0.9/5.0/ 38/1057
WJFK	1300	Baltimore	0.7/2.5/ 28/ 516
WJFK-F	106.7	Manassas/Wash	0.1/0.7/ 7/ 158
WKYS-F	93.9	Washington	0.6/3.0/ 27/ 687
WMAL	630	Washington	0.3/1.2/ 16/ 291
WMMJ-F	102.3	Bethesda/Wash	0.4/0.8/ 15/ 154
WMZQ-F	98.7	Washington	0.5/2.4/ 38/ 692
WPGC-F	95.5	Morningside	1.7/7.7/ 73/1704
WRQX-F	107.3	Washington	1.1/3.9/ 45/ 883
WTOP	1500	Washington	1.5/5.6/ 56/1193
WWDC-F	101.1	Washington	1.7/7.3/ 81/1729

American Radio Spring, 1992 Copyright 1992

BALTIMORE

RADIO STATIONS

AM STATIONS

WBAL, 1090, 50 KW (DA-N) , NEWS/TALK	CBS, $ 146.00 (HNWH)	Hearst
WBGR, 860,2.5 KW/100 W (DA-1), GOSPEL	NBN, $ 45.00 (Roslin)	Mortenson
WCAO, 600, 5 KW (DA-1) , GOSPEL	NBC, $ 37.00 (Mc-Guild)	Summit
WCBM, 680, 10 KW/5 KW (DA-2) , TALK	ABC, $ 43.00 (Katz)	
WEBB, 1360, 5 KW/1.7 KW (DA-1), BLACK	SBN, $ 31.00 (Roslin)	
WITH, 1230, 1 KW , NOSTALGIA	MBS, $ 37.00 (---)	
WWIN, 1400, 1 KW , GOSPEL	, $ 29.00 (Durpetti)	

FM STATIONS

WBSB, 104.3, 50 KW @ 420, AC/CHR	ABC, $ 101.00 (Banner)	
WERQ, 92.3, 37 KW @ 571, CHR	APR, $ 60.00 (MMR)	United
WGRX, 100.7, 16 KW @ 859, CLASSIC AOR	ABC, $ 47.00 (Durpetti)	Shamrock-Lynett (WESTMINSTER)
WIYY, 97.9, 14 KW @ 951, AOR	ABC, $ 142.00 (HNWH)	Hearst
WLIF, 101.9, 14 KW @ 961, EZ/SOFT AC	, $ 138.00 (Christal)	Infinity
WPOC, 93.1, 16 KW @ 859, COUNTRY	ABC, $ 119.00 (Banner)	Nationwide
WQSR, 105.7, 50 KW @ 492, OLDIES	, $ 140.00 (MMR)	Sconnix
WRBS, 95.1, 50 KW @ 498, RELIGION	, $ 23.00 (---)	
WWIN, 95.9, 3 KW @ 298, BLACK	, $ 59.00 (Durpetti)	
WWMX, 106.5, 7.4 KW @ 1217, AC	, $ 172.00 (Katz)	Capitol-Goodman
WXYV, 102.7, 50 KW @ 400, BLACK	, $ 127.00 (McGuild)	Summit

OTHER RANKED STATIONS -- SEE WASHINGTON

American Radio Spring, 1992 Copyright 1992

BATON ROUGE

Arbitron Rank/Pop (12+): 84/423,800

MSA Rank/Pop: 92/543,000
AQI # 94
Average Person Ratings: 15.5
Market TSL: 20.75 hours

Stations: 17/13
Diaries: 1098/386:1/49.9%
Sample Target: 930
% Below Line: 7.4
% Not Listed: 14.9

1991 Revenue: $12,800,000
HH Inc.: $28,134
Retail $: 4.3 Bil
Pop per Station: 32,600
#1 Biller: WYNK-AF $3,600,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WYNK-F (C)	154/23.4	20.5	17.5	16.0	15.2	19.4	298/3400	1448/34.2	31.9	27.2	E	WYNK-F
2. KQXL-F (B)	77/11.7	9.4	11.8	11.6	14.1	11.1	120/1377	903/21.3	21.1	19.5	C	KQXL-F
3. WXOK (B)	60/ 9.1	12.0	10.3	10.7	7.4	10.5	77/923	704/16.6	17.1	15.7	B	WXOK
4. WFMF-F (CHR)	41/ 6.2	7.5	7.7	9.3	10.4	7.7	82/1648	807/19.0	23.8	24.0	D	WFMF-F
5. WKJN-F (C)	38/ 5.8	5.8	5.8	4.6	5.1	5.5	73/1251	677/16.0	15.7	13.5	D	WKJN-F
6. WJBO (N/T)	36/ 5.5	5.4	5.4	6.5	5.2	5.7	38/565	526/12.4	14.6	12.3	C	WJBO
7. KRVE-F (AC)	35/ 5.3	4.2	5.1	2.2	1.7	4.2	37/676	585/13.8	11.0	3.8	A	KRVE-F
8. WGGZ-F (O)	31/ 4.7	5.4	4.6	5.0	7.0	4.9	61/1011	482/11.4	11.9	14.6	C	WGGZ-F
9. WCKW-F (CL AOR)	20/ 3.0	2.8	3.8	5.0	3.4	3.7	76/1041	484/11.4	10.4	11.3		WCKW-F
WTGE-F (AOR)	20/ 3.0	3.9	2.9	5.2	5.8	3.8	42/1031	567/13.4	13.0	16.8	C	WTGE-F

12+ FM SHARE (METRO): 79.14% (444 of 561) (SPG 91: 81.83%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	WFMF-F	1 WYNK-F›	1 WYNK-F›	1 WYNK-F›	1 WYNK-F››	1 WYNK-F››	1 WYNK-F››	1 WYNK-F››	1 WYNK-F››	1 KQXL-F	1 WYNK-F
	KQXL-F	2 KQXL-F›	2 KQXL-F›	2 KQXL-F›	2 KQXL-F	2 WXOK	2 KQXL-F›	2 WXOK	2 KQXL-F›	2 WYNK-F›	2 WXOK ›
3	WYNK-F	3 WXOK	3 WXOK	3 WXOK	3 WXOK ›	3 WJBO ‹	3 WXOK	3 KQXL-F	3 WFMF-F	3 WXOK ›	3 KQXL-F››
4	WXOK	4 WFMF-F	4 KRVE-F	4 WGGZ-F	4 KRVE-F‹	4 KQXL-F	4 WKJN-F‹	4 WJBO	4 WKJN-F‹	4 WFMF-F›	4 WJBO
5		KRVE-F	5 WFMF-F	5 KRVE-F	5 WJBO	5 WGGZ-F	5 WGGZ-F‹	5 WGGZ-F	5 KRVE-F	5	5
6		6 WKJN-F	6 WGGZ-F‹	6 WFMF-F	6 WFMF-F	6	6 WJBO	6 WKJN-F‹	6 WXOK	6	6
7		7	7 WKJN-F	7	7	7	WFMF-F	7 KRVE-F	7	7	7

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1	WYNK-F›	1 WYNK-F	1 WYNK-F	1 WYNK-F›	1 WYNK-F›
2	KQXL-F›	2 KQXL-F›	KQXL-F›	2 KQXL-F	2 WXOK
3	WFMF-F	3 WXOK	3 WXOK ›	3 WXOK	3 KQXL-F›
	KRVE-F	4 KRVE-F	4 KRVE-F	4 KRVE-F	4 WGGZ-F
5	WKJN-F	5 WFMF-F	5	5 WFMF-F	KRVE-F
6	WXOK	6 WKJN-F	6	6 WKJN-F	6
7		7	7	WGGZ-F	7

	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	WYNK-F	1 WYNK-F›	1 WYNK-F›	1 WYNK-F›	1 WYNK-F››
2	KQXL-F››	2 KQXL-F››	2 KQXL-F›	2 KQXL-F››	2 KQXL-F›
3	WFMF-F	3 WKJN-F	3 WKJN-F	3 WGGZ-F	3 WGGZ-F
	KRVE-F	WFMF-F	4 WJBO	WFMF-F	4 WJBO
5	WXOK	5 WCKW-F	WXOK	5 WCKW-F	5 WXOK
	WTGE-F	WXOK	WTGE-F	WKJN-F	6 WKJN-F
	WKJN-F	WTGE-F	WFMF-F	7	7

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		41 (1)	41 (1)	7.3	12.0
AOR/CLASSIC		40 (2)	40 (2)	7.1	10.6
AC/OLDIES		75 (3)	75 (3)	13.4	15.5
FULL SVC/VARIETY					
COUNTRY	6 (1)	192 (2)	198 (3)	35.3	23.8
BLACK/URBAN	60 (1)	88 (2)	148 (3)	26.4	27.0
SAC/EZ		3 (1)	3 (1)	0.5	2.5
NEWS/TALK	45 (2)		45 (2)	8.0	6.0
NOSTALGIA					
RELIGION/GOSPEL	6 (1)	5 (1)	11 (2)	2.0	2.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	117 (5)	444 (12)	561 (17)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WIBR	1300	Baton Rouge	0.9/3.2/ 8/ 162
WNDC	910	Baton Rouge	0.9/2.9/ 6/ 143
WQCK-F	92.7	Clinton	0.8/3.1/ 7/ 212
WXLT-F	94.1	McComb	0.5/4.0/ 13/ 314
KHOM-F	104.1	Houma	1.4/5.9/ 38/ 660
WQUE-F	93.3	New Orleans	1.7/4.8/ 53/ 667
WWL	870	New Orleans	1.4/3.4/ 36/ 494

RADIO STATIONS

WJBO , 1150, 5 KW (DA-1)	, Talk/News	CBS, NBC-T, $25.00	(HNWH)	Jenne		
WNDC , 910, 1 KW (DA-1)	, Gospel	, $15.00	(Eastman)			
WXOK , 1460, 5 KW/1 KW (DA-3)	, Black	NBC, $19.00	(Banner)			
KQXL-F, 106.5, 50 KW @ 298	, Black	SBN ABC, $26.00	(Banner)		(NEW ROADS)	
KRVE-F, 96.1, 43 KW @ 449	, AC	, $22.00	(K & P)		(BRUSLY)	
WFMF-F, 102.5, 100 KW @ 1260	, CHR	UNIPWR, $45.00	(HWNH)	Jenne		
WGGZ-F, 98.1, 100 KW @ 1500	, Oldies	CBS, ABC , $34.00	(Katz)			
WKJN-F, 103.3, 100 KW @ 1004	, Country	MBS, $46.00	(Christal)		(HAMMOND)	
WTGE-F, 100.7, 100 KW @ 1499	, AOR	ABC, $30.00	(Eastman)			
WXLT-F, 94.1, 100 KW @ 981	, Soft AC	, $16.00	(Christal)		(McCOMB, MS)	
WYNK-F, 101.5, 100 KW @ 1499	, Country	ABC, $77.00	(Katz)	Narragansett		

Other Ranked Stations - See New Orleans

American Radio Spring, 1992 Copyright 1992

BINGHAMTON

Arbitron Rank/Pop (12+): 149/219,900

MSA Rank/Pop: 169/264,500
ADI # 133
Average Person Ratings: 15.9
Market TSL: 21.00 hours

Stations: 11/10
Diaries: 752/292:1/54.0%
Sample Target: 770
% Below Line: 0.6
% Not Listed: 16.3

1991 Revenue: $6,700,000
HH Inc.: $33,274
Retail $: 2.0 Bil
Pop per Station: 21,990
#1 Biller: WAAL-F $1,550,000

12+ METRO		1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WAAL-F	(CHR)	62/17.8	15.8	16.5	18.6	22.6	----	102/1330	810/36.8	32.7	37.2	C	WAAL-F
2. WHWK-F	(C)	51/14.6	20.4	14.0	15.1	14.7	----	119/1094	528/24.0	29.8	25.9	C	WHWK-F
3. WKGB-F	(AOR)	46/13.2	10.9	9.3	8.0	6.3	----	46/557	478/21.7	16.8	18.9	A	WKGB-F
4. WNBF	(FS)	40/11.5	10.6	14.8	10.3	14.9	----	43/484	454/20.6	21.7	24.8	B	WNBF
5. WMXW-F	(SAC)	34/ 9.7	8.3	7.1	5.1	5.7	----	37/513	437/19.9	19.8	18.4	B	WMXW-F
6. WMRV-F	(AC)	21/ 6.0	6.6	7.1	9.4	9.2	----	23/551	417/19.0	21.1	22.0	B	WMRV-F
7. WINR	(BB)	19/ 5.4	6.6	5.2	5.7	4.1	----	20/267	254/11.6	13.9	12.0	A	WINR
8. WGRG-F	(AC/CHR)	10/ 2.9	2.6	4.7	4.0	3.5	----	10/240	215/ 9.8	11.4	13.3	A	WGRG-F
9.													
10.													

12+ FM SHARE (METRO): 77.40% (226 of 292) (SPG 91: 73.44%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAAL-F››	1 WKGB-F	1 WKGB-F‹	1 WKGB-F	1 WKGB-F	1 WNBF	1 WAAL-F‹	1 WAAL-F	1 WAAL-F	1 WAAL-F›	1 WNBF
2	WAAL-F››	2 WAAL-F›	2 WAAL-F	2 WHWK-F	2 WHWK-F›	2 WNBF	2 WHWK-F	2 WHWK-F	2 WKGB-F	WAAL-F
3	3 WHWK-F›	3 WHWK-F	3 WHWK-F	WAAL-F‹	3 WMXW-F	WHWK-F›	3 WKGB-F	3 WKGB-F›	3 WHWK-F	3 WMRV-F
4	4 WMXW-F	4 WMXW-F	4 WMXW-F	4 WMXW-F›	4 WINR	4 WKGB-F	4 WMXW-F	4 WNBF	4 WNBF ››	4
5	5	5	5	5 WMRV-F	5	5 WMXW-F›	5 WNBF ›	5 WMXW-F›	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WAAL-F››	1 WAAL-F›	1 WAAL-F›	1 WAAL-F›	1 WAAL-F›
2 WHWK-F›	2 WHWK-F	2 WHWK-F	2 WHWK-F	2 WMXW-F
3 WKGB-F	3 WKGB-F›	3 WKGB-F	3 WKGB-F	WHWK-F
4	4 WMXW-F	4 WMXW-F›	4 WMXW-F	4 WMRV-F
5	5	5 WMRV-F	5	5 WKGB-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKGB-F	1 WKGB-F››	1 WKGB-F››	1 WKGB-F››	1 WKGB-F›
2 WAAL-F››	2 WAAL-F››	2 WAAL-F›	2 WAAL-F	2 WHWK-F
3 WHWK-F	3	3 WMXW-F	3 WHWK-F	3 WMXW-F›
4	4	WHWK-F	4 WMXW-F	4 WAAL-F
5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		62 (1)	62 (1)	21.2	19.7
AOR/CLASSIC		46 (1)	46 (1)	15.8	11.1
AC/OLDIES	4 (1)	33 (3)	37 (4)	12.7	27.9
FULL SVC/VARIETY	40 (1)		40 (1)	13.7	17.7
COUNTRY		51 (1)	51 (1)	17.5	17.4
BLACK/URBAN					
SAC/EZ		34 (1)	34 (1)	11.6	
NEWS/TALK	3 (1)		3 (1)	1.0	
NOSTALGIA	19 (1)		19 (1)	6.5	6.2
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	66 (4)	226 (7)	292 (11)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBNK	1360	Binghamton	0.9/2.5/ 3/ 55
WMRV	1430	Endicott	1.1/5.8/ 5/ 146
WYXL-F	97.3	Ithaca	0.6/1.8/ 7/ 129

RADIO STATIONS

WINR , 680,	1 KW/500 W (DA-2)	, Nostalgia	CBS, $14.00	(Roslin)	
WNBF , 1290,	5 KW (DA-N)	, Full Service	NBC, $25.00	(Katz)	Stoner
WALL-F, 99.1,	7 KW @ 1089	, CHR	ABC, $34.00	(Durpetti)	Regional
WGRG-F, 101.7,	1 KW @ 558	, AC/CHR	, $12.00	(Durpetti)	(OWEGO)
WHWK-F, 98.1,	10 KW @ 961	, Country	, $35.00	(Katz)	Stoner
WKGB-F, 92.5,	1.3 KW @ 708	, AOR	SOURCE, $20.00	(HNWH)	(SUSQUEHANNA)
WMRV-F, 105.7,	35 KW @ 571	, AC	UNIPWR, $25.00	(Banner)	Beacon (ENDICOTT)
WMXW-F, 103.3,	.6 KW @ 1014	, Soft AC	, $21.00	(---)	(VESTAL)

Miscellaneous: WQXI-F changes to WGRG-F (Feb) and format to AC/CHR . . . WRSG changes to WBNK (Oct) and format from Oldels to Business News . . . WENE changes to WMRV (Nov) . . .

American Radio Spring, 1992 Copyright 1992

BIRMINGHAM

Arbitron Rank/Pop (12+): 53/757,300
MSA Rank/Pop: 59/942,000
ADI # 50
Average Person Ratings: 15.9
Market TSL: 21.75 hours

Stations: 24/18
Diaries: 1242/610:1/49.3%
Sample Target: 1210
% Below Line: 7.7
% Not Listed: 9.9

1991 Revenue: $24,100,000
HH Inc.: $27,025
Retail $: 7.0 Bil
Pop per Station: 42,072
#1 Biller: WZZK-AF $5,700,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WZZK-AF	(C)	216/18.0	17.7	15.9	15.4	18.2	16.8	310/3694	2336/30.8	31.7	30.4	G	WZZK-AF
2. WZRR-F	(CL AOR)	126/10.5	9.3	9.6	10.7	8.9	10.0	162/2055	1475/19.5	19.9	16.2	E	WZRR-F
3. WMJJ-F	(AC)	103/ 8.6	8.6	9.0	9.0	8.8	8.8	122/1842	1573/20.8	20.1	20.3	F	WMJJ-F
WENN-F	(B)	103/ 8.6	11.3	9.5	9.5	9.7	9.7	150/1893	1296/17.1	15.6	16.1	D	WENN-F
5. WERC	(N/T)	82/ 6.8	7.0	7.3	6.0	5.8	6.8	82/1112	1104/14.6	15.4	14.2	C	WERC
6. WAPI-F	(CHR)	79/ 6.6	6.9	8.4	9.2	5.8	7.8	138/2021	1371/18.1	21.7	17.1	D	WAPI-F
7. WATV	(B)	64/ 5.3	5.9	4.5	4.9	5.0	5.2	64/725	725/ 9.6	7.5	9.6	A	WATV
8. WTUG-F	(B)	47/ 3.9	3.3	2.6	3.3	2.0	3.3	87/931	517/ 6.8	5.8	3.3		WTUG-F
9. WAPI	(BB)	44/ 3.7	4.3	4.6	4.8	3.9	4.3	48/755	715/ 9.4	10.6	10.1	B	WAPI
10. WAGG	(G)	41/ 3.4	3.7	3.2	3.9	2.9	3.6	41/514	512/ 6.8	5.4	5.8	A	WAGG
11. WDJC-F	(REL)	36/ 3.0	2.7	3.2	2.9	2.2	3.0	55/1129	739/ 9.8	9.1	8.3	A	WDJC-F
12. WJLD	(B)	33/ 2.7	2.1	1.8	2.2	3.3	2.2	33/399	388/ 5.1	6.0	8.0	A	WJLD
13. WIKX-F	(C)	26/ 2.2	1.8	3.0	3.7	5.7	2.7	39/745	465/ 6.1	6.7	15.8	B	WIKX-F
14. WZBQ-F	(CHR)	20/ 1.7	1.6	1.3	1.4	1.6	1.5	50/974	431/ 5.7	7.0	5.6		WZBQ-F
15.													

12+ FM SHARE (METRO): 72.72% (789 of 1085) (SPG 91: 71.88%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAPI-F›	1 WZRR-F›	1 WZRR-F‹	1 WZZK-AF	1 WZZK-AF›	1 WZZK-AF››	1 WZZK-AF›	1 WZZK-AF›	1 WZZK-AF›	1 WZZK-AF	1 WZZK-F
2 WENN-F	2 WZZK-AF	2 WZZK-AF	2 WMJJ-F‹	2 WZRR-F	2 WERC ›	2 WZRR-F	2 WZRR-F‹	2 WZRR-F	2 WENN-F›	2 WATV ››
3 WTUG-F	3 WENN-F	3 WMJJ-F	3 WZRR-F›	WMJJ-F›	3 WMJJ-F	3 WERC	3 WMJJ-F›	3 WMJJ-F	3 WAPI-F	3 WENN-F‹
4 WZZK-AF›	4 WMJJ-F	4 WENN-F›	4 WENN-F	4 WENN-F	4 WATV	4 WMJJ-F	4 WERC ›	4 WENN-F	4 WTUG-F	4 WERC ››
5 WZRR-F	5 WAPI-F	5 WAPI-F	5	5 WERC	5 WAPI	5 WATV	5 WENN-F	5 WAPI-F›	WZRR-F	5
6	6	6	6	6	6 WENN-F	6 WENN-F	6 WAPI-F	6 WERC	6 WDJC-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WAPI-F›	1 WZZK-AF	1 WMJJ-F	1 WMJJ-F	1 WMJJ-F‹
2 WZRR-F	WMJJ-F	2 WZZK-AF›	2 WZZK-AF›	2 WZZK-AF››
3 WZZK-AF	3 WENN-F	3 WENN-F	3 WENN-F	3 WENN-F
WENN-F›	4 WAPI-F‹	4 WJLD	4 WZRR-F	4 WZRR-F
5 WTUG-F	5 WZRR-F	5 WZRR-F	5 WAPI-F	5 WJLD
WMJJ-F	6	6 WTUG-F	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZRR-F	1 WZRR-F››	1 WZRR-F››	1 WZRR-F›	1 WZRR-F
2 WENN-F›	2 WZZK-AF‹	2 WZZK-AF›	2 WZZK-AF	2 WZZK-AF›
3 WZZK-AF	3 WENN-F›	3 WMJJ-F	3 WENN-F›	3 WERC
WAPI-F›	4 WAPI-F	WENN-F	4 WMJJ-F	4 WENN-F
5 WTUG-F	5	5	WERC	5 WMJJ-F
6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		104 (3)	104 (3)	9.6	15.0
AOR/CLASSIC		126 (1)	126 (1)	11.6	10.0
AC/OLDIES		103 (1)	103 (1)	9.5	12.8
FULL SVC/VARIETY					
COUNTRY	21 (2)	258 (5)	279 (7)	25.7	21.4
BLACK/URBAN	97 (2)	150 (2)	247 (4)	22.8	22.4
SAC/EZ		8 (1)	8 (1)	0.7	0.3
NEWS/TALK	82 (1)		82 (1)	7.6	6.5
NOSTALGIA	44 (1)		44 (1)	4.1	4.4
RELIGION/GOSPEL	52 (3)	36 (1)	88 (4)	8.1	6.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		4 (1)	4 (1)	0.4	0.7
	296 (9)	789 (15)	1085 (24)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAYE	1220	Birmingham	0.4/1.8/ 5/ 136
WFFN-F	95.3	Cordova	0.8/1.3/ 10/ 112
WJOX	690	Birmingham	1.2/5.5/ 18/ 552
WLBI-F	98.7	Warrior	0.3/1.0/ 4/ 75
WURL	760	Moody/Leeds	0.5/1.0/ 6/ 73
WHMA-F	100.5	Anniston	0.3/1.7/ 46/ 771
WQEN-F	103.7	Gadsden/Annistn	0.4/1.8/ 61/ 964
WQSB-F	105.1	Albertville	0.7/1.1/101/ 910
WRSA-F	96.9	Decatur/Hntsvle	0.7/2.7/ 33/ 619

American Radio Spring, 1992 Copyright 1992

BIRMINGHAM

RADIO STATIONS

WAGG ,	1320, 5 KW (DAYS) ,	Gospel	SBN, $ 30.00	(HNWH)	
WAPI ,	1070, 50 KW/5 KW (DA-N),	Nostalgia	NBC, $ 29.00	(Christal)	Dittman
WATV ,	900, 1 KW/165 W ,	Black	ABC, $ 24.00	(Banner)	
WAYE ,	1220, 1 KW/75 W ,	Gospel	UNIULT, $ 16.00	(---)	Willis
WERC ,	960, 5 KW (DA-N) ,	News/Talk	ABC, $ 40.00	(Mc-Guild)	Ameron
WJLD ,	1400, 1 KW ,	Black	SBN,MBS, $ 19.00	(K & P)	
WVOK ,	690, 50 KW/500 W ,	Oldies	SMN,CBS, $ 20.00	(Eastman)	Dick
WZZK ,	610, 5 KW/1 KW(DA-N),	--- See WZZK-F			
WAPI-F,	94.5, 98 KW @ 1210 ,	CHR	ABC, $ 58.00	(Christal)	Dittman
WDJC-F,	93.7, 99 KW @ 1007 ,	Religion	, $ 23.00	(---)	Crawford
WENN-F,	107.7, 100 KW @ 1036 ,	Black	SBN, $ 54.00	(HNWH)	
WIKX-F,	106.9, 99 KW @ 994 ,	Country	ABC, $ 37.00	(Mc-Guild)	Sun Group
WMJJ-F,	96.5, 100 KW @ 1027 ,	AC	CBS, $102.00	(Mc-Guild)	Ameron
WZRR-F,	99.5, 100 KW @ 869 ,	Classic AOR	, $ 85.00	(Eastman)	Dick
WZZK-F,	104.7, 99 KW @ 1300 ,	Country	, $138.00	(Katz)	NewCity

Miscellaneous: WVOK to WJOX (March) . . .

FORMAT CODES

- AC - Adult Contemporary
- AOR - Album Oriented Rock
- B - Black (audience predominately black - over 75%)
- BB - Big Band, Nostalgia
- C - Country
- CHR - Contemporary Hit Radio, Top 40, Contemporary
- CL - Classical
- CL AOR - Classic AOR, Classic Rock
- E - Ethnic
- EZ - EZ Listening, Beautiful Music, Some Very soft AC
- G - Gospel
- J/NAC - Jazz and New Adult Contemporary
- M/FS - Middle of Road, (MOR) Full Service
- N - News
- O - Oldies (1955 to current)
- REL - Religion, Christian
- SAC - Soft Adult Contemporary
- SP - Hispanic/Spanish
- T - Talk
- U - Urban (majority of audience is non-white)
- ? - Others or Unknown

REVENUE LEVEL CODES

- A - Less than $ 500,000
- B - $ 500,000 to $ 999,999
- C - $ 1,000,000 to $ 1,999,999
- D - $ 2,000,000 to $ 2,999,999
- E - $ 3,000,000 to $ 3,999,999
- F - $ 4,000,000 to $ 4,999,999
- G - $ 5,000,000 to $ 6,999,999
- H - $ 7,000,000 to $ 9,999,999
- I - $ 10,000,000 to $14,999,999
- J - $ 15,000,000 to $19,999,999
- K - $ 20,000,000 +

American Radio Spring, 1992 Copyright 1992

BLOOMINGTON, IL

Arbitron Rank/Pop (12+): 225/109,800

MSA Rank/Pop: 278/130,300
Peoria ADI
Average Person Ratings: 15.7
Market TSL: 21.25 hours

Stations: 12/4
Diaries: 626/175:1/58.8%
Sample Target: 610
% Below Line: 21.5
% Not Listed: 20.3

1991 Revenue: $4,600,000
HH Inc.: $33,159
Retail $: 1.1 Bil
Pop per Station: 27,450
#1 Biller: WJBC $2,300,000

12+ METRO		1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WJBC	(FS)	47/27.3	----	25.9	----	26.1	----	57/549	465/42.3	0.0	44.4	D	WJBC
2. WBNQ-F	(CHR)	26/15.1	----	17.8	----	18.9	----	36/552	403/36.7	0.0	45.5	C	WBNQ-F
3. WWCT-F	(AOR)	22/12.8	----	10.8	----	6.7	----	30/274	223/20.3	0.0	23.5		WWCT-F
4. WIHN-F	(AC/O)	16/ 9.3	----	3.8	----	7.2	----	17/271	220/20.0	0.0	13.8	B	WIHN-F
5. WRXZ-F	(C)	11/ 6.4	----	5.4	----	3.3	----	12/191	163/14.8	0.0	19.6	A	WRXZ-F
6. WKZW-F	(CHR)	5/ 2.9	----	2.7	----	5.0	----	10/285	169/15.4	0.0	19.3		WKZW-F
7.													
8.													
9.													
10.													

12+ FM SHARE (METRO): 62.77% (86 of 137) (SPG 91: 62.94%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBNQ-F>>	1 WWCT-F	1 WBNQ-F<	1 WJBC	1 WJBC	1 WJBC >>	1 WJBC >>	1 WJBC >>	1 WJBC >	1 WBNQ-F	1 WJBC >
2 WKZW-F	2 WBNQ-F>>	2 WWCT-F	2 WIHN-F	2 WIHN-F>	2 WIHN-F	2 WBNQ-F>	2 WBNQ-F	2 WWCT-F	2 WWCT-F	2 WWCT-F
3	3 WJBC	3 WJBC	3 WBNQ-F>	3 WBNQ-F>	3	3 WWCT-F	3 WIHN-F	WBNQ-F>	3 WJBC >	WBNQ-F
4	4 WRXZ-F	4 WIHN-F>	4 WWCT-F	4 WWCT-F	4	4 WIHN-F>>	4 WWCT-F>	4 WIHN-F>	4 WRXZ-F>	4
5	WIHN-F	5 WRXZ-F	WRXZ-F	WRXZ-F	5	5	5 WRXZ-F>>	5	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WBNQ-F>>	1 WBNQ-F>>	1 WBNQ-F>>	1 WBNQ-F>>	1 WJBC >
2 WWCT-F>>	2 WWCT-F>	2 WWCT-F	2 WJBC	2 WIHN-F
3 WRXZ-F	3 WRXZ-F>	WRXZ-F	3 WIHN-F	3 WBNQ-F>
WJBC	4 WJBC	WIHN-F>	4 WWCT-F	4 WRXZ-F>
5	WIHN-F	5 WKZW-F	WRXZ-F	5 WWCT-F
6	6	WGLO-F	6	6
7	7	WJBC	7	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WWCT-F>>	1 WWCT-F>>	1 WWCT-F>>	1 WWCT-F>>	1 WJBC
2 WBNQ-F>>	2 WBNQ-F>	2 WJBC	2 WJBC	2 WIHN-F>
3 WJBC	3 WJBC	WIHN-F	3 WIHN-F	3 WWCT-F
4	4	WBNQ-F>	WBNQ-F	4 WBNQ-F>
5	5	5 WRXZ-F	5	5 WRXZ-F
6	6		6	6
7	7		7	7

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		31 (2)	31 (2)	22.6	27.3
AOR/CLASSIC		22 (1)	22 (1)	16.1	14.7
AC/OLDIES		18 (2)	18 (2)	13.1	14.7
FULL SVC/VARIETY	47 (1)		47 (1)	34.3	33.6
COUNTRY		14 (3)	14 (3)	10.2	7.0
BLACK/URBAN					
SAC/EZ		1 (1)	1 (1)	0.7	
NEWS/TALK	4 (2)		4 (2)	2.9	2.8
NOSTALGIA					
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	51 (3)	86 (9)	137 (12)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WGLO-F	95.5	Pekin/Peoria	1.2/6.3/ 4/ 108
WGN	720	Chicago	1.2/8.6/ 9/ 189
WLS	890	Chicago	1.2/4.6/ 5/ 102
WSWT-F	106.9	Peoria	0.6/7.3/ 6/ 137
WXCL-F	104.9	Pekin/Peoria	0.6/1.4/ 6/ 86
WZRO-F	98.3	Farmer City	1.2/3.7/ 4/ 70

RADIO STATIONS

WJBC ,	1230,	1 KW	, Full Service	ABC, $44.00	(Mc-Guild)	Bloomington
WBNQ-F,	101.5,	50 KW @ 459	, CHR	, $34.00	(Mc-Guild)	Bloomington
WIHN-F,	96.7,	6 KW @ 298	, AC/Oldies	UNIULT, $17.00	(---)	(NORMAL)
WRXZ-F,	104.1,	32 KW @ 299	, Country	CNN, $15.00	(---)	Keister (LEROY)

Other rated stations -- see Peoria

American Radio Spring, 1992 Copyright 1992

BOISE

Arbitron Rank/Pop (12+): 142/241,000
MSA Rank/Pop: 202/209,400
ADI # 142
Average Person Ratings: 16.2
Market TSL: 21.50 hours

Stations: 16/15
Diaries: 756/315:1/57.5%
Sample Target: 690
% Below Line: 0.5
% Not Listed: 14.1

1991 Revenue: $8,700,000
HH Inc.: $29,101
Retail $: 2.0 Bil
Pop per Station: 16,067
#1 Biller: KCIX-F $2,300,000

12+ METRO		1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KQFC-F	(C)	67/17.2	14.6	9.7	12.0	9.4	----	85/877	616/25.6	21.5	17.9	C	KQFC-F
2. KCIX-F	(AC)	41/10.5	8.8	13.4	14.0	12.2	----	49/633	504/20.9	20.0	22.9	D	KCIX-F
3. KJOT-F	(AOR)	32/ 8.2	8.2	8.9	9.4	6.9	----	44/537	405/16.8	16.7	16.1	B	KJOT-F
4. KFXD-F	(CHR)	29/ 7.4	9.3	10.0	9.9	9.9	----	37/618	445/18.5	21.9	20.4	B	KFXD-F
5. KIDO	(N/T)	24/ 6.2	6.3	5.3	7.6	5.1	----	30/461	354/14.7	15.0	14.8	A	KIDO
KBOI	(FS)	24/ 6.2	8.5	6.6	6.1	6.9	----	42/615	373/15.5	22.9	17.1	C	KBOI
7. KIZN-F	(C)	23/ 5.9	6.6	5.0	5.0	4.3	----	37/568	387/16.1	14.8	12.7	A	KIZN-F
8. KGEM	(BB)	20/ 5.1	4.1	3.2	3.5	3.3	----	22/192	167/ 6.9	7.1	6.2	A	KGEM
9. KLTB-F	(O)	18/ 4.6	5.5	7.6	2.9	6.3	----	33/485	328/13.6	16.0	17.2	B	KLTB-F
10. KZMG-F	(CHR)	17/ 4.4	3.3	2.4	2.3	3.8	----	25/458	316/13.1	13.1	10.0	A	KZMG-F
11. KHEZ-F	(SAC)	15/ 3.8	5.8	5.3	4.1	6.6	----	32/376	210/ 8.7	11.3	12.2	A	KHEZ-F
12. KLCI-F	(AOR)	13/ 3.3	3.3	3.7	3.8	5.6	----	14/259	229/ 9.5	10.0	11.8	A	KLCI-F
13.													
14.													
15.													

12+ FM SHARE (METRO): 78.51% (263 of 335) (SPG 91: 80.56%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KFXD-F››	1 KQFC-F	1 KQFC-F›	1 KQFC-F	1 KQFC-F›	1 KQFC-F›	1 KQFC-F›	1 KQFC-F›	1 KQFC-F›	1 KFXD-F	1 KQFC-F›
2 KZMG-F›	2 KJOT-F›	2 KCIX-F	2 KCIX-F	2 KCIX-F	2 KCIX-F	2 KCIX-F	2 KCIX-F›	2 KCIX-F	2 KJOT-F‹	2 KJOT-F›
3 KQFC-F	3 KCIX-F›	3 KJOT-F›	3 KJOT-F›	3 KJOT-F›	KBOI ‹	3 KBOI	3 KIDO	3 KJOT-F	3 KQFC-F	3 KZMG-F
4	4 KIZN-F	4 KIZN-F	4 KBOI	4 KBOI	4 KGEM	4 KJOT-F›	4 KJOT-F	KIZN-F	4 KZMG-F	KHEZ-F
5	5 KFXD-F	5 KBOI	5 KLTB-F	5 KLTB-F	5 KIDO	5 -	5	5 KFXD-F›	5 KCIX-F›	KCIX-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KQFC-F›	1 KQFC-F	1 KQFC-F	1 KQFC-F	1 KQFC-F‹
2 KIZN-F›	2 KCIX-F›	KCIX-F››	2 KCIX-F››	2 KCIX-F››
3 KFXD-F	3 KIZN-F	3 KJOT-F	3 KIZN-F›	3 KIZN-F
KCIX-F	4 KJOT-F	KIZN-F	4 KJOT-F	4 KBOI
5	5 KLCI-F	5	KFXD-F	5
6	KFXD-F	6	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KZMG-F	1 KJOT-F››	1 KJOT-F››	1 KJOT-F	1 KJOT-F‹
KFXD-F›	2 KQFC-F›	2 KQFC-F	2 KQFC-F››	2 KQFC-F›
3 KQFC-F	3 KZMG-F	3	3 KCIX-F	3 KBOI
KJOT-F	KFXD-F	4	KBOI	4 KLTB-F
5	5	5	5 KIDO	KIDO
6	6	6	6	KCIX-F

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		46 (2)	46 (2)	13.7	11.9
AOR/CLASSIC		45 (2)	45 (2)	13.4	15.0
AC/OLDIES		59 (2)	59 (2)	17.6	27.9
FULL SVC/VARIETY	24 (1)		24 (1)	7.2	7.8
COUNTRY		90 (2)	90 (2)	26.9	17.6
BLACK/URBAN					
SAC/EZ		21 (2)	21 (2)	6.3	8.2
NEWS/TALK	26 (2)		26 (2)	7.8	6.3
NOSTALGIA	20 (1)		20 (1)	6.0	3.8
RELIGION/GOSPEL	2 (1)		2 (1)	0.6	1.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		2 (1)	2 (1)	0.6	
	72 (5)	263 (11)	335 (16)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KANR	1340	Nampa/Boise	0.5/3.5/ 2/ 85
KBGN	1060	Caldwell/Boise	0.5/1.9/ 5/ 74
KBXL-F	94.1	Caldwell/Boise	1.5/4.8/ 6/ 179
KJHY-F	101.7	Emmet/Boise	0.5/2.5/ 2/ 63

RADIO STATIONS

KBOI , 670, 50 KW (DA-N) , Full Service	MBS ABC, $24.00	(Katz)	Pacific NW		
KGEM , 1140, 10 KW (DA-2) , Nostalgia	UNIULT UNISUP, $14.00	(MMR)			
KIDO , 630, 5 KW (DA-2) , News/Talk	NBC, $18.00	(Christal)	Sundance		
KBXL-F, 94.1, 40 KW @ 2568 , Soft AC/EZ	, $11.00	(---)		(CALDWELL)	
KCIX-F, 105.9, 49 KW @ 2699 , AC	AP, $44.00	(Mc-Guild)	Metrocom		
KFXD-F, 94.9, 49 KW @ 2692 , CHR	, $24.00	(Roslin)		(NAMPA)	
KHEZ-F, 103.3, 54 KW @ 2588 , Soft AC/EZ	NBC, $13.00	(Eastman)	Citadel	(CALDWELL)	
KIZN-F, 92.3, 44 KW @ 2499 , Country	, $16.00	(Banner)			
KJOT-F, 105.1, 53 KW @ 2588 , AOR	ABC, $23.00	(MMR)			
KLCI-F, 96.9, 44 KW @ 2519 , AOR	UNIULT UNISUP, $15.00	(K & P)		(NAMPA)	
KLTB-F, 104.3, 52 KW @ 2578 , Oldies	, $20.00	(Christal)	Sundance		
KQFC-F, 97.9, 47 KW @ 2499 , Country	ABC, $30.00	(Katz)	Pacific NW		
KZMG-F, 93.1, 50 KW @ 2631 , CHR	, $14.00	(Durpetti)		(NEW PLYMOUTH)	

American Radio Spring, 1992 Copyright 1992

BOSTON

Arbitron Rank/Pop (12+): 9/3,223,800

MSA Rank/Pop: 10/3,740,000
ADI # 6

Average Person Ratings: 18.1

Market TSL: 23.75 hours

Stations: 35/31
Diaries: 2364/1364:1/45.9%
Sample Target: 2410
% Below Line: 2.5
% Not Listed: 13.9

1991 Revenue: $113,000,000
MH Inc.: $35,763
Retail $: 32.6 Bil
Pop per Station: 103,994
#1 Biller: WRKO $15,200,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WXKS-F	(CHR)	402/ 6.9	5.8	5.5	5.0	5.8	5.8	487/8574	6568/20.4	19.0	19.4	I	WXKS-F
2. WBZ	(N/T)	369/ 6.3	5.9	7.5	5.5	5.4	6.3	485/7590	5455/16.9	21.9	14.8	H	WBZ
3. WRKO	(T)	323/ 5.5	7.4	6.4	8.3	7.3	6.9	412/6502	5070/15.7	16.1	17.8	J	WRKO
4. WMJX-AF	(AC)	315/ 5.4	5.2	5.4	3.5	3.8	4.9	344/5804	4954/15.4	16.0	13.7	G	WMJX-AF
5. WBCN-F	(AOR)	311/ 5.3	5.4	5.3	5.6	5.9	5.4	415/6453	4655/14.4	15.9	15.8	I	WBCN-F
6. WODS-F	(O)	295/ 5.1	4.6	4.2	4.7	4.2	4.6	426/6623	4451/13.8	12.5	14.5	H	WODS-F
7. WSSH-F	(SAC)	289/ 5.0	4.3	4.5	4.8	5.1	4.7	382/5767	4208/13.1	11.9	13.7	H	WSSH-F
8. WZOU-F	(CHR)	282/ 4.8	5.9	5.3	7.1	6.8	5.8	402/8483	5751/17.8	19.4	20.2	H	WZOU-F
9. WZLX-F	(CL AOR)	266/ 4.6	3.6	3.6	4.2	3.9	4.0	345/5470	4222/13.1	13.0	12.5	G	WZLX-F
10. WHDH	(T)	254/ 4.4	4.9	3.9	3.9	4.6	4.3	296/4445	3570/11.1	12.1	13.2	F	WHDH
11. WBMX-F	(AC)	205/ 3.5	4.4	4.5	4.0	3.4	4.1	270/5210	3885/12.1	13.9	11.8	F	WBMX-F
12. WVBF-F	(AC)	157/ 2.7	4.3	3.0	4.1	3.9	3.5	207/3442	2740/ 8.5	9.2	9.7	G	WVBF-F
13. WCRB-F	(CL)	144/ 2.5	2.5	2.5	2.7	1.9	2.5	191/3163	2187/ 6.8	7.2	6.1	D	WCRB-F
14. WFNX-F	(AOR)	143/ 2.5	1.8	1.9	1.3	1.9	1.9	154/2432	2104/ 6.5	5.8	5.9	C	WFNX-F
15. WPLM-AF	(BB)	125/ 2.1	2.7	3.4	2.0	2.2	2.5	241/3176	1703/ 5.3	6.3	5.5	C	WPLM-AF
WBOS-F	(AOR)	125/ 2.1	1.9	2.4	2.2	1.8	2.2	158/2788	2096/ 6.5	7.3	6.5	D	WBOS-F
17. WCGY-F	(AOR)	119/ 2.0	1.6	1.7	1.7	1.4	1.8	152/2677	1908/ 5.9	6.4	5.5	C	WCGY-F
WCDJ-F	(J/NAC)	119/ 2.0	1.5	2.3	1.6	2.0	1.9	76/2866	20051/ 6.2	6.8	5.7	D	WCDJ-F
19. WEEI	(SPRTS)	106/ 1.8	2.4	2.8	2.7	4.1	2.4	145/3363	2618/ 8.1	10.0	16.1	G	WEEI
20. WILD	(B)	101/ 1.7	1.9	1.5	1.2	1.5	1.6	102/876	864/ 2.7	2.4	2.9	C	WILD
21. WAAF-F	(AOR)	96/ 1.6	2.1	1.9	2.7	2.2	2.1	254/4643	2292/ 7.1	6.8	7.6		WAAF-F
22. WXKS	(BE)	95/ 1.6	2.6	1.8	2.5	2.8	2.1	95/1319	1285/ 4.0	5.1	5.5	C	WXKS
23.													
24.													
25.													

12+ FM SHARE (METRO): 71.05% (3566 of 5019) (SPG 91: 66.98%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZOU-F›	1 WXKS-F	1 WXKS-F	1 WBCN-F‹	1 WODS-F	1 WBZ	1 WBZ ›	1 WXKS-F‹	1 WXKS-F›	1 WBZ	1 WBZ ››
2 WXKS-F››	2 WZLX-F	2 WBCN-F	2 WXKS-F	2 WBCN-F‹	2 WRKO	2 WXKS-F	2 WMJX-AF‹	2 WRKO	2 WXKS-F‹	2 WHDH ››
3 WAAF-F	3 WBCN-F	3 WZLX-F‹	3 WMJX-AF	3 WMJX-AF	3 WODS-F	3 WHDH	3 WSSH-F‹	WBCN-F‹	3 WMJX-AF	3 WMJX-F››
4	4 WZOU-F‹	4 WMJX-AF	WODS-F	WXKS-F	4 WHDH	4 WRKO	4 WBCN-F‹	4 WZOU-F	4 WZOU-F	4 WRKO
5	5 WMJX-AF	5 WODS-F	5 WZLX-F	5 WZLX-F	5 WSSH-F›	5 WBCN-F‹	5 WODS-F	5 WODS-F‹	5 WRKO ‹	5 WXKS-F››
6	6 WFNX-F›	6 WZOU-F	6 WBMX-F	6 WSSH-F	6 WMJX-AF	6 WSSH-F	6 WZLX-F	6 WZLX-F‹	6 WHDH	6 WZLX-F››
7	7 WCGY-F	7 WBMX-F	7 WSSH-F	7 WBMX-F	7	7 WMJX-AF	WRKO	7 WSSH-F	7 WZLX-F	7 WZOU-F
8	WBMX-F‹	8 WSSH-F‹	8	8	8	WODS-F	8 WBMX-F	8 WMJX-AF	8	8 WSSH-F
9	9 WBOS-F	9	9	9	9	9 WVBF-F	9	9 WBZ	9	9 WVBF-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WXKS-F›	1 WXKS-F›	1 WXKS-F›	1 WXKS-F	1 WMJX-AF
2 WZOU-F	2 WMJX-AF	2 WMJX-AF	2 WMJX-AF›	2 WODS-F
3 WMJX-AF›	3 WZOU-F	3 WBMX-F‹	3 WBMX-F	3 WXKS-F
4 WFNX-F	4 WBMX-F‹	4 WZLX-F	4 WODS-F	4 WSSH-F‹
5 WCGY-F	5 WZLX-F	5 WBOS-F	5 WZOU-F‹	5 WBMX-F›
6	6 WFNX-F	6 WFNX-F	6 WSSH-F	6 WBCN-F
7	7 WBOS-F	7 WBCN-F	7 WBCN-F	7
8	8 WBCN-F			

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZLX-F‹	1 WBCN-F	1 WBCN-F	1 WBCN-F	1 WBCN-F
2 WBCN-F	2 WZLX-F	2 WZLX-F	2 WZLX-F›	2 WZLX-F
3 WZOU-F	3 WXKS-F›	3 WXKS-F›	3 WXKS-F›	3 WODS-F
4 WXKS-F›	4 WZOU-F	4 WFNX-F	4 WODS-F‹	4 WXKS-F
5 WCGY-F‹	5 WFNX-F	5 WMJX-AF	5 WZOU-F‹	5 WMJX-AF
6 WAAF-F	6 WMJX-AF	6 WBOS-F	6 WMJX-AF	6 WEEI
7	7 WCGY-F	7	7 WFNX-F	WBZ
8	8	8	8	8 WRKO

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		684 (2)	684 (2)	13.6	14.3
AOR/CLASSIC		1094 (7)	1094 (7)	21.8	17.7
AC/OLDIES	68 (2)	988 (5)	1056 (7)	21.0	26.8
FULL SVC/VARIETY					1.1
COUNTRY		94 (2)	94 (2)	1.9	1.7
BLACK/URBAN	101 (1)		101 (1)	2.0	1.7
SAC/EZ		289 (1)	289 (1)	5.8	
NEWS/TALK	1115 (6)		1115 (6)	22.2	24.7
NOSTALGIA	102 (2)	118 (1)	220 (3)	4.4	5.7
RELIGION/GOSPEL	42 (1)		42 (1)	0.8	1.3
SPANISH					
CLASSICAL		161 (2)	161 (2)	3.2	2.5
JAZZ/NEW AGE		119 (1)	119 (1)	2.4	2.3
UNKNOWN/OTHERS	25 (1)	19 (1)	44 (2)	0.9	0.3
	1453 (13)	3566 (22)	5019 (35)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBOQ-F	104.9	Gloucester	0.3/1.1/ 23/ 426
WCAP	980	Lowell	0.7/1.4/ 42/ 510
WCCM	800	Lawrence	0.4/1.2/ 24/ 425
WESX	1230	Salem	0.4/1.2/ 25/ 389
WLYT-F	92.5	Haverhill/Bstn	0.4/1.9/ 50/1122
WROL	950	Boston	0.7/2.7/ 50/1033
WSSH	1510	Boston	1.1/1.5/ 64/ 508
WBRU-F	95.5	Providence	0.3/1.7/111/1976
WCTK-F	98.1	New Bedford	0.3/1.1/105/1570
WHJY-F	94.1	Providence	0.6/2.9/211/3557
WOKQ-F	97.5	Dover/Portsmth	1.3/2.9/228/2729

American Radio Spring, 1992 Copyright 1992

BOSTON

RADIO STATIONS

AM STATIONS

WBZ , 1030, 50 KW (DA-1)	, TALK	ABC,	$ 195.00 (Group W)	Westinghouse
WEEI, 590, 5 KW (DA-1)	, SPORTS	ABC,APR,	$ 100.00 (CBS)	Boston Celtics
WHDH, 850, 50 KW (DA-2)	, TALK	NBC, NBC T,	$ 100.00 (Banner)	
WILD, 1090, 5 KW (DAYS)	, BLACK	ABC,SBN,	$ 42.00 (Roslin)	
WMEX, 1150, 5 KW (DA-2)	, SEE WMJX-FM			
WRKO, 680, 50 KW (DA-2)	, TALK/NEWS	MBS UNIULT,	$ 215.00 (Katz)	Atlantic
WROL, 950, 5 KW (DAYS)	, RELIGION		, $ 24.00 (---)	Carter-
WXKS, 1430, 5 KW/1 KW (DA-N)	, NOSTALGIA	UNISUP UNIULT,	$ N/A (MMR)	Pyramid

FM STATIONS

WBCN, 104.1, 19 KW @ 741, AOR	,	$ 300.00 (Torbet)	Infinity
WBMX, 98.5, 9 KW @ 1145, AC	UNIPWR,	$ 115.00 (Katz)	Atlantic
WBOS, 92.9, 9 KW @ 1149, PROG AOR	,	$ 75.00 (Katz)	Granum
WCDJ, 96.9, 13 KW @ 1151, JAZZ/NAC	,	$ 80.00 (Durpetti)	Emmis
WCGY, 93.7, 50 KW @ 430, AOR	ABC,	$ 60.00 (K & P)	Curt Gowdy
WCRB, 102.5, 15 KW @ 918, CLASSICAL	,	$ 81.00 (CMBS)	
WFNX, 101.7, 1.6 KW @ 440, AOR	,	$ 55.00 (Schubert)	
WHRB, 95.3, 3 KW @ 110, VARIOUS	,	$ 30.00 (---)	
WMJX, 106.7, 24 KW @ 718, AC	,	$ 150.00 (McGuild)	Greater Media
WODS, 103.3, 16 KW @ 270, OLDIES	CBS,	$ 170.00 (CBS)	CBS
WPLM, 99.1, 50 KW @ 430, NOSTALGIA	UNIULT,	$ 59.00 (HNWH)	(PLYMOUTH)
WSSH, 99.5, 32 KW @ 600, SOFT AC	UNISUP,	$ 185.00 (HNWH)	Noble
WVBF, 105.7, 14 KW @ 954, AC	,	$ 95.00 (Banner)	Fairbanks
WXKS, 107.9, 24 KW @ 722, CHR	,	$ 245.00 (MMR)	Pyramid
WZLX, 100.7, 20 KW @ 718, CLASSIC AOR	,	$ 130.00 (HNWH)	Cook Inlet
WZOU, 94.5, 12 KW @ 1053, CHR	,	$ 145.00 (HNWH)	Ardman

WAAF -- SEE WORCESTER

Miscellaneous: WRCA (Waltham) sold for $1,300,000 . . . WZLX-F from Cook Inlet to Infinity for $19,000,000 (E) . . .

American Radio Spring, 1992 Copyright 1992

BRIDGEPORT

Arbitron Rank/Pop (12+): 95/371,900

MSA Rank/Pop: 107/443,500 Co.
New York ADI
Average Person Ratings: 17.9
Market TSL: 23.25 hours

Stations: 34/4
Diaries: 932/399:1/50.1%
Sample Target: 860
% Below Line: 60.0
% Not Listed: 14.0

1991 Revenue: $19,100,000
HH Inc.: $43,202
Retail $: 4.1 Bil
Pop per Station: 92,975
#1 Biller: WEZN-F $4,500,000

12+ METRO		1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WICC	(FS)	90/13.5	12.2	12.9	13.4	15.1	----	90/1127	1127/30.3	31.0	29.4	C	WICC
2. WEZN-F	(SAC)	72/10.8	13.3	15.6	15.4	13.5	----	72/967	967/26.0	29.9	31.9	F	WEZN-F
3. WPLR-F	(AOR)	58/ 8.7	6.9	6.0	6.1	6.0	----	58/670	670/18.0	17.6	16.1		WPLR-F
WEBE-F	(AC)	58/ 8.7	9.6	8.8	8.0	8.5	----	58/794	794/21.3	22.9	19.0	F	WEBE-F
5. WKCI-F	(CHR)	34/ 5.1	9.2	10.0	9.6	9.8	----	34/827	827/22.2	26.9	24.0		WKCI-F
6. WFAN	(SPRTS)	32/ 4.8	4.2	4.0	3.7	4.0	----	32/579	579/15.6	13.8	13.8		WFAN
7. WCBS	(N)	24/ 3.6	3.7	3.2	2.7	2.4	----	24/533	533/14.3	15.4	12.4		WCBS
8. WEFX-F	(CL AOR)	23/ 3.5	2.6	2.9	3.4	2.0	----	23/381	381/10.2	8.7	9.3	C	WEFX-F
9. WOR	(T)	18/ 2.7	1.9	1.6	1.5	1.9	----	18/236	236/ 6.3	5.2	4.7		WOR
10. WWYZ-F	(C)	17/ 2.6	1.5	1.8	0.7	2.2	----	17/204	204/ 5.5	4.5	4.6		WWYZ-F
11. WGSM	(BB)	16/ 2.4	1.0	0.7	1.3	1.6	----	16/127	127/ 3.4	1.6	1.9		WGSM
12. WQHT-F	(CHR)	14/ 2.1	2.5	2.1	2.8	1.6	----	14/248	248/ 6.7	9.4	7.8		WQHT-F
WABC	(T)	14/ 2.1	0.8	2.1	1.6	1.0	----	14/211	211/ 5.7	3.3	5.1		WABC
14.													
15.													

12+ FM SHARE (METRO): 62.76% (359 of 572) (SPG 91: 68.72%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKCI-F››	1 WPLR-F›	1 WPLR-F	1 WEBE-F‹	1 WEZN-F	1 WICC ›	1 WICC ››	1 WEZN-F›	1 WEZN-F	1 WICC	1 WICC ›
2 WQHT-F››	2 WEBE-F‹	2 WEBE-F‹	2 WEZN-F	2 WEBE-F	2 WEZN-F›	2 WPLR-F‹	2 WEBE-F‹	2 WEBE-F	2 WPLR-F	2 WFAN
3	3 WEZN-F	3 WEZN-F›	3 WPLR-F›	3 WPLR-F	3 WEBE-F›	3 WEZN-F	3 WICC	3 WPLR-F‹	3 WEZN-F	WCBS
4	4 WEFX-F	4 WICC	4 WICC	4 WICC	4	4 WFAN	4 WPLR-F›	4 WICC ›	4 WKCI-F	4
5	5 WKCI-F	5 WKCI-F	5 WFAN	5 WFAN	5	5 WEBE-F›	5	5	5 WEBE-F	5
6	6	WFAN	6	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WEBE-F	1 WEBE-F	1 WEBE-F	1 WEZN-F	1 WEZN-F
WEZN-F	2 WEZN-F	2 WPLR-F	2 WEBE-F›	2 WEBE-F
3 WPLR-F›	3 WPLR-F›	WEZN-F››	3 WICC	3 WICC ›
4 WKCI-F	4 WKCI-F	4 WKCI-F	4 WPLR-F	4 WPLR-F
WEFX-F	5 WEFX-F	5	5 WKCI-F	5 WKCI-F
6	6	6	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPLR-F››	1 WPLR-F››	1 WPLR-F››	1 WPLR-F›	1 WPLR-F
2 WKCI-F	2 WEFX-F›	2 WEFX-F	2 WFAN	2 WFAN ‹
WEFX-F	3 WFAN	WEZN-F	WEBE-F	3 WEBE-F
4	WEZN-F	4	4 WEZN-F	4 WEZN-F›
5	5 WKCI-F	5	5 WEFX-F	5 WICC
6	WEBE-F	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		61 (7)	61 (7)	10.7	19.8
AOR/CLASSIC		107 (5)	107 (5)	18.7	10.3
AC/OLDIES		64 (2)	64 (2)	11.2	30.9
FULL SVC/VARIETY	90 (1)		90 (1)	15.7	15.4
COUNTRY		26 (2)	26 (2)	4.5	3.2
BLACK/URBAN		14 (2)	14 (2)	2.4	2.9
SAC/EZ		79 (2)	79 (2)	13.8	0.5
NEWS/TALK	91 (5)		91 (5)	15.9	12.6
NOSTALGIA	21 (3)		21 (3)	3.7	1.7
RELIGION/GOSPEL	4 (1)		4 (1)	0.7	0.7
SPANISH	7 (1)		7 (1)	1.2	0.5
CLASSICAL		6 (2)	6 (2)	1.0	0.3
JAZZ/NEW AGE					0.7
UNKNOWN/OTHERS		2 (1)	2 (1)	0.3	0.3
	213 (11)	359 (23)	572 (34)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCUM	1450	Bridgeport	1.1/1.5/ 7/ 57
WFIF	1500	Milford	0.6/1.9/ 4/ 71
WAVZ	1300	New Haven	0.5/2.1/ 3/ 77
WBLI-F	106.1	Patchogue	0.6/3.2/ 4/ 119
WBLS-F	107.5	New York	0.6/2.1/ 4/ 77
WDRC-F	102.9	Hartford	0.9/5.6/ 6/ 210
WDRE-F	92.7	Garden City/NY	0.5/1.4/ 3/ 53
WHTZ-F	100.3	Newark/New York	0.3/2.0/ 2/ 74
WINS	1010	New York	0.5/2.9/ 3/ 109
WKSS-F	95.7	Hartford-Meridn	0.5/2.9/ 3/ 107
WLTW-F	106.7	New York+	0.3/0.9/ 2/ 35
WNCN-F	104.3	New York	0.3/1.2/ 2/ 44
WNEW	1130	New York	0.3/1.7/ 2/ 64
WPAT-F	93.1	Paterson	1.1/2.0/ 7/ 74
WPLJ-F	95.5	New York	0.3/3.7/ 2/ 136
WQQQ-F	96.7	Stamford	0.3/2.3/ 2/ 84
WQXR-F	96.3	New York	0.6/1.9/ 4/ 71
WRKI-F	95.1	Brookfield	2.0/9.1/ 13/ 337
WRKS-F	98.7	New York	1.5/6.0/ 10/ 224
WXRK-F	92.3	New York	1.5/5.1/ 10/ 191
WYNY-F	103.5	Lk Success/NY	1.4/5.2/ 9/ 192

RADIO STATIONS

WCUM , 1450, 1 KW	, Hispanic	, $ 15.00	(---)		
WICC , 600, 1 KW/500 W (DA-2),	Full Service	, $ 49.00	(Banner)	ML/WIN	
WEZN-F, 99.9, 28 KW @ 669	, Soft AC	, $105.00	(Katz)	NewCity	
WEBE-F, 107.9, 50 KW @ 384	, AC	, $ 98.00	(Banner)	ML/WIN	(WESTPORT)
WEFX-F, 95.9, 3 KW @ 298	, Classic AOR	, $ 45.00	(Christal)	CRB	(NORWALK)
WRKI-F, 95.1, 50 KW @ 469	, AOR	, $ 50.00	(Eastman)		(BROOKFIELD)

Other ranked stations -- see New York, Hartford, or New Haven

Miscellaneous: WSTC, WQQQ-F (Stamford) sold by Chase to Subotnick for $4,150,000 (Boyle) . . . WINE, WRKI-F (Danbury) sold by Home News to Gary Starr for $3,350,000 (MVP) . . .

American Radio Spring, 1992 Copyright 1992

BUFFALO-NIAGARA FALLS

Arbitron Rank/Pop (12+): 40/990,800

MSA Rank/Pop: 55/1,190,000 (Buffalo)
ADI # 38

Average Person Ratings: 18.0
Market TSL: 23.75 hours

Stations: 24/21
Diaries: 1582/626:1/59.7%
Sample Target: 1420
% Below Line: 3.2
% Not Listed: 10.3

1991 Revenue: $28,700,000
HH Inc.: $27,650
Retail $: 8.4 Bil
Pop per Station: 47,181
#1 Biller: WHTT-F $3,500,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WYRK-F	(C)	202/11.3	9.6	10.8	11.1	11.6	10.7	239/2523	2124/21.4	17.6	19.1	D	WYRK-F
2. WHTT-F	(O)	147/ 8.2	6.1	6.1	6.4	6.6	6.7	159/2280	2088/21.1	17.7	18.2	E	WHTT-F
3. WKSE-F	(CHR)	138/ 7.7	9.8	8.4	7.9	8.2	8.4	153/2542	2168/21.9	24.6	22.8	D	WKSE-F
4. WBEN	(FS)	127/ 7.1	8.4	8.0	9.0	7.2	8.1	135/2004	1845/18.6	19.2	20.3	E	WBEN
5. WUFX-F	(CL AOR)	124/ 6.9	5.9	4.8	5.0	5.6	5.7	137/2056	1841/18.6	14.7	16.0	C	WUFX-F
6. WJYE-F	(SAC)	123/ 6.9	6.6	7.1	6.8	7.1	6.8	126/1703	1663/16.8	18.0	18.5	D	WJYE-F
7. WGRF-F	(AOR)	116/ 6.5	6.4	6.2	7.9	7.3	6.8	150/2337	1834/18.5	17.5	18.5	E	WGRF-F
8. WMJQ-F	(AC)	102/ 5.7	4.8	6.7	5.1	4.7	5.6	172/2980	1917/19.3	19.9	17.2	D	WMJQ-F
9. WGR	(N/T)	98/ 5.5	5.9	6.1	3.9	4.8	5.3	107/2114	1922/19.4	23.3	15.5	C	WGR
10. WBLK-F	(B)	92/ 5.1	6.9	6.7	6.1	6.2	6.2	104/1054	947/ 9.6	11.8	11.7	B	WBLK-F
11. WBUF-F	(AC)	78/ 4.4	5.2	4.4	5.1	6.5	4.8	87/1542	1414/14.3	14.0	15.5	D	WBUF-F
12. WECK	(BB)	64/ 3.6	3.8	2.9	2.7	3.6	3.3	67/812	790/ 8.0	5.5	8.2	A	WECK
13. WEZQ-F	(SAC)	31/ 1.7	1.9	2.2	1.7	1.5	1.9	58/702	452/ 4.6	5.3	4.4	A	WEZQ-F
14. CKEY-F	(AOR)	30/ 1.7	1.2	2.3	1.4	0.6	1.6	30/356	356/ 3.6	4.2	1.5		CKEY-F
15.													

12+ FM SHARE (METRO): 76.79% (1231 of 1603) (SPG 91: 76.48%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKSE-F›	1 WGRF-F	1 WHTT-F	1 WHTT-F	1 WHTT-F	1 WYRK-F	1 WBEN	1 WYRK-F	1 WYRK-F	1 WKSE-F	1 WBEN
2 WUFX-F›	2 WUFX-F	2 WGRF-F‹	2 WYRK-F‹	2 WYRK-F	2 WBEN	2 WYRK-F›	2 WJYE-F‹	2 WKSE-F	2 WYRK-F‹	2 WBLK-F
3 WGRF-F	3 WKSE-F	3 WUFX-F	3 WGRF-F	3 WHTT-F	3 WHTT-F	3 WHTT-F	3 WHTT-F	3 WUFX-F	3 WUFX-F	3 WYRK-F‹
WBLK-F	4 WMJQ-F	4 WYRK-F‹	4 WMJQ-F	4 WMJQ-F	4 WJYE-F	4 WGRF-F	4 WMJQ-F	WHTT-F	4 WGR	4 WUFX-F
5	5 WYRK-F	5 WKSE-F	5 WKSE-F	WJYE-F	5 WGR	5 WKSE-F	WGRF-F‹	5 WJYE-F	5 WBLK-F	5 WGR ‹
6	6 WBLK-F	6 WMJQ-F	6 WUFX-F	6 WKSE-F‹	6 WECK	6 WMJQ-F	6 WBEN	6 WGRF-F	6 WHTT-F	6 WWKB ‹
7	7 WHTT-F	7 WBLK-F	7 WJYE-F	7 WBUF-F‹	7	WJYE-F‹	7 WUFX-F	7 WMJQ-F	7 WGRF-F›	7 WHTT-F
8	8	8 WBUF-F‹	WBUF-F	8 WUFX-F	8	8 WBLK-F‹	8 WKSE-F	8 WBUF-F	8	8 WBUF-F
9	9	9 WJYE-F	9 WGR ‹	9	9	9	9	9		9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WUFX-F	1 WKSE-F	1 WKSE-F	1 WKSE-F	1 WHTT-F
WKSE-F	2 WMJQ-F	2 WMJQ-F	2 WHTT-F‹	2 WYRK-F
3 WMJQ-F	3 WBLK-F	3 WHTT-F	3 WYRK-F	3 WJYE-F
4 WBLK-F›	4 WUFX-F	4 WYRK-F	WMJQ-F	4 WMJQ-F
5 WYRK-F	5 WYRK-F	WGRF-F	5 WBLK-F	WKSE-F
WGRF-F	WGRF-F	WBLK-F	6 WJYE-F	6 WBLK-F
7 WBUF-F	7 WHTT-F	7 WJYE-F	7 WBUF-F	7 WBUF-F
8 WJYE-F	WBUF-F	WBUF-F	8 WUFX-F	8
9	9 WJYE-F	9	9	9

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WUFX-F›	1 WGRF-F	1 WGRF-F›	1 WGRF-F	1 WHTT-F
2 WGRF-F	2 WUFX-F››	2 WUFX-F›	2 WUFX-F	2 WGRF-F
3 WKSE-F›	3 WKSE-F	3 WYRK-F	3 WHTT-F›	3 WYRK-F
4 WBLK-F›	4 WYRK-F	4 WMJQ-F	4 WYRK-F	4 WUFX-F
5 WHTT-F	5 WMJQ-F	5 WHTT-F	5 WKSE-F	5 WGR
6	WHTT-F	6 WKSE-F	6 WGR ‹	6 WMJQ-F
7	7	WGR	7 WMJQ-F	7
8	8	8	8	8
9	9	9	9	9

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		138 (1)	138 (1)	8.6	14.5
AOR/CLASSIC		298 (5)	298 (5)	18.6	17.9
AC/OLDIES	17 (2)	327 (3)	344 (5)	21.5	23.1
FULL SVC/VARIETY	138 (2)		138 (2)	8.6	1.5
COUNTRY	14 (1)	202 (1)	216 (2)	13.5	13.5
BLACK/URBAN	16 (1)	92 (1)	108 (2)	6.7	7.6
SAC/EZ		154 (2)	154 (2)	9.6	1.6
NEWS/TALK	114 (2)		114 (2)	7.1	14.8
NOSTALGIA	73 (2)		73 (2)	4.6	4.0
RELIGION/GOSPEL		20 (1)	20 (1)	1.2	0.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					0.7
	372 (10)	1231 (14)	1603 (24)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WDCX-F	99.5	Buffalo	1.1/3.6/ 24/ 457
WHLD	1270	Niagara Falls	0.5/2.6/ 9/ 256
WHTT	1120	Buffalo	0.4/2.1/ 7/ 212
WJJL	1440	Niagara Falls	0.6/1.4/ 11/ 135
WLVL	1340	Lockport	0.6/1.7/ 10/ 176
WUFO	1080	Amherst	0.9/1.4/ 16/ 140
WWKB	1520	Buffalo	0.9/4.3/ 20/ 517
WXRL	1300	Lancaster/Buffl	0.8/2.8/ 16/ 301
CFNY-F	102.1	Brampton ON	0.8/4.0/ 17/ 426
CHTZ-F	97.7	St. Catherines	0.7/4.0/ 14/ 410

American Radio Spring, 1992 Copyright 1992

BUFFALO-NIAGARA FALLS

RADIO STATIONS

AM STATIONS

WBEN,	930,	5 KW (DA-N)	Full Service	CBS CNN,	$ 70.00	(Eastman)	Algonquin
WECK,	1230,	1 KW	Nostalgia	NBC UNISUP,	$ 29.00	(Durpetti)	EBE
WGR ,	550,	5 KW (DA-N)	News/Talk	ABC,	$ 49.00	(Katz)	
WUFO,	1080,	1 KW (DAYS)	Black	SBN,	$ 16.00	(---)	Sheridan
WWKB,	1520,	50 KW (DA-1)	Business News	UNIULT, BRN,	$ 34.00	(Banner)	Price

FM STATIONS

WBLK-F,	93.7,	50 KW @ 400,	Black	CBS,	$ 40.00	(Durpetti)	
WBUF-F,	92.9,	91 KW @ 581,	AC	,	$ 66.00	(McGuild)	Lincoln
WDCX-F,	99.5,	110 KW @ 195,	Religion	,	$ 22.00	(---)	Crawford
WEZQ-F,	107.7,	12 KW @ 800,	EZ	UNIPWR,	$ 30.00	(---)	(WETHERSFIELD)
WGRF-F,	96.9,	13 KW @ 888,	AOR	,	$ 80.00	(Katz)	
WHTT-F,	104.1,	50 KW @ 390,	Oldies	,	$ 85.00	(MMR)	Pyramid
WJYE-F,	96.1,	50 KW @ 479,	Soft AC	UNISUP,	$ 70.00	(Durpetti)	EBE
WKSE-F,	98.5,	46 KW @ 420,	CHR	ABC,	$ 60.00	(Banner)	Price
WMJQ-F,	102.5,	105 KW @ 1338,	AC/CHR	SOURCE,	$ 51.00	(Eastman)	Algonquin
WUFX-F,	103.3,	49 KW @ 341,	Classic AOR	CBS,	$ 50.00	(Torbet)	Metroplex
WYRK-F,	106.5,	50 KW @ 390,	Country	,	$ 70.00	(McGuild)	Stoner

American Radio Spring, 1992 Copyright 1992

CANTON

Arbitron Rank/Pop (12+): 113/327,000

MSA Rank/Pop: 125/394,100
Cleveland ADI
Average Person Ratings: 18.3
Market TSL: 23.50 hours

Stations: 30/6
Diaries: 826/396:1/53.1%
Sample Target: 810
% Below Line: 49.6
% Not Listed: 14.9

1991 Revenue: $7,900,000
HH Inc.: $28,864
Retail $: 2.6 Bil
Pop per Station: 54,500
#1 Biller: WHBC $2,000,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WQXK-F (C)	73/12.2	12.0	10.2	9.2	11.1	----	107/972	648/19.8	20.6	18.6		WQXK-F
2. WHBC (FS)	67/11.2	15.8	13.0	14.8	9.0	----	72/867	803/24.6	28.8	26.0	D	WHBC
3. WHBC-F (SAC)	57/ 9.5	8.6	7.7	11.9	15.3	----	60/846	731/22.4	23.5	20.3	C	WHBC-F
4. WRQK-F (AOR)	49/ 8.2	5.9	8.8	7.4	8.5	----	59/786	571/17.5	16.3	17.2	C	WRQK-F
5. WONE-F (AOR)	48/ 8.0	3.0	3.7	4.7	3.7	----	63/718	514/15.7	11.7	9.8		WONE-F
6. WZKL-F (O)	31/ 5.2	3.8	3.3	5.0	8.0	----	47/703	507/15.5	13.9	14.5	C	WZKL-F
7. WKDD-F (CHR)	23/ 3.8	3.4	3.3	4.1	6.8	----	35/701	543/16.6	12.4	13.5		WKDD-F
8. WMJI-F (O)	19/ 3.2	3.6	3.3	1.8	2.2	----	24/223	178/ 5.4	11.8	8.6		WMJI-F
9. WDOK-F (SAC)	15/ 2.5	2.3	2.7	2.7	2.3	----	20/283	222/ 6.8	8.1	8.4		WDOK-F
10. WQMX-F (AC)	14/ 2.3	1.6	2.7	2.5	2.7	----	19/305	199/ 6.1	5.9	7.8		WQMX-F

12+ FM SHARE (METRO): 79.22% (404 of 510) (SPG 91: 77.52%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRQK-F››	1 WONE-F›	1 WONE-F	1 WQXK-F	1 WQXK-F	1 WHBC ›	1 WHBC ›	1 WHBC-F	1 WQXK-F	1 WQXK-F	1 WHBC ››
2 WKDD-F›	2 WQXK-F‹	2 WQXK-F	WONE-F	2 WHBC-F	2 WHBC-F	2 WQXK-F	2 WQXK-F›	2 WONE-F	2 WRQK-F	2 WQXK-F›
3 WQXK-F	3 WRQK-F	3 WRQK-F	WHBC-F	3 WONE-F	3 WQXK-F	3 WHBC-F›	3 WONE-F‹	3 WHBC-F	3 WHBC	3 WONE-F
4	4	4 WHBC-F	4 WRQK-F	4 WRQK-F	4	4 WONE-F‹	4 WHBC	4 WRQK-F	4 WONE-F›	4
5	5	5 WZKL-F	5 WZKL-F	5 WZKL-F	5	5 WRQK-F	5 WRQK-F	5 WHBC	5 WKDD-F›	5
6	6	6	6	6	6	6	5	6 WZKL-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WKDD-F	1 WQXK-F	1 WQXK-F›	1 WQXK-F	1 WQXK-F
WRQK-F	2 WRQK-F	2 WRQ‹-F	2 WHBC-F›	WHBC-F››
3 WONE-F	3 WONE-F›	3 WONE-F	3 WRQK-F	3 WZKL-F
4 WQXK-F	4 WKDD-F›	4 WHBC-F	4 WONE-F	WHBC
5	5 WHBC-F	5	5 WZKL-F	5 WRQK-F
6	6	6	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WONE-F››	1 WONE-F››	1 WONE-F››	1 WONE-F›	1 WONE-F›
2 WQXK-F	2 WRQK-F	2 WRQK-F›	2 WRQK-F	2 WRQK-F
WRQK-F	3 WQXK-F›	3 WQXK-F	3 WQXK-F	3 WQXK-F
4	4 WNCX-F	WMJI-F	4 WZKL-F	4 WMJI-F
5	WMJI-F	5	5 WMJI-F	5 WZKL-F
6	WZKL-F	6	6	6 WHBC-F

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		36 (4)	36 (4)	7.1	14.7
AOR/CLASSIC		117 (4)	117 (4)	22.9	19.2
AC/OLDIES		66 (4)	66 (4)	12.9	11.6
FULL SVC/VARIETY	72 (2)		72 (2)	14.1	15.1
COUNTRY	2 (1)	85 (4)	87 (5)	17.1	15.5
BLACK/URBAN		9 (1)	9 (1)	1.8	2.7
SAC/EZ	7 (1)	77 (3)	84 (4)	16.5	8.9
NEWS/TALK	13 (2)	9 (1)	22 (3)	4.3	4.7
NOSTALGIA	8 (1)		8 (1)	1.6	4.1
RELIGION/GOSPEL	4 (1)		4 (1)	0.8	1.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		5 (1)	5 (1)	1.0	0.6
UNKNOWN/OTHERS					
	106 (8)	404 (22)	510 (30)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WDPN	1310	Alliance	1.2/3.8/ 8/ 128
WNPQ-F	95.9	New Philly/Cntn	0.3/2.9/ 3/ 182
WAKR	1590	Akron	1.0/2.7/ 7/ 151
WENZ-F	107.9	Cleveland	1.5/8.5/ 9/ 292
WGAR-F	99.5	Cleveland	1.2/4.9/ 25/ 276
WHLO	640	Akron/Cleveland	0.7/3.0/ 4/ 116
WHOT-F	101.1	Youngstown	0.3/3.9/ 16/ 311
WKBN-F	98.9	Youngstown	0.8/2.7/ 11/ 186
WKNR	1220	Cleveland	1.2/2.7/ 8/ 106
WMMS-F	100.7	Cleveland	1.7/6.2/ 10/ 219
WNCX-F	98.5	Cleveland	1.7/5.5/ 11/ 239
WNIR-F	100.1	Kent/Akron	1.5/4.7/ 15/ 199
WNWV-F	107.3	Elyria/Clvland	0.8/1.7/ 5/ 56
WQAL-F	104.1	Cleveland	0.3/2.6/ 2/ 100
WQKT-F	104.5	Wooster	0.3/2.9/ 15/ 346
WRMR	850	Cleveland	1.3/3.0/ 10/ 128
WSLR	1350	Akron	0.3/2.1/ 2/ 74
WSOM	600	Salem	0.8/2.2/ 16/ 170
WTUZ-F	99.9	Uhrchsvle/Nw Ph	0.5/1.7/ 42/ 385
WZAK-F	93.1	Cleveland	1.5/3.7/ 13/ 158

RADIO STATIONS

WDPN ,	1310,	1 KW/500 W (DA-1)	", Soft AC/EZ	ABC, $11.00 (HNWH)	(ALLIANCE)
WHBC ,	1480,	5 KW (DA-2)	, Full Service	ABC, $48.00 (Christal)	
WHBC-F,	94.1,	45 KW @ 515	, Soft AC/EZ	ABC, $40.00 (Christal)	
WNPQ-F,	95.9,	2 KW @ 400	, CHR (?)	, $ NA (Regional)	(NEW PHILADELPHIA)
WRQK-F,	106.9,	28 KW @ 341	, AOR	UNISUP, $30.00 (Eastman)	
WZKL-F,	92.5,	50 KW @ 500	, Oldies	, $28.00 (HNWH)	(ALLIANCE)
WTOF-F,	98.1,	36 KW @ 570	, Religion	, $14.00 (---) Mortenson	

Other ranked stations -- see Akron, Cleveland or Youngstown

Miscellaneous: WDJQ-F to WZKL-F and format from CHR to Oldies (March) . . .

American Radio Spring, 1992 Copyright 1992

CASPER

Arbitron Rank/Pop (12+): 262/47,400

MSA Rank/Pop: 349/59,400
ADI # 197

Average Person Ratings: 18.0
Market TSL: 23.00 hours

Stations: 7/7
Diaries: 620/76:1/55.9%
Sample Target: 610
% Below Line: 0.0
% Not Listed: 14.5

1991 Revenue: $2,100,000
HH Inc.: $27,343
Retail $: 0.5 Bil
Pop per Station: 6,771
#1 Biller: KTRS-F $700,000

12+ METRO		1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KTRS-F	(CHR)	18/23.7	----	26.7	----	29.3	----	22/292	199/42.0	0.0	48.6	B	KTRS-F
2. KVOC	(C)	14/18.4	----	14.4	----	14.1	----	14/157	137/28.9	0.0	29.4	A	KVOC
3. KQLT-F	(O)	12/15.8	----	17.8	----	17.4	----	19/181	131/27.6	0.0	30.6	A	KQLT-F
4. KTWO	(C/FS)	10/13.2	----	15.6	----	9.8	----	15/195	126/26.6	0.0	31.4	B	KTWO
5. KMGW-F	(AC)	8/10.5	----	10.0	----	8.7	----	9/128	97/20.5	0.0	23.7	A	KMGW-F
6. KCSP-F	(REL)	2/ 2.6	----	2.2	----	----	----	4/66	38/ 8.0	0.0	6.7	A	KCSP-F
7.													
8.													
9.													
10.													

12+ FM SHARE (METRO): 61.54% (40 of 65) (SPG 91: 65.38%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KTRS-F››	1 KTRS-F››	1 KTRS-F›	1 KTRS-F›	1 KTRS-F	1 KVOC ›	1 KTRS-F	1 KTRS-F‹	1 KTRS-F›	1 KTRS-F››	1 KTRS-F››
2	2 KQLT-F	2 KQLT-F	2 KQLT-F	2 KQLT-F	2 KTWO ›	2 KVOC	2 KVOC	2 KVOC	2 KQLT-F	2 KVOC
3	3 KMGW-F›	3 KMGW-F	3 KMGW-F›	3 KVOC	3 KQLT-F	3 KTWO	KQLT-F‹	KQLT-F›	KMGW-F	KQLT-F
4	4 KVOC	4 KVOC	4 KVOC	KMGW-F	4 KTRS-F	4 KQLT-F›	4 KTWO ›	4 KMGW-F›	4	4
5	5	5	KTWO	5 KTWO	5	5	5 KMGW-F››	5	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KTRS-F››	1 KTRS-F››	1 KTRS-F››	1 KTRS-F››	1 KTRS-F
2 KVOC	2 KQLT-F›	2 KQLT-F››	2 KQLT-F	2 KQLT-F
KQLT-F	3 KVOC ›	3 KTWO	3 KVOC	3 KVOC ›
4	4	KMGW-F	4	4

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KVOC	1 KTRS-F›	1 KTRS-F››	1 KTRS-F	1 KTRS-F
KTRS-F	2 KMGW-F›	2 KMGW-F››	KMGW-F	KMGW-F
KQLT-F	3 KQLT-F	3 KTWO	3 KQLT-F	3 KTWO
KMGW-F	4	KQLT-F	4	KQLT-F

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		18 (1)	18 (1)	27.7	30.8
AOR/CLASSIC					
AC/OLDIES		20 (2)	20 (2)	30.8	32.1
FULL SVC/VARIETY					
COUNTRY	24 (2)		24 (2)	36.9	34.6
BLACK/URBAN					
SAC/EZ					
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL	1 (1)	2 (1)	3 (2)	4.6	2.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	25 (3)	40 (4)	65 (7)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KUYO	830	Evansvle/Casper	1.3/5.1/ 1/ 36

RADIO STATIONS

KTWO , 1030, 50 KW (DA-2) , Country/FS
KUYO , 830, 10 KW (DAYS) , Religion
KVOC , 1230, 1 KW , Country

KCSP-F, 106.9, 100 KW @ 1922 , Religion
KMGW-F, 94.5, 83 KW @ 1908 , AC
KQLT-F, 103.7, 59 KW @ 1908 , Oldies
KTRS-F, 95.5, 94 KW @ 1968 , CHR

CBS, $16.00 (Katz)
, $ 6.00 (---) Enterprise (EVANSVILLE)
ABC, $13.00 (Eastman)

CNN, $ NA (---)
, $13.00 (---)
, $15.00 (Mc-Guild)
NBC ABC, $20.00 (Torbet)

American Radio Spring, 1992 Copyright 1992

CEDAR RAPIDS

Arbitron Rank/Pop (12+): 196/140,600

MSA Rank/Pop: 230/169,600
ADI # 82 (w/Waterloo & Dubuque)
Average Person Ratings: 17.7
Market TSL: 23.25 hours

Stations: 15/10
Diaries: 630/223:1/58.9%
Sample Target: 535
% Below Line: 7.6
% Not Listed: 18.9

1991 Revenue: $7,900,000
HH Inc.: $32,202
Retail $: 1.5 Bil
Pop per Station: 14,060
#1 Biller: WMT $2,000,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KHAK-F (C)	44/17.7	----	11.5	----	14.2	----	114/1192	456/32.4	0.0	27.9	C	KHAK-F
2. WMT (FS)	36/14.5	----	13.8	----	16.0	----	82/1040	395/28.1	0.0	28.1	D	WMT
3. KRNA-F (AOR)	27/10.8	----	9.9	----	7.5	----	68/866	273/19.4	0.0	19.6	B	KRNA-F
4. WMT -F (AC)	24/ 9.6	----	13.0	----	8.5	----	47/573	271/19.3	0.0	23.5	C	WMT -F
5. KQCR-F (CHR)	21/ 8.4	----	9.9	----	10.8	----	44/785	361/25.7	0.0	28.2	B	KQCR-F
6. KKRQ-F (O)	20/ 8.0	----	8.7	----	14.6	----	39/673	279/19.8	0.0	24.3	C	KKRQ-F
7. KMRY (BB)	9/ 3.6	----	4.7	----	4.2	----	14/188	125/ 8.9	0.0	10.4	A	KMRY
8. KFMH-F (AOR)	7/ 2.8	----	2.4	----	----	----	13/193	97/ 6.9	0.0	6.3		KFMH-F
9.												
10.												

12+ FM SHARE (METRO): 72.95% (151 of 207) (SPG 91: 71.36%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQCR-F››	1 KRNA-F	1 KHAK-F	1 KHAK-F	1 KHAK-F›	1 WMT ›	1 WMT	1 KHAK-F	1 KHAK-F›	1 KHAK-F	1 WMT
2	2 KHAK-F›	2 KRNA-F	2 WMT -F‹	2 WMT -F	2 KHAK-F›	2 KHAK-F›	2 WMT -F	2 KRNA-F	2 WMT	2 KHAK-F››
3	3 KQCR-F	3 WMT -F	3 KKRQ-F	3 KKRQ-F	3 KKRQ-F	3 WMT -F	3 KRNA-F	3 WMT -F	3 KRNA-F	3 KKRQ-F›
4	4 WMT -F	4 KKRQ-F	4 KRNA-F›	4 KRNA-F	4 WMT -F	4 KRNA-F	4 WMT	WMT	KQCR-F›	4 KMRY
5	5	5	5	5	5	5 KKRQ-F	5 KKRQ-F›	KQCR-F›	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KQCR-F	1 KHAK-F	1 KHAK-F›	1 KHAK-F	1 WMT -F
2 KRNA-F	2 KRNA-F	2 WMT -F	2 WMT -F›	KHAK-F›
3 KHAK-F	KQCR-F›	KRNA-F›	3 KQCR-F	3 KKRQ-F›
4	4 WMT -F	4 KQCR-F	4 KRNA-F	4
5	5	KKRQ-F	KKRQ-F	5

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRNA-F››	1 KRNA-F	1 KHAK-F	1 KRNA-F	1 KHAK-F›
2 KQCR-F	2 KHAK-F››	2 KRNA-F›	2 KHAK-F›	2 KKRQ-F
KHAK-F	3 KFMH-F	3 KFMH-F	3 KKRQ-F	3 KRNA-F›
4	4 WMT -F	4 WMT -F	4 WMT -F	4 WMT -F
5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		27 (3)	27 (3)	13.0	17.7
AOR/CLASSIC		34 (2)	34 (2)	16.4	14.1
AC/OLDIES		44 (2)	44 (2)	21.3	25.0
FULL SVC/VARIETY	41 (2)		41 (2)	19.8	17.3
COUNTRY		45 (2)	45 (2)	21.7	19.5
BLACK/URBAN					
SAC/EZ					
NEWS/TALK	1 (1)		1 (1)	0.5	
NOSTALGIA	14 (2)		14 (2)	6.8	5.5
RELIGION/GOSPEL		1 (1)	1 (1)	0.5	0.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	56 (5)	151 (10)	207 (15)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KCRG	1600	Cedar Rapids	2.0/9.2/ 12/ 292
KTOF-F	104.5	Cedar Rapids	0.4/5.3/ 2/ 115
KXIC	800	Ia Cty/Cdr Rpds	0.4/1.8/ 5/ 163
KFMW-F	107.9	Waterloo/CR	2.0/11.0/ 28/ 551
KOEL-F	92.3	Oelwein	0.4/4.1/ 53/ 449
KOKZ-F	105.7	Waterloo/CR	0.4/5.8/ 6/ 309
WHO	1040	Des Moines	2.0/5.8/ 23/ 336

RADIO STATIONS

KCRG , 1600, 5 KW (DA-N) , Nostalgia
KMAY , 1450, 1 KW (DA-1) , Nostalgia
WMT , 600, 5 KW (DA-N) , Full Service

KHAK-F, 98.1, 100 KW @ 459 , Country
KKRQ-F, 100.7, 100 KW @ 531 , Oldies
KQCR-F, 102.9, 100 KW @ 390 , CHR
KRNA-F, 94.1, 100 KW @ 981 , AOR
KTOF-F, 104.5, 100 KW @ 551 , Religion
WMT -F, 96.5, 100 KW @ 520 , AC

ABC, $ 9.00 (K & P)
SMN, $11.00 (---)
MBS CBS, $35.00 (Katz)

ABC, $40.00 (Christal)
ABC, $23.00 (Banner) Ingstad (IOWA CITY)
, $22.00 (HNWH)
UPI, $28.00 (Roslin) (IOWA CITY)
, $ 9.00 (---)
ABC MBS, $30.00 (Katz)

Other ranked stations -- see Waterloo

American Radio Spring, 1992 Copyright 1992

CHARLESTON, SC

Arbitron Rank/Pop (12+): 85/421,300

MSA Rank/Pop: 94/518,000
ADI # 105

Average Person Ratings: 16.0
Market TSL: 21.50 hours

Stations: 21/18
Diaries: 1011/417:1/46.0%
Sample Target: 900
% Below Line: 1.6
% Not Listed: 9.6

1991 Revenue: $12,000,000
MH Inc.: $27,801
Retail $: 3.8 Bil
Pop per Station: 23,406
#1 Biller: WEZL-F $2,700,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WWWZ-F	(B)	91/13.5	10.7	5.0	4.4	5.3	8.4	102/930	823/19.5	11.9	15.1	B	WWWZ-F
2. WBUB-F	(C)	82/12.1	7.4	8.1	0.6	0.7	7.1	95/1169	921/21.9	17.6	3.0	A	WBUB-F
3. WEZL-F	(C)	69/10.2	10.9	10.7	12.9	13.1	11.2	75/1101	962/22.8	23.2	24.3	D	WEZL-F
4. WAVF-F	(AOR)	48/ 7.1	5.7	7.1	6.8	5.7	6.7	50/900	828/19.7	15.4	15.1	C	WAVF-F
5. WSSX-F	(CHR)	43/ 6.4	8.1	7.7	10.3	8.8	8.1	54/1010	836/19.8	18.3	23.9	C	WSSX-F
6. WYBB-F	(CL AOR)	40/ 5.9	3.2	4.7	3.9	3.0	4.4	42/785	715/17.0	12.9	11.9	A	WYBB-F
7. WXLY-F	(O)	36/ 5.3	3.2	4.5	5.2	5.2	4.6	38/713	597/14.2	12.2	11.5	B	WXLY-F
8. WTMA	(N/T)	35/ 5.2	6.3	5.9	7.4	5.0	6.2	35/431	431/10.2	10.9	11.7	B	WTMA
9. WXTC-F	(AC)	31/ 4.6	6.7	6.5	6.4	5.0	6.1	39/619	523/12.4	14.8	15.5	C	WXTC-F
10. WSUY-F	(AC)	29/ 4.3	5.6	4.5	4.2	5.6	4.7	29/460	460/10.9	11.5	13.1	B	WSUY-F
11. WPAL	(B)	21/ 3.1	5.8	3.8	3.2	4.1	4.0	21/352	352/ 8.4	8.1	10.2	A	WPAL
12. WUJM-F	(B)	19/ 2.8	2.5	3.5	2.6	4.2	2.8	21/192	185/ 4.4	11.7	12.6	A	WUJM-F
13. WZJY	(G)	15/ 2.2	1.4	1.7	0.6	2.6	1.5	15/154	154/ 3.7	3.0	4.1	A	WZJY
14.													
15.													

12+ FM SHARE (METRO): 85.41% (521 of 610) (SPG 91: 78.96%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WWWZ-F››	1 WWWZ-F	1 WBUB-F‹	1 WBUB-F	1 WBUB-F	1 WEZL-F	1 WBUB-F	1 WBUB-F	1 WWWZ-F	1 WWWZ-F››	1 WPAL ›
2 WSSX-F››	2 WBUB-F‹	2 WWWZ-F›	2 WWWZ-F›	2 WWWZ-F	2 WBUB-F›	2 WWWZ-F	2 WWWZ-F	2 WBUB-F	2 WBUB-F›	2 WWWZ-F››
3 WBUB-F	3 WAVF-F	3 WAVF-F	3 WEZL-F	3 WEZL-F	3 WXLY-F	3 WEZL-F›	3 WEZL-F	3 WEZL-F›	3 WEZL-F	3 WEZL-F
4 WAVF-F	4 WYBB-F	4 WEZL-F‹	4 WXLY-F	4 WXLY-F	4 WTMA	4 WSSX-F	4 WTMA	4 WSSX-F‹	4 WAVF-F›	WBUB-F
5	5 WSSX-F	5 WYBB-F	5 WAVF-F‹	5 WAVF-F	5 WWWZ-F	5 WAVF-F	5 WAVF-F	5 WYBB-F‹	5 WYBB-F	5
6	WEZL-F	6 WXLY-F	6 WYBB-F	6 WYBB-F	6 WUJM-F	6 WYBB-F‹	6 WSUY-F‹	6 WAVF-F	6	6
7	7	7 WSSX-F	7 WSUY-F	7 WSUY-F‹	WSUY-F	7 WXLY-F	7 WSSX-F	7 WXLY-F	7	7
8	8	8	8 WTMA	8 WXTC-F	8	8	8 WYBB-F‹	8 WSUY-F	8	8
9	9	9	9	WTMA	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WWWZ-F›	1 WWWZ-F›	1 WWWZ-F›	1 WWWZ-F	1 WWWZ-F
2 WSSX-F	2 WEZL-F	2 WEZL-F	2 WBUB-F›	WBUB-F‹
3 WYBB-F	3 WSSX-F	3 WBUB-F	3 WEZL-F	3 WEZL-F›
4 WBUB-F	WBUB-F	4 WAVF-F	4 WSSX-F	4 WXLY-F
WAVF-F›	5 WYBB-F	5 WYBB-F	5 WYBB-F	5 WSUY-F
6 WEZL-F	WAVF-F	WSSX-F›	WXLY-F	6 WXTC-F
7	7	7 WZJY	7	7
8	8	WSUY-F	8	8

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBUB-F	1 WBUB-F	1 WWWZ-F	1 WBUB-F	1 WBUB-F
WAVF-F›	WAVF-F	2 WBUB-F	2 WAVF-F‹	2 WWWZ-F
3 WWWZ-F	3 WWWZ-F›	WAVF-F	3 WWWZ-F	3 WAVF-F
4 WSSX-F›	4 WYBB-F›	4 WYBB-F›	4 WYBB-F	4 WYBB-F
5 WYBB-F	5 WSSX-F	5 WTMA ›	5 WEZL-F	5 WXLY-F
WEZL-F	6 WEZL-F	6 WXTC-F	6 WXLY-F	WTMA
7	7 WTMA	WEZL-F	7 WTMA	WEZL-F
8	8	8	8 WSSX-F	8

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		46 (2)	46 (2)	7.5	11.1
AOR/CLASSIC		88 (2)	88 (2)	14.4	10.0
AC/OLDIES		96 (3)	96 (3)	15.7	18.2
FULL SVC/VARIETY					
COUNTRY		155 (3)	155 (3)	25.4	16.2
BLACK/URBAN	21 (1)	127 (4)	148 (5)	24.3	27.0
SAC/EZ					
NEWS/TALK	35 (1)		35 (1)	5.7	8.3
NOSTALGIA					
RELIGION/GOSPEL	30 (3)	9 (1)	39 (4)	6.4	4.4
SPANISH					
CLASSICAL					1.3
JAZZ/NEW AGE					2.0
UNKNOWN/OTHERS	3 (1)		3 (1)	0.5	1.4
	89 (6)	521 (15)	610 (21)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WDXZ-F	104.5	Mt. Plsnt/Chrls	1.9/8.4/ 14/ 386
WMCJ	950	Moncks Corner	0.9/1.3/ 5/ 55
WOKE	1340	Charleston	0.4/1.6/ 3/ 66
WQIZ	810	St. George	1.3/2.8/ 10/ 155
WTUA-F	105.9	St. Stephens	1.3/2.3/ 33/ 308
WHLZ-F	92.5	Manning	0.6/2.8/ 26/ 400
WHTK-F	99.7	Pt. Royal	0.4/5.1/ 21/ 478
WWDM-F	101.3	Sumter	0.6/3.3/ 58/ 720

American Radio Spring, 1992 Copyright 1992

CHARLESTON, SC

RADIO STATIONS

WPAL	730,	1 KW/100 W	Black	NBN ABC,	$19.00	(Roslin)	
WQIZ	810,	6 KW (DAYS)	Gospel	SBN,	$13.00	(Eastman)	
WTMA	1250,	5 KW/1 KW	News/Talk	ABC NBC-T,	$22.00	(Katz)	
WVVO	910,	500 W (DA-1)	Black Oldies	SMN,	$12.00	(K & P)	
WZJY	1480,	1 KW (DAYS)	Gospel	CNN UNIULT,	$11.00	(---)	(MT PLEASANT)
WAVF-F	96.1,	100 KW @ 538	AOR		$43.00	(Christal)	
WBUB-F	107.5,	100 KW @ 928	Country		$27.00	(McGuild)	(ST GEORGE)
WDXZ-F	104.5,	50 KW @ 656	Black		$21.00	(K & P)	(MT PLEASANT)
WEZL-F	103.5,	100 KW @ 660	Country	MBS,	$59.00	(Banner)	Apollo
WMGL-F	101.7,	6 KW @ 449	Jazz/Urban	ABC,	$17.00	(K & P)	(RAVENAL)
WSSX-F	95.1,	100 KW @ 1000	CHR		$38.00	(Katz)	Faircom
WSUY-F	100.7,	3 KW @ 400	AC	UNISUP,	$24.00	(Katz)	
WTUA-F	105.9,	3 KW @ 328	Gospel	SBN,	$12.00	(---)	(ST.STEPHENS)
WUJM-F	94.3,	6 KW @ 298	Black	MBS,	$19.00	(Christal)	
WWWZ-F	93.5,	1.5 KW @ 459	Black	SBN,	$28.00	(HNWH)	(SUMMERVILLE)
WXLY-F	102.5,	100 KW @ 1000	Oldies	SMN UNIULT,	$25.00	(Eastman)	Bloomington
WXTC-F	96.9,	100 KW @ 1768	AC		$35.00	(Mc-Guild)	EBE
WYBB-F	98.1,	50 KW @ 500	Classic AOR		$20.00	(Durpetti)	Martin (FOLLY BCH)

Miscellaneous: WVVO, WDXZ-F sold after foreclosure for $900,000 . . . WMGL-F (Ravenel) sold for $400,000 (Earman) . . .

American Radio Spring, 1992 Copyright 1992

CHARLESTON, WV

Arbitron Rank/Pop (12+): 153/209,200

MSA Rank/Pop: 177/248,600
ADI # 55 (w/Huntington)
Average Person Ratings: 16.2
Market TSL: 21.75 hours

Stations: 13/12
Diaries: 664/315:1/48.4%
Sample Target: 680
% Below Line: 0.6
% Not Listed: 13.0

1991 Revenue: $8,600,000
HH Inc.: $26,764
Retail $: 1.9 Bil
Pop per Station: 17,433
#1 Biller: WQBE-AF $2,000,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WQBE-F (C)	121/35.7	30.6	26.0	29.2	24.0	----	191/1861	927/44.3	42.4	43.0	D	WQBE-F
2. WVSR-F (CHR)	30/ 8.8	8.1	11.8	8.5	14.3	----	43/639	474/22.7	20.4	25.1	C	WVSR-F
WKLC-F (AOR)	30/ 8.8	6.3	9.4	9.6	10.5	----	62/1004	406/19.4	19.7	20.7	C	WKLC-F
4. WVAF-F (AC)	27/ 8.0	8.1	11.5	12.2	9.6	----	43/764	463/22.1	25.4	26.1	C	WVAF-F
5. WCHS (FS)	23/ 6.8	7.5	7.4	4.7	4.1	----	31/377	301/14.4	16.8	15.1	B	WCHS
6. WLZT-F (O)	16/ 4.7	6.3	7.1	7.6	7.6	----	32/504	285/13.6	14.3	15.4	B	WLZT-F
WBES-F (SAC)	16/ 4.7	3.6	5.3	5.8	5.8	----	21/222	184/ 8.8	9.6	7.4	A	WBES-F
8. WVNS-F (O)	13/ 3.8	6.0	2.9	4.1	2.9	----	17/353	238/11.4	14.0	9.8	A	WVNS-F
9. WQBE (C)	9/ 2.7	2.4	1.8	0.6	1.5	----	11/137	104/ 5.0	6.4	6.0		WQBE
10.												

12+ FM SHARE (METRO): 87.12% (257 of 295) (SPG 91: 86.89%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WVSR-F	1 WQBE-F››	1 WQBE-F››	1 WQBE-F››	1 WQBE-F››	1 WQBE-F››	1 WQBE-F››	1 WQBE-F››	1 WQBE-F››	1 WQBE-F››	1 WQBE-F››
2 WQBE-F	2 WKLC-F›	2 WKLC-F	2 WKLC-F	2 WKLC-F	2 WCHS ›	2 WVAF-F	2 WCHS	2 WKLC-F	2 WVSR-F‹	2 WKLC-F
3 WVAF-F	3 WVSR-F›	3 WVSR-F	3 WVAF-F	3 WVAF-F	3 WBES-F	3 WCHS	3 WVSR-F	3 WVSR-F	3 WKLC-F›	WCHS
4	4 WVAF-F	4 WVAF-F	4 WVSR-F	4 WVSR-F	4	4 WVSR-F	WVAF-F‹	4 WVAF-F	4 WCHS	4
5	5	5	WLZT-F	WLZT-F	5	5 WKLC-F›	5 WKLC-F	5 WLZT-F	5 WVAF-F››	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WQBE-F››	1 WQBE-F››	1 WQBE-F››	1 WQBE-F››	1 WQBE-F››	1 WVSR-F	1 WKLC-F	1 WKLC-F	1 WQBE-F›	1 WQBE-F››
2 WVSR-F	2 WVSR-F	2 WVAF-F	2 WVAF-F	2 WVAF-F›	WQBE-F	2 WQBE-F››	2 WQBE-F››	2 WKLC-F›	2 WKLC-F››
WKLC-F››	3 WVAF-F	3 WVSR-F›	3 WVSR-F	3 WVSR-F	WKLC-F	3 WVSR-F	3 WLZT-F	3 WVSR-F›	3 WLZT-F
4 WVAF-F	4 WKLC-F	4 WKLC-F	4 WKLC-F	4 WLZT-F	4	4	4	4 WLZT-F	4 WVSR-F

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		30 (1)	30 (1)	10.2	13.1	WCZR	1490	Charleston	0.9/1.5/ 3/ 32
AOR/CLASSIC	3 (1)	30 (1)	33 (2)	11.2	10.5	WJYP-F	100.9	S. Charleston	0.6/6.1/ 3/ 145
AC/OLDIES		56 (3)	56 (3)	19.0	24.9	WSCW	1410	S. Charleston	0.9/3.1/ 3/ 64
FULL SVC/VARIETY	23 (1)		23 (1)	7.8	8.2				
COUNTRY	9 (1)	121 (1)	130 (2)	44.1	30.8	WEMM-F	107.9	Huntington	0.6/2.0/ 16/ 435
BLACK/URBAN									
SAC/EZ		16 (1)	16 (1)	5.4	5.9				
NEWS/TALK									
NOSTALGIA									
RELIGION/GOSPEL	3 (1)	4 (2)	7 (3)	2.4	6.6				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	38 (4)	257 (9)	295 (13)						

RADIO STATIONS

WCHS , 580, 5 KW (DA-N) , Full Service	MBS	CBS, $17.00	(Eastman)		
WCAW , 680, 50 KW/250 W (DA-N) -- see WVAF-F					
WQBE , 950, 5 KW/1 KW (DA-N) -- see WQBE-F					
WBES-F, 94.5, 3 KW @ 328 , Soft AC/EZ		ABC, $14.00	(K & P)	(DUNBAR)	
WVAF-F, 99.9, 50 KW @ 489 , AC/CHR		ABC, $26.00	(Banner)	Franklin	
WVNS-F, 96.1, 50 KW @ 361 , Oldies	UNISUP	CBS, $16.00	(Eastman)		
WKLC-F, 105.1, 3.6 KW @ 1663 , AOR	SOURCE	ABC, $35.00	(HNWH)	Martin (ST. ALBANS)	
WJYP-F, 100.9, 3 KW @ 298 , Religion		, $10.00	(---)	CLW	
WLZT-F, 107.3, 24 KW @ 676 , Oldies		, $18.00	(Durpetti)	(MIAMI)	
WQBE-F, 97.5, 50 KW @ 500 , Country		ABC, $48.00	(Mc-Guild)	Nininger	
WVSR-F, 102.7, 50 KW @ 403 , CHR		UNIPWR, $35.00	(Katz)	Ardman	

Miscellaneous: WCHS, WVNS-F sold for $1,750,000 . . . WCAW/WVAF-F sold by Capitol to Franklin for $1,400,000 (E) (Blackburn) . . .

American Radio Spring, 1992 Copyright 1992

CHARLOTTE

Arbitron Rank/Pop (12+): 38/998,400

MSA Rank/Pop: 43/1,140,000
ADI # 31
Average Person Ratings: 16.4
Market TSL: 21.75 hours

Stations: 28/21
Diaries: 1332/750:1/44.8%
Sample Target: 1310
% Below Line: 5.1
% Not Listed: 13.0

1991 Revenue: $32,700,000
HH Inc.: $31,722
Retail $: 9.0 Bil
Pop per Station: 47,543
#1 Biller: WSOC-AF $5,900,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WSOC-F (C)	244/14.9	13.0	12.7	14.8	11.4	13.9	387/4663	2695/27.0	26.7	24.3	G	WSOC-F
2. WPEG-F (B)	193/11.8	12.5	12.7	13.5	12.5	12.6	316/2966	1755/17.6	15.8	17.7	E	WPEG-F
3. WTDR-F (C)	114/ 7.0	6.8	5.4	6.5	6.2	6.4	206/2929	1554/15.6	11.4	10.8	C	WTDR-F
4. WEZC-F (SAC)	110/ 6.7	7.1	6.3	5.2	6.0	6.3	149/2177	1442/14.4	17.8	15.2	D	WEZC-F
5. WBT (FS)	109/ 6.7	7.0	7.8	5.4	6.0	6.7	130/1880	1590/15.9	14.5	12.9	E	WBT
6. WRFX-F (AOR)	100/ 6.1	6.6	8.6	7.3	8.3	7.2	158/2465	1628/16.3	18.7	19.5	G	WRFX-F
7. WBT -F (AC)	93/ 5.7	5.4	5.0	5.8	5.0	5.5	155/1525	1544/15.5	16.4	16.8	C	WBT -F
8. WWMG-F (O)	79/ 4.8	3.4	3.0	4.1	4.8	3.8	117/2023	1166/11.7	8.4	11.4	D	WWMG-F
9. WCKZ-F (CHR/U)	74/ 4.5	5.2	5.0	6.5	7.3	5.3	123/2564	1461/14.6	16.0	18.3	D	WCKZ-F
10. WMXC-F (AC)	65/ 4.0	3.9	5.0	4.5	5.2	4.3	102/1654	1150/11.5	13.7	14.0	E	WMXC-F
11. WXRC-F (AOR)	44/ 2.7	3.6	3.7	3.2	3.1	3.3	87/1596	811/ 8.1	7.8	7.7		WXRC-F
12. WAQQ-F (CHR)	35/ 2.1	2.1	1.2	1.6	0.8	1.8	53/1181	748/ 7.5	5.6	4.4		WAQQ-F
13. WFMX-F (C)	27/ 1.7	1.6	0.9	1.3	1.1	1.4	107/1596	435/ 4.4	3.1	3.7		WFMX-F
14.												
15.												

12+ FM SHARE (METRO): 87.70% (1248 of 1423) (SPG 91: 87.84%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPEG-F<	1 WPEG-F>	1 WPEG-F	1 WSOC-F<	1 WSOC-F	1 WSOC-F>	1 WSOC-F>	1 WSOC-F>	1 WSOC-F	1 WPEG-F>	1 WPEG-F>>
2 WCKZ-F>>	2 WTDR-F<	2 WSOC-F>	2 WPEG-F>	2 WPEG-F>	2 WBT	2 WPEG-F<	2 WPEG-F<	2 WPEG-F>	2 WSOC-F>	2 WBT <
3 WAQQ-F	3 WSOC-F	3 WTDR-F	3 WRFX-F	3 WRFX-F	3 WEZC-F	3 WRFX-F	3 WTDR-F	3 WTDR-F	3 WCKZ-F	3 WSOC-F>>
4	WRFX-F	WRFX-F	4 WWMG-F	4 WTDR-F<	4 WPEG-F>	4 WBT	WBT	4 WEZC-F	4 WTDR-F<	4 WTDR-F
5	5 WBT -F	5 WBT -F	5 WTDR-F<	5 WWMG-F<	5 WWMG-F	5 WBT -F	5 WEZC-F	5 WBT -F	5 WBT -F	WBT -F
6	6 WMXC-F	6 WWMG-F	6 WEZC-F	6 WEZC-F	6	6 WTDR-F	6 WBT -F	6	WBT >	6
7	7	7	7 WBT -F	7	7	7	7	7	7	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WTDR-F	1 WPEG-F	1 WPEG-F	1 WPEG-F	1 WSOC-F
WPEG-F	2 WSOC-F	2 WSOC-F	2 WSOC-F>	2 WPEG-F
WBT -F	3 WBT -F	3 WBT -F	3 WBT -F	3 WEZC-F>
4 WSOC-F	4 WMXC-F	4 WMXC-F	4 WEZC-F	4 WBT -F
5 WMXC-F	5 WTDR-F	WEZC-F>	5 WMXC-F	5 WMXC-F
6 WCKZ-F	6	6 WTDR-F	6 WTDR-F	6 WWMG-F
7 WRFX-F	7	WRFX-F	7	7
WAQQ-F	8	8 WWMG-F	8	8

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPEG-F>	1 WPEG-F	1 WRFX-F	1 WPEG-F	1 WSOC-F
2 WTDR-F	2 WRFX-F	2 WPEG-F	2 WRFX-F	2 WRFX-F
3 WCKZ-F	3 WTDR-F	3 WTDR-F	3 WSOC-F	3 WPEG-F
4 WXRC-F	4 WXRC-F	4 WXRC-F	4 WTDR-F	4 WTDR-F
5 WRFX-F	5 WSOC-F	5 WSOC-F	5 WWMG-F	5 WWMG-F
6 WAQQ-F	6	6 WWMG-F	6	6
7 WSOC-F	7	7	7	7
WBT -F	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		109 (2)	109 (2)	7.7	8.6
AOR/CLASSIC		154 (3)	154 (3)	10.8	13.9
AC/OLDIES	8 (1)	258 (5)	266 (6)	18.7	26.9
FULL SVC/VARIETY	109 (1)		109 (1)	7.7	7.6
COUNTRY		403 (5)	403 (5)	28.3	23.2
BLACK/URBAN	17 (1)	198 (2)	215 (3)	15.1	16.2
SAC/EZ		110 (1)	110 (1)	7.7	
NEWS/TALK					
NOSTALGIA	5 (1)		5 (1)	0.4	
RELIGION/GOSPEL	24 (3)	16 (1)	40 (4)	2.8	3.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	12 (2)		12 (2)	0.8	0.6
	175 (9)	1248 (19)	1423 (28)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAQS	610	Charlotte	0.5/1.4/ 9/ 187
WGIV	1600	Charlotte	1.0/3.0/ 19/ 314
WQSP	1310	Charlotte	0.7/1.9/ 11/ 199
WHVN	1240	Charlotte	0.4/2.1/ 7/ 246
WLON	1050	Lincolnton	0.3/0.9/ 5/ 88
WOGR	1540	Charlotte	0.4/0.7/ 7/ 72
WRDX-F	106.5	Salisbury/Chrlt	0.8/2.9/ 21/ 459
WRHI	1340	Rock Hill	0.4/0.9/ 7/ 100
WSAT	1340		0.3/1.5/ 5/ 151
WJMH-F	102.1	Reidsvl/Grnsbro	0.3/0.8/ 35/ 447
WKRR-F	92.3	Asheboro	0.6/2.1/ 41/ 601
WMIT-F	106.9	Black Mountain	1.0/4.1/ 58/ 974
WSSL-F	100.5	Gry Ct/Grnvle	0.3/0.8/ 8/1052
WTQR-F	104.1	Wnstn Slm/Grnvl	0.8/1.6/128/1250
WWWB-F	100.3	High Pt/Grnvle	0.5/1.1/ 23/ 359

American Radio Spring, 1992 Copyright 1992

CHARLOTTE

RADIO STATIONS

WBT , 1110,	50 KW (DA-N)	, FULL SERVICE	CBS	, $	76.00	(Banner)	Jeff-Pilot	
WGSP, 1310,	1 KW/65 W	, RELIGION	SBN	, $	NA	(---)		
WAQQ-F,	95.1, 100 KW @ 1542,	CHR	SOURCE	, $	35.00	(HNWH)	Adams	
WBT-F ,	107.9, 98 KW @ 1692,	AC		, $	50.00	(Banner)	Jeff-Pilot	
WCKZ-F,	101.9, 99 KW @ 987,	CHR/URBAN	ABC	, $	48.00	(HNWH)	Beasley	
WEZC-F,	102.9, 31 KW @ 1535,	SOFT AC/EZ	UNIULT	, $	44.00	(Katz)	Keymarket	(HICKORY)
WPEG-F,	97.9, 50 KW @ 390,	BLACK	CBS, UNIPWR	, $	75.00	(Katz)	Broadcast Partners	
WMXC-F,	104.7, 100 KW @ 1230,	AC		, $	68.00	(MMR)	EZ	
WRDX-F,	106.5, 100 KW @ 1004,	OLDIES		, $	22.00	(Southern)		(SALISBURY)
WRFX-F,	99.7, 100 KW @ 1043,	AOR		, $	100.00	(Mc-Guild)	Pyramid	
WSOC-F,	103.7, 100 KW @ 1050,	COUNTRY		, $	129.00	(Durpetti)	Cox	
WTDR-F,	96.9, 100 KW @ 1548,	COUNTRY		, $	55.00	(Christal)	Trumper	(STATESVILLE)
WWMG-F,	96.1, 100 KW @ 1738,	OLDIES	CBS	, $	52.00	(Christal)	Voyager	(SHELBY)
WXRC-F,	95.7, 100 KW @ 1276,	AOR	ABC	, $	26.00	(---)		(HICKORY)

American Radio Spring, 1992 Copyright 1992

CHATTANOOGA

Arbitron Rank/Pop (12+): 97/366,100

MSA Rank/Pop: 107/443,000
ADI # 81

Average Person Ratings: 16.5
Market TSL: 21.50 hours

Stations: 18/18
Diaries: 872/420:1/50.8%
Sample Target: 840
% Below Line: 0.0
% Not Listed: 15.4

1991 Revenue: $12,200,000
HH Inc.: $27,424
Retail $: 3.0 Bil
Pop per Station: 20,339
#1 Biller: WUSY-F $3,300,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WUSY-F	(C)	130/21.6	23.7	23.9	18.0	20.4	21.8	273/2806	1342/36.7	41.2	32.1	E	WUSY-F
2. WDEF-AF	(SAC/FS)	63/10.5	12.1	10.1	10.0	13.5	10.7	87/1010	750/20.5	24.4	26.1	C	WDEF-AF
3. WSKZ-F	(CHR)	57/ 9.4	5.6	5.9	9.2	7.5	7.5	115/1537	841/23.0	19.7	21.1	C	WSKZ-F
4. WJTT-F	(B)	46/ 7.6	8.4	10.0	12.1	9.7	9.5	61/648	507/13.8	16.1	14.1	B	WJTT-F
5. WFXS-F	(CL AOR)	37/ 6.1	5.3	5.4	4.7	3.7	5.4	38/462	421/11.5	9.6	9.4	B	WFXS-F
6. WLMX-F	(AC)	36/ 6.0	8.6	6.4	6.8	8.5	7.0	38/578	548/15.0	15.4	17.5	D	WLMX-F
7. WDOD-F	(C)	32/ 5.3	6.6	4.7	8.2	3.3	6.2	50/957	624/17.0	15.8	15.4	A	WDOD-F
8. WJRX-F	(REL)	21/ 3.5	2.0	1.9	3.0	2.5	2.6	26/409	305/ 8.3	5.1	5.1	A	WJRX-F
WGOW	(T)	21/ 3.5	3.0	3.0	2.5	1.3	3.0	21/320	313/ 8.5	7.3	5.5	A	WGOW
10. WNOO	(B)	17/ 2.8	2.8	2.4	3.3	4.2	2.8	19/214	203/ 5.5	6.1	6.0	A	WNOO
11. WSGC-F	(O)	12/ 2.0	1.5	3.7	2.0	3.3	2.3	12/386	335/ 9.2	9.2	8.7	A	WSGC-F
WDOD	(BB)	12/ 2.0	0.7	3.4	2.0	1.2	2.0	13/249	219/ 6.0	5.5	6.0	A	WDOD
13.													
14.													
15.													

12+ FM SHARE (METRO): 85.55% (438 of 512) (SPG 91: 86.18%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJTT-F>	1 WUSY-F>	1 WUSY-F>	1 WUSY-F>>	1 WUSY-F>>	1 WUSY-F>	1 WUSY-F	1 WUSY-F>>	1 WUSY-F>>	1 WUSY-F>	1 WUSY-F>
2 WSKZ-F	2 WSKZ-F	2 WSKZ-F>	2 WSKZ-F	2 WSKZ-F	2 WDEF-AF>>2	WDEF-AF>	2 WDEF-AF	2 WSKZ-F	2 WJTT-F>	2 WSKZ-F>
3 WUSY-F	3 WFXS-F	3 WJTT-F	3 WFXS-F	3 WFXS-F	3 WDOD-F	3 WSKZ-F>	3 WSKZ-F	3 WDEF-AF<	3 WSKZ-F>	3 WDEF-F
WKXJ-F	4 WJTT-F	4 WFXS-F	4 WJTT-F<	4 WJTT-F	4	4 WJTT-F	4 WLMX-F>	4 WLMX-F	4 WFXS-F>	4 WJTT-F
5	5 WLMX-F	5 WLMX-F	5 WLMX-F	5 WLMX-F	5	5	5 WJTT-F	5 WJTT-F	5	WFLI
6	6 WJRX-F	6	6	6 WDEF-AF	6	6	6	6 WFXS-F	6	6
7	7	7	7	7	7	7	7	WDOD-F>	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WUSY-F	1 WUSY-F>	1 WUSY-F>	1 WUSY-F>>	1 WUSY-F>>
2 WJTT-F>	2 WSKZ-F	2 WSKZ-F>	2 WSKZ-F<	2 WSKZ-F
3 WSKZ-F	3 WJTT-F>	3 WJTT-F	3 WJTT-F<	3 WLMX-F
4 WLMX-F>>	4 WLMX-F	4 WLMX-F	4 WLMX-F>	4 WJTT-F
5	5	WJRX-F>	5 WDEF-AF	5 WDEF-AF
6	6	6	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WSKZ-F>>	1 WFXS-F	1 WFXS-F>	1 WUSY-F>	1 WUSY-F>>
2 WUSY-F	2 WUSY-F	2 WUSY-F>	2 WSKZ-F	2 WFXS-F
3 WLMX-F	3 WSKZ-F>	3 WJRX-F	WFXS-F>	3 WSKZ-F>
4 WJTT-F	4 WJTT-F	4 WJTT-F>	4 WJTT-F	4 WGOW
WFXS-F	5 WLMX-F	5 WSKZ-F	5 WLMX-F	5 WJTT-F
6	WJRX-F	WLMX-F	6	6

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		57 (1)	57 (1)	11.1	8.6
AOR/CLASSIC		37 (1)	37 (1)	7.2	4.2
AC/OLDIES		56 (3)	56 (3)	10.9	20.0
FULL SVC/VARIETY					3.3
COUNTRY	4 (1)	162 (2)	166 (3)	32.4	27.6
BLACK/URBAN	17 (1)	46 (1)	63 (2)	12.3	15.9
SAC/EZ	10 (1)	59 (2)	69 (3)	13.5	12.3
NEWS/TALK	21 (1)		21 (1)	4.1	1.5
NOSTALGIA	12 (1)		12 (1)	2.3	1.3
RELIGION/GOSPEL	6 (1)	21 (1)	27 (2)	5.3	5.2
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	4 (1)		4 (1)	0.8	
	74 (7)	438 (11)	512 (18)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBDX-F	102.7	Trenton/Chtnoog	1.0/5.5/ 8/ 233
WEPG	910	S Pittsburgh	0.7/1.7/ 5/ 69
WFLI	1070	Lookout Mountn	1.0/3.9/ 8/ 187
WKXJ-F	97.3	S.Pittsbrg/Chtn	1.3/5.1/ 18/ 338
WQCH	1590	Lafayette	0.7/2.6/ 4/ 115

American Radio Spring, 1992 Copyright 1992

CHATTANOOGA

RADIO STATIONS

WDEF, 1370, 5 KW (DA-N) , EZ	CBS , $ 21.00 (MMR)	Park
WDOD, 1310, 5 KW (DA-N) , NOSTALGIA	UNIULT , $ 17.00 (Banner)	Bahakel
WFLI, 1070, 50 KW/2.5 KW(DA-2), RELIGION	ABC , $ 12.00 (---)	(LOOKOUT MT.)
WGOW, 1150, 5 KW/1 KW (DA-N) , TALK	SUN, MBS , $ 18.00 (Christal)	Bloomington
WNOO, 1260, 5 KW (DAYS) , BLACK	SBN , $ 14.00 (Eastman)	
	, $ 15.00 (---)	(TRENTON)
WBDX-F, 102.7, 6 KW @ 817, SOFT AC	CBS , $ 33.00 (MMR)	Park
WDEF-F, 92.3, 100 KW @ 1181, EZ/SOFT AC	UNIULT , $ 31.00 (Banner)	Bahakel
WDOD-F, 96.5, 100 KW @ 1079, COUNTRY	, $ 19.00 (Eastman)	(SODDY-DAISY)
WFXS-F, 102.3, 3 KW @ 285, CLASSIC AOR	APR , $ 13.00 (---)	(EAST RIDGE)
WJRX-F, 107.9, 3 KW @ 328, RELIGION	CBS , $ 25.00 (HNWH)	(REDBANK)
WJTT-F, 94.3, 3 KW @ 298, BLACK	, $ 20.00 (Roslin)	(S.PITTS)
WKXJ-F, 97.3, 16 KW @ 856, CHR	ABC , $ 47.00 (Eastman)	Baum (ROSSVILLE, GA)
WLMX-F, 105.5, 3 KW @ 269, AC	, $ 19.00 (---)	(RINGGOLD, GA)
WSGC-F, 101.9, 3 KW @ 702, OLDIES	, $ 45.00 (Christal)	Bloomington
WSKZ-F, 106.5, 100 KW @ 1079, CHR	NBC , $ 73.00 (Katz)	Colonial
WUSY-F, 100.7, 100 KW @ 363, COUNTRY		

Miscellaneous: WDEF now simulcasted with WDEF-F . . .

American Radio Spring, 1992 Copyright 1992

CHICAGO

Arbitron Rank/Pop (12+): 3/6,651,100

MSA Rank/Pop: 3/8,240,000
ADI # 3
Average Person Ratings: 18.6
Market TSL: 24.25 hours

Stations: 41/41
Diaries: 3467/1918:1/46.9%
Sample Target: 3470
% Below Line: 0.0
% Not Listed: 9.3

1991 Revenue: $238,000,000
HH Inc.: $33,675
Retail $: 61.9 Bil
Pop per Station: 162,221
#1 Biller: WGN $42,500,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WGN	(T/FS)	943/ 7.6	8.8	8.5	8.4	8.2	8.3	1108/13348	10888/16.4	20.2	17.7	K	WGN
2. WGCI-F	(B)	909/ 7.3	6.8	6.8	8.1	6.6	7.3	919/9215	9060/13.6	12.5	13.1	I	WGCI-F
3. WBBM-F	(CHR)	709/ 5.7	5.0	5.1	4.9	5.8	5.2	724/10948	10555/15.9	17.2	18.6	H	WBBM-F
4. WUSN-F	(C)	685/ 5.5	4.7	3.8	4.5	3.3	4.6	726/8281	7857/11.8	10.2	9.7	H	WUSN-F
5. WWBZ-F	(AOR)	564/ 4.6	4.0	3.8	4.6	3.9	4.3	611/9535	8741/13.1	12.2	10.6	G	WWBZ-F
6. WVAZ-F	(B/AC)	542/ 4.4	3.9	4.2	4.7	4.3	4.3	549/7125	7029/10.6	9.0	10.5	I	WVAZ-F
7. WBBM	(N)	484/ 3.9	4.0	4.4	3.8	3.9	4.0	532/10533	9349/14.1	16.5	16.1	J	WBBM
8. WJJD	(BB)	463/ 3.7	3.4	3.2	4.1	3.6	3.6	500/6022	5439/ 8.2	7.7	7.8	F	WJJD
9. WLIT-F	(SAC)	421/ 3.4	3.7	3.4	3.4	3.9	3.5	431/6275	6156/ 9.3	8.5	9.1	H	WLIT-F
10. WXRT-F	(AOR)	410/ 3.3	3.8	3.3	2.6	3.3	3.3	415/5513	5354/ 8.0	8.2	7.8	H	WXRT-F
11. WJMK-F	(O)	403/ 3.3	2.9	2.9	3.2	3.4	3.1	420/7105	6556/ 9.9	11.5	11.5	I	WJMK-F
12. WNUA-F	(J/NAC)	387/ 3.1	3.2	3.8	3.4	3.1	3.4	397/5952	5810/ 8.7	9.6	8.6	H	WNUA-F
13. WLUP-F	(AOR)	382/ 3.1	3.0	2.7	3.5	3.6	3.1	390/8028	7761/11.7	11.0	12.7	J	WLUP-F
14. WLS -AF	(T)	372/ 3.0	3.7	3.2	3.9	3.1	3.4	457/7217	5873/ 8.8	11.2	12.7	F	WLS -AF
15. WMAQ	(N)	357/ 2.9	2.5	2.5	3.2	2.5	2.8	393/10359	9189/13.8	12.1	12.8	I	WMAQ
16. WLUP	(T)	354/ 2.9	3.2	3.2	2.8	3.1	3.0	411/4617	4038/ 6.1	6.8	8.3	H	WLUP
17. WCKG-F	(CL AOR)	346/ 2.8	2.6	2.7	3.4	3.4	2.9	358/7637	7220/10.9	10.8	12.7	I	WCKG-F
18. WPNT-F	(AC)	281/ 2.3	2.5	2.3	2.1	2.5	2.3	287/6353	6151/ 9.2	8.2	9.6	G	WPNT-F
19. WKQX-F	(AC)	252/ 2.0	2.3	2.1	3.0	2.8	2.3	261/6801	5652/10.0	10.8	12.2	H	WKQX-F
20. WOJO-F	(SP)	224/ 1.8	1.8	2.0	1.8	1.6	1.8	224/2510	2499/ 3.8	4.5	3.6	F	WOJO-F
21. WTMX-F	(AC)	216/ 1.7	2.2	2.1	1.8	2.8	2.0	226/5320	5096/ 7.7	6.8	8.7	H	WTMX-F
22. WNIB-F	(CL)	214/ 1.7	1.7	1.5	0.8	1.8	1.4	218/3255	3122/ 4.7	5.6	5.3	E	WNIB-F
23. WIND	(SP)	149/ 1.2	1.1	1.7	0.5	0.7	1.1	155/1992	1933/ 2.9	3.5	2.0	E	WIND
24. WSCR	(SPRTS)	147/ 1.2	0.9	----	----	----	0.5	166/1854	1710/ 2.6	0.0	0.0		WSCR
25. WGCI	(B/G)	116/ 0.9	1.0	1.0	1.0	0.7	1.0	117/1938	1912/ 2.9	2.6	2.6		WGCI
26. WFMT-F	(CL)	105/ 0.8	1.4	1.2	1.1	1.1	1.1	106/2679	2566/ 3.9	5.0	5.0	E	WFMT-F
27. WYCA-F	(REL)	95/ 0.8	0.6	0.9	0.6	0.7	0.7	96/1359	1342/ 2.0	2.0	2.1	C	WYCA-F
28.													
29.													
30.													

12+ FM SHARE (METRO): 68.04% (7636 of 11222) (SPG 91: 69.46%

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	WBBM-F	WGCI-F	WGCI-F›	WGCI-F	WGCI-F	WGN ››	WGN ›	WUSN-F	WGCI-F	WGCI-F›	WGN ››
2	WGCI-F›	WWBZ-F	WUSN-F‹	WVAZ-F‹	WUSN-F‹	WUSN-F	WGCI-F›	WGCI-F	WGN	WBBM-F	WBBM ››
3	WWBZ-F	WBBM-F	WVAZ-F‹	WUSN-F	WVAZ-F	WJJD	WUSN-F	WGN	WBBM-F	WGN	WLS ››
4		WXRT-F‹	WWBZ-F	WJMK-F	WJMK-F	WBBM ›	WBBM	WBBM-F	WUSN-F	WWBZ-F›	WGCI-F››
5		WLUP-F	WBBM-F	WXRT-F	WXRT-F‹	WLS -AF	WBBM-F	WLIT-F	WWBZ-F	WVAZ-F	WMAQ
6		WVAZ-F	WXRT-F	WLUP	WGN	WVAZ-F‹	WLUP-F	WVAZ-F	WLUP	WBBM	WUSN-F‹
7		WUSN-F	WLUP-F	WCKG-F‹	WLIT-F‹	WMAQ ‹	WMAQ	WLUP	WVAZ-F	WMAQ	WNUA-F
8		WCKG-F	WJMK-F	WWBZ-F	WNUA-F‹	WLIT-F	WVAZ-F	WWBZ-F	WJMK-F	WLS -AF	WVAZ-F
9		WLUP	WLUP	WNUA-F	WCKG-F‹	WJMK-F	WJJD	WJJD	WXRT-F	WUSN-F	WBBM-F
10			WCKG-F	WLUP-F	WLUP		WLS -AF	WNUA-F	WLIT-F		
									WBBM		

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	WGCI-F	WGCI-F›	WGCI-F	WGCI-F	WVAZ-F‹	WBBM-F	WGCI-F‹	WGCI-F	WGCI-F	WUSN-F
2	WBBM-F	WBBM-F	WVAZ-F	WVAZ-F›	WGCI-F	WWBZ-F	WWBZ-F	WWBZ-F	WWBZ-F‹	WGCI-F
3	WWBZ-F›	WVAZ-F	WXRT-F	WBBM-F	WUSN-F‹	WGCI-F	WBBM-F‹	WXRT-F	WUSN-F‹	WXRT-F
4	WKQX-F	WWBZ-F	WUSN-F	WUSN-F‹	WJMK-F	WLUP-F›	WLUP-F	WLUP-F	WXRT-F‹	WLUP
5	WLUP-F	WXRT-F	WBBM-F	WJMK-F‹	WLIT-F	WLUP	WXRT-F	WLUP	WLUP-F‹	WLUP-F
6	WPNT-F	WUSN-F	WWBZ-F	WLIT-F	WGN	WXRT-F	WLUP	WCKG-F	WLUP ‹	WJMK-F‹
7	WVAZ-F	WLUP-F	WTMX-F‹	WWBZ-F	WNUA-F	WUSN-F	WCKG-F	WUSN-F	WBBM-F	WVAZ-F
8	WXRT-F	WKQX-F	WJMK-F‹	WPNT-F	WTMX-F	WCKG-F	WUSN-F	WBBM-F	WCKG-F	WCKG-F
	WNUA-F	WTMX-F	WCKG-F	WNUA-F	WPNT-F	WCKG-F		WWBZ-F	WJMK-F	WWBZ-F
10			WLUP-F	WKQX-F	WBBM-F	WOJO-F			WVAZ-F	WNUA-F

American Radio Spring, 1992 Copyright 1992

CHICAGO

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		757 (2)	757 (2)	6.7	8.1
AOR/CLASSIC		1750 (5)	1750 (5)	15.6	16.1
AC/OLDIES		1262 (6)	1262 (6)	11.2	18.7
FULL SVC/VARIETY	57 (1)		57 (1)	0.5	
COUNTRY		685 (1)	685 (1)	6.1	3.6
BLACK/URBAN	178 (2)	1486 (3)	1664 (5)	14.8	13.8
SAC/EZ	89 (1)	455 (2)	544 (3)	4.8	0.8
NEWS/TALK	2530 (6)	127 (1)	2657 (7)	23.7	22.3
NOSTALGIA	463 (1)		463 (1)	4.1	4.1
RELIGION/GOSPEL		145 (2)	145 (2)	1.3	1.3
SPANISH	269 (3)	224 (1)	493 (4)	4.4	3.4
CLASSICAL		319 (2)	319 (2)	2.8	3.3
JAZZ/NEW AGE		387 (1)	387 (1)	3.4	3.5
UNKNOWN/OTHERS		39 (1)	39 (1)	0.3	0.8
	3586 (14)	7636 (27)	11222 (41)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WABT-F	103.9	Dundee/Schaumbg	0.4/1.5/ 49/1009
WAIT	850	Crystal Lk/Chcg	0.7/1.3/ 94/ 906
WCBR-F	92.7	Arlington Hts	0.3/0.9/ 39/ 606
WJOB	1230	Hammond	0.5/1.0/ 57/ 638
WJPC-F	106.3	Lansing/Chicago	0.3/1.6/ 35/1047
WJZQ-F	95.1	Kenosha/Waukegn	0.4/1.1/ 68/ 989
WOPA	1200	Chicago	0.4/1.4/ 50/ 945
WTAQ	1300	La Grange/Chicg	0.6/1.4/ 70/ 940
WVON	1450	Chicago	0.5/0.5/ 62/ 353
WVVX-F	103.1	Highland Park	0.3/1.1/ 34/ 746
WYLL-F	106.7	Des Plaines/Chi	0.4/1.4/ 52/ 999
WYSY-F	107.9	Aurora	0.6/1.9/ 77/1415
WZSR-F	105.5	Woodstock/Chic	0.3/0.6/ 36/ 446

RADIO STATIONS

AM STATIONS

WBBM, 780, 50 KW	, NEWS	CBS, $ 250.00 (CBS)	CBS
WGCI, 1390, 5 KW (DA-2)	, BLACK OLDIES/GOSPEL	SBN, $ N/A (McGuild)	Gannett
WGN , 720, 50 KW	, TALK/FULL SERVICE	ABC, $ 350.00 (Christal)	Tribune Co.
WIND, 560, 5 KW (DA-2)	, HISPANIC	, $ 80.00 (Katz Hisp)	Tichenor
WJJD, 1160, 50 KW/5KW (DA-2)	, NOSTALGIA	UNIULT, $ 90.00 (Katz)	Infinity
WLS , 890, 50 KW	, TALK	ABC, $ 100.00 (Banner)	Cap. Cities/ABC
WLUP, 1000, 50 KW (DA-2)	, TALK	, $ 145.00 (MMR)	Evergreen
WMAQ, 670, 50 KW	, NEWS	CNN NBC, $ 180.00 (Group W)	Westinghouse
WSCR, 820, 5 KW (DAYS)	, SPORTS	, $ 55.00 (CBS)	Diamond
WTAQ, 1300, 5 KW/500W (DA-2)	, HISPANIC	, $ 45.00 (Lotus)	Lotus
WVON, 1450, 1 KW	, BLACK/TALK	MBS, $ 50.00 (Roslin)	

FM STATIONS

WBBM, 96.3, 4.2 KW @ 1554, CHR	CBS, $ 160.00 (CBS)	CBS
WCKG, 105.9, 4.1 KW @ 1587, CLASSIC AOR	, $ 200.00 (Katz)	Cox
WFMT, 98.7, 16 KW @ 1171, CLASSICAL	, $ 120.00 (HNWH)	
WGCI, 107.5, 33 KW @ 600, BLACK	, $ 225.00 (McGuild)	Gannett
WJMK, 104.3, 4 KW @ 1568, OLDIES	UNIPWR, $ 211.00 (Katz)	Infinity
WJPC, 106.3, 3 KW @ 397, BLACK	, $ 40.00 (---)	Johnson Pub.
WKQX, 101.1, 6 KW @ 1171, AC/AOR	SOURCE, $ 160.00 (HNWH)	Emmis
WLIT, 93.9, 4 KW @ 1581, SOFT AC	, $ 195.00 (Christal)	Viacom
WLS , 94.7, 4.4 KW @ 1528, SEE WLS AM		
WLUP, 97.9, 6 KW @ 1171, AOR	, $ 320.00 (MMR)	Evergreen
WNIB, 97.1, 8.4 KW @ 1191, CLASSICAL	, $ 110.00 (CMBS)	
WNUA, 95.5, 8.3 KW @ 1171, JAZZ/NAC	, $ 165.00 (Durpetti)	Pyramid
WOJO, 105.1, 7.2 KW @ 1171, HISPANIC	, $ 105.00 (Katz Hisp)	Tichenor
WPNT, 100.3, 8.2 KW @ 1171, AC	MBS, $ 135.00 (Eastman)	Century
WTMX, 101.9, 4.2 KW @ 1558, AC	, $ 150.00 (McGuild)	Bonneville
WUSN, 99.5, 6 KW @ 1171, COUNTRY	, $ 160.00 (MMR)	Cook Inlet
WVAZ, 102.7, 6 KW @ 1171, BLACK AC	UPI, $ 205.00 (Durpetti)	Broadcast Partners
WWBZ, 103.5, 4.3 KW @ 1548, AOR	, $ 135.00 (Torbet)	Major
WXRT, 93.1, 6.7 KW @ 1309, PROG AOR	, $ 175.00 (CBS)	Diamond

Miscellaneous: WKQX-F from AC to AC/AOR (June) . . . WUSN-F from Cook Inlet to Infinity for $36,000,000 (E) . . .

American Radio Spring, 1992 Copyright 1992

CINCINNATI

Arbitron Rank/Pop (12+): 32/1,188,700

MSA Rank/Pop: 30/1,730,000
ADI # 30

Average Person Ratings: 16.0
Market TSL: 21.00 hours

Stations: 27/23
Diaries: 1494/796:1/52.0%
Sample Target: 1480
% Below Line: 3.2
% Not Listed: 9.8

1991 Revenue: $57,500,000
HH Inc.: $32,910
Retail $: 12.5 Bil
Pop per Station: 54,032
#1 Biller: WLW $14,900,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO C/P E/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WLW	(FS)	265/13.9	11.5	9.7	13.4	12.1	12.1	397/5545	3769/31.7	28.8	32.3	I	WLW
2. WUBE-F	(C)	177/ 9.3	7.0	9.2	7.1	7.5	8.1	246/2802	1937/16.3	15.6	12.4	E	WUBE-F
3. WEBN-F	(AOR)	133/ 7.0	7.0	6.7	7.4	7.4	7.0	181/2875	2084/17.5	18.1	18.9	H	WEBN-F
4. WKRQ-F	(CHR)	129/ 6.8	6.2	6.2	9.4	9.7	7.1	189/3790	2543/21.4	21.5	25.2	G	WKRQ-F
5. WIZF-F	(B)	121/ 6.4	6.3	6.4	6.3	4.5	6.4	122/1397	1344/11.3	10.4	10.2	C	WIZF-F
6. WWNK-F	(AC)	112/ 5.9	6.4	6.3	5.1	5.6	5.9	133/2232	1785/15.0	14.8	16.0	F	WWNK-F
7. WOFX-F	(CL AOR)	111/ 5.8	4.9	3.6	5.5	4.5	4.9	150/2333	1637/13.8	12.9	14.8	D	WOFX-F
8. WGRR-F	(O))	110/ 5.8	5.4	5.8	5.9	6.7	5.7	183/3160	2057/17.3	17.3	47.0	E	WGRR-F
9. WIMJ-F	(SAC)	98/ 5.2	4.7	5.9	4.6	5.5	5.1	130/1650	1404/11.8	14.1	13.5	D	WIMJ-F
10. WCKY	(N/T)	68/ 3.6	5.8	4.5	3.9	3.2	4.4	82/1173	1023/ 8.6	11.0	8.1	D	WCKY
11. WRRM-F	(AC)	67/ 3.5	4.1	5.0	4.8	5.1	4.3	83/1525	1279/10.8	14.4	14.5	F	WRRM-F
12. WKRC	(FS)	56/ 2.9	3.8	5.0	3.7	2.8	3.8	64/1464	1191/10.0	17.1	11.3	F	WKRC
13. WMLX	(BB)	45/ 2.4	3.6	4.2	2.1	3.5	3.1	46/447	416/ 3.5	4.8	5.9	A	WMLX
14.													
15.													

12+ FM SHARE (METRO): 69.85% (1198 of 1715) (SPG 91: 71.51%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKRQ-F	1 WEBN-F	1 WEBN-F<	1 WLW	1 WLW	1 WLW >	1 WLW	1 WLW	1 WLW >	1 WLW >>	1 WLW >>
2 WIZF-F>>	2 WOFX-F	2 WLW	2 WUBE-F<	2 WUBE-F	2 WUBE-F>	2 WUBE-F	2 WUBE-F	2 WUBE-F	2 WIZF-F>	2 WIZF-F
3 WWNK-F	3 WWNK-F	3 WUBE-F	3 WEBN-F	3 WEBN-F	3 WGRR-F<	3 WEBN-F>	3 WOFX-F	3 WEBN-F	3 WKRQ-F	3 WUBE-F
4	WKRQ-F	4 WOFX-F	4 WGRR-F	4 WIMJ-F	4 WIMJ-F	4 WKRQ-F	4 WEBN-F<	4 WOFX-F<	4 WWNK-F	4 WGRR-F
5	5 WUBE-F	5 WWNK-F<	5 WWNK-F	5 WWNK-F	5 WCKY	5 WKRC	5 WIMJ-F<	5 WGRR-F	5 WUBE-F	5 WKRC >>
6	WIZF-F	6 WKRQ-F	WOFX-F	6 WOFX-F	6 WKRC	6 WIZF-F	6 WWNK-F	6 WKRQ-F<	6 WGRR-F<	6 WKRQ-F<
7	7 WLW >	7 WIZF-F	7 WIZF-F	7 WIZF-F	7	7 WWNK-F	7 WKRQ-F	7 WWNK-F	7 WEBN-F	7 WZRZ-F
8	8 WRRM-F	WGRR-F	8 WRRM-F<	8	8	8 WGRR-F<	8 WGRR-F<	8 WIZF-F	8	WOFX-F>
9	9	9	9 WKRQ-F	9	9	9 WOFX-F	9 WIZF-F	9 WIMJ-F	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WKRQ-F>	1 WWNK-F	1 WWNK-F	1 WWNK-F	1 WWNK-F
2 WOFX-F	2 WEBN-F	2 WRRM-F	2 WKRQ-F	WGRR-F
3 WIZF-F	3 WKRQ-F<	WEBN-F	3 WUBE-F	3 WUBE-F
WEBN-F	4 WIZF-F	4 WIZF-F	WIZF-F	4 WRRM-F
5 WWNK-F>	5 WOFX-F<	5 WUBE-F	WEBN-F	5 WIMJ-F<
6 WUBE-F>	6 WRRM-F	6 WKRQ-F	6 WRRM-F<	6 WLW
7 WZRZ-F	7 WUBE-F	WGRR-F	7 WGRR-F	7 WEBN-F
WIMJ-F	8	8 WOFX-F	8	8 WIZF-F
9	9	9 WLW	9	9

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WOFX-F	1 WEBN-F	1 WEBN-F	1 WLW	1 WLW >
WEBN-F	2 WOFX-F	2 WLW	2 WEBN-F	2 WUBE-F
3 WKRQ-F>	WLW	3 WUBE-F	3 WOFX-F<	3 WEBN-F
4 WIZF-F	4 WUBE-F	4 WOFX-F>	4 WUBE-F>	4 WOFX-F>
5 WZRZ-F	5 WKRQ-F	5 WWNK-F	5 WGRR-F	5 WGRR-F
WLW	6 WIZF-F	WIZF-F	6 WKRQ-F	6
7 WWNK-F	7 WWNK-F	7 WKRQ-F	WIZF-F	7
WUBE-F	8	8 WAQZ-F	8 WWNK-F	8
9	9	9	9	9

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		129 (1)	129 (1)	7.5	10.9
AOR/CLASSIC		318 (5)	318 (5)	18.5	17.7
AC/OLDIES	14 (1)	300 (4)	314 (5)	18.3	27.1
FULL SVC/VARIETY	334 (3)		334 (3)	19.5	17.3
COUNTRY	10 (1)	208 (3)	218 (4)	12.7	10.4
BLACK/URBAN	28 (1)	121 (1)	149 (2)	8.7	7.1
SAC/EZ		98 (1)	98 (1)	5.7	
NEWS/TALK	74 (2)		74 (2)	4.3	3.6
NOSTALGIA	45 (1)		45 (1)	2.6	4.0
RELIGION/GOSPEL	6 (1)	24 (1)	30 (2)	1.7	1.2
SPANISH					
CLASSICAL					
JAZZ/NEW AGE	6 (1)		6 (1)	0.3	0.8
UNKNOWN/OTHERS					
	517 (11)	1198 (16)	1715 (27)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAKW-F	93.3	Cincinnati	1.3/3.9/ 29/ 574
WAQZ-F	107.1	Clermont	1.4/4.1/ 35/ 631
WCIN	1480	Cincinnati	1.5/4.0/ 28/ 476
WNOP	740	Newport	0.3/1.4/ 6/ 182
WOXY-F	97.7	Oxford/Cinci	0.5/2.0/ 15/ 284
WSAI	1360	Cincinnati	0.7/3.3/ 17/ 484
WTSJ	1050	Cincinnati	0.3/1.2/ 6/ 140
WUBE	1230	Cincinnati	0.5/1.5/ 41/ 199
WZRZ-F	96.5	Hamilton	1.9/7.5/ 83/1579
WHIO	1290	Dytn/Sprngfld	0.3/0.8/ 6/ 195
WHKO-F	99.1	Dayton/Sprngfld	1.0/2.8/ 86/1137
WPFB	910	Middletown	0.7/1.7/ 36/ 402
WPFB-F	105.9	Middletown	0.6/3.5/ 54/ 968
WWSN-F	107.7	Dayton	0.6/0.8/ 12/ 211

American Radio Spring, 1992 Copyright 1992

CINCINNATI

RADIO STATIONS

AM STATIONS

WCIN,	1480,	5 KW/500 W (DA-2),	Black		$ 25.00	(---)	
WCKY,	1530,	50 KW (DA-N) ,	Talk/News	CBS NBC,	$ 52.00	(Mc-Guild)	Federated
WKRC,	550,	5 KW/1KW (DA-2) ,	Full Service	ABC,	$ 78.00	(Katz)	Great American
WLW ,	700,	50 KW ,	Full Service/Talk	ABC,	$200.00	(Eastman)	Jacor
WMLX,	1180,	1 KW (Days, DA) ,	Nostalgia	UNISUP CNN,	$ 35.00	(Schubert)	Heritage (FLORENCE, KY)
WNOP,	740,	1 KW (Days, DA) ,	Jazz/Variety		$ 25.00	(---)	
WSAI,	1360,	5 KW (DA-N) ,	Oldies		$ NA	(MMR)	Booth

FM STATIONS

WEBN,	102.7,	17 KW @ 876 ,	AOR		$145.00	(Eastman)	Jacor
WGRR,	103.5,	20 KW @ 790 ,	Oldies		$ 70.00	(Banner)	Dalton (HAMILTON)
WIZF,	100.9,	1.2 KW @ 466 ,	Black	ABC,	$ 31.00	(HNWH)	Interurban
WKRQ,	101.9,	16 KW @ 876 ,	CHR	ABC,	$110.00	(Katz)	Great American
WOFX,	94.9,	31 KW @ 640 ,	C1 AOR		$ 64.00	(Schubert)	Heritage (FAIRFIELD)
WRRM,	98.5,	18 KW @ 807 ,	AC		$ 75.00	(Christal)	Susquehanna
WUBE,	105.1,	11 KW @ 918 ,	Country	CBS,	$ 78.00	(Christal)	American
WIMJ,	92.5,	16 KW @ 906 ,	Soft AC/EZ		$ 55.00	(Mc-Guild)	Federated
WWNK,	94.1,	32 KW @ 600 ,	AC		$ 85.00	(MMR)	Booth
WZRZ,	96.5,	20 KW @ 810 ,	AOR	UNIPWR,	$ 43.00	(Torbet)	(HAMILTON)

American Radio Spring, 1992 Copyright 1992

CLEVELAND

Arbitron Rank/Pop (12+): 23/1,733,100

MSA Rank/Pop: 26/1,840,000
ADI # 11

Average Person Ratings: 17.7

Market TSL: 23.25 hours

Stations: 24/21
Diaries: 1917/904:1/55.5%
Sample Target: 1810
% Below Line: 2.5
% Not Listed: 9.6

1991 Revenue: $53,200,000
HH Inc.: $29,425
Retail $: 13.5 Bil
Pop per Station: 87,619
#1 Biller: WLTF-F $8,000,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WGAR-F	(C)	295/ 9.6	8.3	6.3	6.0	7.6	7.6	408/4487	2998/17.3	16.3	15.4	E	WGAR-F
2. WMMS-F	(AOR)	264/ 8.6	7.7	10.2	8.5	6.8	8.8	325/4651	3588/20.7	25.0	20.1	H	WMMS-F
3. WDOK-F	(SAC)	228/ 7.4	7.7	6.1	6.9	6.9	7.0	319/4037	2917/16.8	15.5	16.8	F	WDOK-F
4. WMJI-F	(O)	220/ 7.2	6.4	5.6	7.6	7.2	6.7	299/4523	3340/19.3	14.6	19.1	G	WMJI-F
5. WLTF-F	(AC)	219/ 7.2	6.7	9.1	7.6	9.9	7.7	259/3755	3017/17.4	18.8	21.8	H	WLTF-F
6. WZAK-F	(B)	204/ 6.7	6.3	7.0	6.1	6.8	6.5	248/2802	2282/13.2	12.4	13.5	F	WZAK-F
7. WQAL-F	(AC)	176/ 5.7	5.5	5.5	4.8	5.8	5.4	203/3633	2903/16.8	17.7	18.5	D	WQAL-F
8. WRMR	(BB)	161/ 5.3	5.9	5.4	5.3	4.4	5.5	205/2214	1678/ 9.7	9.0	8.7	B	WRMR
9. WJMO-F	(U/CHR)	145/ 4.7	3.9	3.0	3.0	3.5	3.7	156/2967	2643/15.3	12.9	12.6	B	WJMO-F
10. WNCX-F	(CL AOR)	123/ 4.0	4.6	4.6	5.8	5.7	4.8	173/3418	2455/14.2	12.6	13.8	F	WNCX-F
11. WWWE	(N/T)	114/ 3.7	4.9	5.1	5.2	5.0	4.7	165/3272	2375/13.7	14.9	17.5	E	WWWE
12. WKNR	(SPRTS)	80/ 2.6	1.6	1.5	0.9	0.9	1.6	103/2033	1585/ 9.1	4.3	2.9	A	WKNR
13. WNWV-F	(J/NAC)	76/ 2.5	2.9	2.8	2.9	3.1	2.8	105/1646	1251/ 7.2	7.9	7.8	C	WNWV-F
WENZ-F	(CHR)	76/ 2.5	2.5	3.7	4.5	4.5	3.3	136/3418	1954/11.3	11.5	15.8	D	WENZ-F
15. WCLV-F	(CL)	67/ 2.2	2.6	2.0	2.2	2.0	2.3	82/1281	1168/ 6.2	5.8	7.0	C	WCLV-F
16. WJMO	(B/O)	65/ 2.1	2.3	2.2	3.1	1.4	2.4	65/877	871/ 5.0	5.9	4.0	A	WJMO
17. WERE	(T)	62/ 2.0	2.5	2.6	1.4	2.0	2.1	64/1152	1118/ 6.5	7.1	6.7	C	WERE
18. WABQ	(G)	46/ 1.5	1.2	1.5	1.1	1.4	1.3	46/371	371/ 2.1	2.9	3.3	A	WABQ
19.													
20.													

12+ FM SHARE (METRO): 77.67% (2150 of 2768) (SPG 91: 79.66%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJMO >	1 WMMS-F>	1 WMMS-F	1 WMMS-F	1 WMJI-F<	1 WGAR-F	1 WMMS-F	1 WDOK-F<	1 WGAR-F	1 WZAK-F	1 WZAK-F>>
2 WZAK-F>	2 WZAK-F	2 WMJI-F	WMJI-F	2 WGAR-F<	2 WDOK-F	2 WMJI-F	2 WGAR-F	2 WMMS-F	2 WGAR-F	2 WERE
3 WENZ-F	3 WNCX-F	3 WLTF-F	3 WGAR-F<	3 WMMS-F	3 WMJI-F<	3 WGAR-F	3 WLTF-F<	3 WDOK-F	3 WJMO-F	3 WGAR-F
4 WMMS-F	4 WQAL-F	4 WGAR-F	4 WLTF-F>	4 WLTF-F	4 WRMR	4 WLTF-F	4 WMMS-F	4 WZAK-F<	4 WMMS-F	4 WMMS-F
5 WQAL-F	5 WLTF-F	5 WZAK-F	5 WDOK-F<	5 WDOK-F	5 WLTF-F>	5 WDOK-F	5 WMJI-F	5 WLTF-F	5 WKNR	5 WMJI-F
6	6 WJMO-F	6 WQAL-F	6 WQAL-F	6 WQAL-F	6 WWWE	6 WZAK-F	6 WRMR	6 WQAL-F	6 WQAL-F	6 WWWE <
7	WGAR-F	7 WDOK-F	7 WZAK-F	7 WZAK-F	7	7 WRMR	7 WQAL-F	WMJI-F	WLTF-F	7 WCLV-F<
8	8	8 WNCX-F	8 WNCX-F	8 WNCX-F	8	8 WQAL-F	8 WZAK-F	8 WRMR	8	8 WQAL-F
						9	9	9 WJMO-F	9	9 WNWV-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WZAK-F	1 WMMS-F<	1 WQAL-F	1 WLTF-F	1 WLTF-F<
2 WMMS-F<	2 WQAL-F	WMMS-F>	2 WGAR-F<	2 WGAR-F
3 WLTF-F	3 WZAK-F	3 WGAR-F	3 WQAL-F	3 WDOK-F
4 WQAL-F	4 WLTF-F>	4 WLTF-F	4 WMMS-F	4 WQAL-F
5 WJMO-F>	5 WJMO-F	5 WZAK-F>	5 WZAK-F	WMJI-F
6 WENZ-F	WGAR-F>	6 WMJI-F	6 WDOK-F	6 WMMS-F
7 WNCX-F	7 WENZ-F	WJMO-F	7 WMJI-F>	7 WZAK-F
8	8	8 WDOK-F	8 WJMO-F	8

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WMMS-F>>	1 WMMS-F>>	1 WMMS-F>	1 WMMS-F>	1 WMJI-F
2 WZAK-F	2 WNCX-F	2 WNCX-F>	2 WMJI-F	2 WMMS-F
3 WNCX-F	3 WZAK-F>	3 WMJI-F	3 WNCX-F	3 WGAR-F
4 WJMO-F>>	4 WMJI-F>	4 WZAK-F>	4 WGAR-F	4 WNCX-F
5	5 WJMO-F	5 WLTF-F<	5 WZAK-F	5 WLTF-F
6	WGAR-F	6 WGAR-F>	6 WLTF-F	6 WDOK-F
7	7 WLTF-F	7	7 WKNR <	
8	8	8	WDOK-F	8 WZAK-F

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		244 (3)	244 (3)	8.8	5.7
AOR/CLASSIC		412 (3)	412 (3)	14.9	14.9
AC/OLDIES		624 (4)	624 (4)	22.5	33.4
FULL SVC/VARIETY	28 (1)		28 (1)	1.0	0.7
COUNTRY		295 (1)	295 (1)	10.7	8.5
BLACK/URBAN	65 (1)	204 (1)	269 (2)	9.7	13.1
SAC/EZ		228 (1)	228 (1)	8.2	
NEWS/TALK	288 (4)		288 (4)	10.4	10.4
NOSTALGIA	161 (1)		161 (1)	5.8	6.2
RELIGION/GOSPEL	46 (1)		46 (1)	1.7	1.5
SPANISH					
CLASSICAL		67 (1)	67 (1)	2.4	2.2
JAZZ/NEW AGE		76 (1)	76 (1)	2.7	3.4
UNKNOWN/OTHERS	10 (1)		10 (1)	0.4	
	598 (9)	2150 (15)	2768 (24)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBKC	1460	Painesville	0.3/0.8/ 11/ 144
WEOL	930	Elyria	0.9/2.2/ 30/ 410
WHK	1420	Cleveland	1.0/4.9/ 40/ 966
CKLW	800	Windsor	0.7/1.8/ 35/ 562
WKDD-F	96.5	Akron/Canton	0.8/4.5/124/2572
WONE-F	97.5	Akron/Cleveland	0.8/4.6/161/2608
WQMX-F	94.9	Medina	0.3/1.4/ 82/1108

American Radio Spring, 1992 Copyright 1992

CLEVELAND

RADIO STATIONS

AM STATIONS

WABQ,	1540, 1 KW (Days)	Gospel	SBN, $ 21.00	(---)	
WEOL,	930, 1 KW (DA-2)	Full Service	MBS ABC, $ NA	(Torbet)	(ELYRIA)
WERE,	1300, 5 KW (DA-1)	Talk	CNN, $ 49.00	(Mc-Guild)	Metroplex
WHK ,	1420, 5 KW (DA-N)	Business News	BRN, NBC T, $ 39.00	(Katz)	Malrite
WJMO,	1490, 1 KW	Black Oldies	ABC, $ 28.00	(HMR)	United
WKNR,	1220, 50 KW (DA-N)	Sports	ABC UNISUP, $ NA	(---)	
WRMR,	850, 10 KW/5 KW (DA-2)	Nostalgia	APR UNISUP, $ 40.00	(HMR)	
WWWE,	1100, 50 KW	News/Talk	CBS ABC, $ 70.00	(Christal)	Booth

FM STATIONS

WCLV,	95.5, 31 KW @ 620	Classical	, $ 57.00	(HNWH)	
WDOK,	102.1, 12 KW @ 1004	Soft AC/EZ	, $ 80.00	(HMR)	
WGAR,	99.5, 50 KW @ 499	Country	, $ 78.00	(HNWH)	Nationwide
WJMO,	92.3, 40 KW @ 236	Urban/CHR	ABC, $ 46.00	(HMR)	United
WLTF,	106.5, 11 KW @ 1059	AC	APR, $155.00	(Christal)	Booth
WMJI,	105.7, 27 KW @ 899	Oldies	, $130.00	(Eastman)	Legacy
WMMS,	100.7, 34 KW @ 600	AOR	SOURCE NBC, $151.00	(Katz)	Malrite
WNCX,	98.5, 16 KW @ 961	Classic AOR	ABC CBS, $ 88.00	(Mc-Guild)	Metroplex
WNWV,	107.3, 50 KW @ 466	Jazz/NAC	, $ 53.00	(Torbet)	(ELYRIA)
WPHR,	107.9, 70 KW @ 390	CHR	UNIPWR, $ 57.00	(Torbet)	Ardman
WENZ,	104.1, 11 KW @ 1059	AC	UNISUP, $ 65.00	(Banner)	ML/Win
WZAK,	93.1, 28 KW @ 620	Black	CBS, $ 85.00	(Durpetti)	Zapis

Miscellaneous: WPWR-F to WENZ-F (May) . . .

FORMAT CODES

- AC - Adult Contemporary
- AOR - Album Oriented Rock
- B - Black (audience predominately black - over 75%)
- BB - Big Band, Nostalgia
- C - Country
- CHR - Contemporary Hit Radio, Top 40, Contemporary
- CL - Classical
- CL AOR - Classic AOR, Classic Rock
- E - Ethnic
- EZ - EZ Listening, Beautiful Music, Some Very soft AC
- G - Gospel
- J/NAC- Jazz and New Adult Contemporary
- M/FS - Middle of Road, (MOR) Full Service
- N - News
- O - Oldies (1955 to current)
- REL - Religion, Christian
- SAC - Soft Adult Contemporary
- SP - Hispanic/Spanish
- T - Talk
- U - Urban (majority of audience is non-white)
- ? - Others or Unknown

REVENUE LEVEL CODES

- A - Less than $ 500,000
- B - $ 500,000 to $ 999,999
- C - $ 1,000,000 to $ 1,999,999
- D - $ 2,000,000 to $ 2,999,999
- E - $ 3,000,000 to $ 3,999,999
- F - $ 4,000,000 to $ 4,999,999
- G - $ 5,000,000 to $ 6,999,999
- H - $ 7,000,000 to $ 9,999,999
- I - $ 10,000,000 to $14,999,999
- J - $ 15,000,000 to $19,999,999
- K - $ 20,000,000 +

American Radio Spring, 1992 Copyright 1992

COLORADO SPRINGS

Arbitron Rank/Pop (12+): 110/333,100
MSA Rank/Pop: 117/406,000
ADI # 99 (w/Pueblo)
Average Person Ratings: 16.7
Market TSL: 21.75 hours

Stations: 19/16
Diaries: 844/395:1/57.5%
Sample Target: 800
% Below Line: 4.3
% Not Listed: 15.0

1991 Revenue: $9,500,000
MM Inc.: $29,615
Retail $: 2.9 Bil
Pop per Station: 20,818
#1 Biller: KKCS-AF $1,700,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KKCS-F	(C)	74/13.3	13.7	14.0	16.6	12.9	14.4	97/1180	873/26.2	26.3	25.0	C	KKCS-F
2. KKMG-F	(CHR)	54/ 9.7	9.6	8.9	5.7	8.5	8.5	81/1047	706/21.2	17.7	19.0		KKMG-F
3. KKFM-F	(CL AOR)	50/ 9.0	6.0	6.3	5.5	6.4	6.7	66/826	553/16.6	14.7	16.3	C	KKFM-F
4. KKLI-F	(SAC)	48/ 8.6	6.5	6.8	7.8	8.0	7.4	60/869	678/20.4	19.8	17.6		KKLI-F
5. KSPZ-F	(O)	42/ 7.6	6.7	6.7	7.0	5.3	7.0	54/680	540/16.2	18.8	15.2		KSPZ-F
6. KVOR	(N/T)	32/ 5.8	6.5	7.2	4.5	5.3	6.0	32/428	414/12.4	15.3	10.9		KVOR
7. KVUU-F	(AC)	31/ 5.6	5.3	4.0	4.9	5.8	4.9	38/820	622/18.7	15.5	14.2		KVUU-F
KRDO-F	(SAC)	31/ 5.6	6.3	7.7	5.1	6.1	6.2	50/607	423/12.7	14.6	15.2		KRDO-F
9. KILO-F	(AOR)	24/ 4.3	4.2	4.0	3.4	3.4	4.0	34/545	427/12.8	10.5	11.4		KILO-F
10. KOA	(N/T)	19/ 3.4	4.4	4.7	4.2	4.8	4.2	42/634	295/ 8.9	13.0	10.9		KOA
KATM-F	(AOR)	19/ 3.4	4.0	4.6	5.1	5.7	4.3	23/622	475/14.3	15.3	15.0		KATM-F
12. KCMN	(BB)	15/ 2.7	1.9	1.4	2.5	1.4	2.1	15/122	119/ 3.6	4.4	3.7		KCMN
13. KIKX-F	(CHR)	12/ 2.2	3.0	4.4	4.9	5.8	3.6	16/508	407/12.2	14.0	18.5		KIKX-F
14.													
15.													

12+ FM SHARE (METRO): 82.63% (390 of 472) (SPG 91: 83.37%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKMG-F››	1 KKMG-F	1 KKCS-F	1 KKCS-F	1 KKCS-F	1 KKCS-F	1 KKCS-F	1 KKCS-F	1 KKCS-F›	1 KKMG-F	1 KKCS-F
2 KKCS-F	2 KKFM-F	2 KKFM-F	2 KKFM-F	2 KKFM-F	2 KRDO-F‹	2 KKMG-F‹	2 KKLI-F‹	2 KKMG-F	2 KKCS-F	2 KKMG-F
KIKX-F	KKCS-F	3 KKMG-F‹	3 KKLI-F	3 KKLI-F	3 KVOR	3 KKFM-F	3 KKFM-F	3 KKFM-F‹	3 KKFM-F	3 KOA
KATM-F	4 KKLI-F	4 KKLI-F	4 KSPZ-F	4 KSPZ-F›	4 KSPZ-F	4 KKLI-F	4 KSPZ-F	4 KKLI-F‹	4 KSPZ-F	4 KKFM-F›
5	5 KILO-F	5 KSPZ-F	5 KVUU-F	5 KVUU-F	5 KKLI-F	5 KSPZ-F	5 KVOR	5 KSPZ-F›	5 KOA	5 KILO-F
6	6 KVUU-F	6 KVUU-F	6 KKMG-F	6 KKMG-F	6 KKFM-F	6 KVOR	6 KKMG-F	6 KVOR ‹	6 KVUU-F	6 KRDO-F
7	7 KATM-F	7 KILO-F	7	7	7	7 KVUU-F	7 KRDO-F	7 KVUU-F	KILO-F	7
8	8	8	8	8	8	8 KRDO-F	8	KRDO-F	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KKMG-F››	1 KKMG-F‹	1 KKLI-F	1 KKCS-F	1 KKLI-F
2 KKCS-F››	2 KKCS-F‹	2 KKCS-F	2 KKLI-F	KKCS-F
3 KKLI-F	3 KKLI-F›	3 KVUU-F	3 KSPZ-F	3 KSPZ-F›
KILO-F	4 KVUU-F›	4 KKMG-F	4 KKMG-F	4 KVUU-F
KATM-F›	5 KSPZ-F	5 KKFM-F	5 KVUU-F	5 KKFM-F
6 KVUU-F	KKFM-F	6 KSPZ-F›	6 KKFM-F	6 KRDO-F
KSPZ-F	7 KATM-F	7 KATM-F	7	KKMG-F
KIKX-F	8	8	8	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKMG-F›	1 KKFM-F›	1 KKFM-F›	1 KKFM-F›	1 KKFM-F
2 KKFM-F	2 KKMG-F	2 KKCS-F	2 KKCS-F	2 KKCS-F›
3 KILO-F›	3 KKCS-F	3 KILO-F›	3 KKMG-F	3 KSPZ-F
4 KKCS-F	KILO-F›	4 KVUU-F	4 KILO-F	4 KKLI-F
KATM-F	5 KKLI-F	KKMG-F	5 KKLI-F	5 KVUU-F
6	KATM-F	KKLI-F›	6 KSPZ-F	KKMG-F
7	7	7 KSPZ-F	7	KILO-F
8	8	KATM-F	8	8

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		66 (2)	66 (2)	14.0	16.6
AOR/CLASSIC		93 (3)	93 (3)	19.7	18.3
AC/OLDIES		73 (2)	73 (2)	15.5	23.6
FULL SVC/VARIETY					
COUNTRY	10 (2)	74 (1)	84 (3)	17.8	16.6
BLACK/URBAN					
SAC/EZ		79 (2)	79 (2)	16.7	9.4
NEWS/TALK	51 (2)	2 (1)	53 (3)	11.2	12.7
NOSTALGIA	15 (1)		15 (1)	3.2	1.6
RELIGION/GOSPEL	2 (1)		2 (1)	0.4	0.6
SPANISH					
CLASSICAL		3 (1)	3 (1)	0.6	0.4
JAZZ/NEW AGE					
UNKNOWN/OTHERS	4 (1)		4 (1)	0.8	
	82 (7)	390 (12)	472 (19)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KCBR	1040	Mmmnt/Co Sprngs	0.7/2.1/ 4/ 72
KKCS	1460	Colorado Sprngs	0.7/2.5/ 5/ 96
KRDO	1240	Colorado Sprngs	1.1/5.6/ 7/ 229
KWYD	1580	Colorado Sprngs	0.4/1.7/ 2/ 59
KRYT-F	107.9	Pueblo	0.4/1.1/ 13/ 184
KYOO-F	99.5	Denver	0.5/1.5/ 3/ 49

American Radio Spring, 1992 Copyright 1992

COLORADO SPRINGS

RADIO STATIONS

KCMN, 1530, 1 KW (DAYS)	, NOSTALGIA	CNN, UNISUP	, $ 13.00 (K & P)		
KRDO, 1240, 1 KW (DA-1)	, COUNTRY		, $ 13.00 (HNWH)		
KSSS, 740, 3.5KW/1.5 KW(DA-2), SEE KVUU-FM					
KVOR, 1300, 5 KW/1 KW	, NEWS/TALK	ABC CBS	, $ 25.00 (Katz)	Unistar	
KATM-F, 100.7, 13 KW @ 2122, AOR			, $ 21.00 (Banner)	Salem	(PUEBLO)
KHII-F, 105.6, .4 KW @ 2227, COUNTRY		SMN,	$ 12.00 (K & P)		(SECURITY)
KIKX-F, 102.7, 100 KW @ 2001, CHR			, $ 24.00 (Banner)	Wiskes/Aberis	
KILO-F, 93.9, 83 KW @ 2109, AOR			, $ 30.00 (Eastman)	Bahakel	
KKCS-F, 101.9, 79 KW @ 2178, COUNTRY			, $ 44.00 (Torbet)	Walton	
KKFM-F, 96.5, 71 KW @ 2289, CLASSIC AOR			, $ 35.00 (Christal)	Citadel	
KKLI-F, 106.3, 1.6 W @ 2224, SOFT AC			, $ 24.00 (Torbet)	Tippie	
KKMG-F, 98.9, 70 KW @ 2299, CHR			, $ 20.00 (Banner)		(PUEBLO)
KRDO-F, 95.1, 96 KW @ 2011, EZ			, $ 20.00 (HNWH)		
KSPZ-F, 92.9, 72 KW @ 2129, OLDIES		UNISUP	, $ 32.00 (Katz)	Unistar	
KVUU-F, 99.9, 68 KW @ 2001, AC		NBC	, $ 27.00 (McGuild)	Dick	(PUEBLO)
KOA -- See Denver					

Miscellaneous: KATM-F (Pueblo) sold to Surrey to Atsinger (Salem) for $950,000 (MVP; Kalil) . . .

American Radio Spring, 1992 Copyright 1992

COLUMBIA, SC

Arbitron Rank/Pop (12+): 91/385,800

MSA Rank/Pop: 106/465,000
ADI # 87

Average Person Ratings: 16.5
Market TSL: 22.00 hours

Stations: 16/16
Diaries: 942/410:1/50.8%
Sample Target: 850
% Below Line: 0.0
% Not Listed: 14.9

1991 Revenue: $14,900,000
HH Inc.: $32,602
Retail $: 3.7 Bil
Pop per Station: 24,112
#1 Biller: WCOS-AF $3,100,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WWDM-F	(B)	117/18.4	17.6	16.5	15.2	14.9	16.9	186/1714	994/25.8	23.9	21.9	D	WWDM-F
2. WCOS-F	(C)	85/13.4	14.0	16.4	15.7	17.5	14.9	166/1962	992/25.7	28.8	28.5	E	WCOS-F
3. WNOK-F	(CHR)	54/ 8.5	8.6	9.3	8.0	10.8	8.6	80/1505	833/21.6	25.5	23.5	C	WNOK-F
4. WMFX-F	(AOR)	46/ 7.2	6.8	5.4	5.5	6.4	6.2	50/690	576/14.9	14.9	15.3	C	WMFX-F
5. WVOC	(N/T)	41/ 6.4	8.3	8.0	7.8	7.9	7.6	49/706	566/14.7	16.3	15.9	B	WVOC
6. WTCB-F	(AC)	38/ 6.0	4.1	4.8	5.5	6.1	5.1	76/1089	540/14.0	11.6	15.1	C	WTCB-F
WHKZ-F	(C)	38/ 6.0	4.2	5.3	2.4	2.6	4.5	46/681	521/13.5	13.8	11.1	A	WHKZ-F
8. WOMG-F	(O)	36/ 5.7	5.0	4.2	4.7	6.1	4.9	42/659	544/14.1	11.9	14.1	C	WOMG-F
9. WTGH	(G)	19/ 3.0	2.9	2.9	4.9	1.7	3.4	19/243	239/ 6.2	7.1	6.0	A	WTGH
10. WKWQ-F	(B)	18/ 2.8	1.8	1.8	1.6	1.5	2.0	18/288	270/ 7.0	4.5	4.0	A	WKWQ-F
11. WOIC	(B)	17/ 2.7	2.9	3.0	2.6	2.6	2.8	17/233	226/ 5.9	6.7	4.9	A	WOIC
12. WSCQ-F	(AC)	14/ 2.2	2.1	2.9	3.4	2.6	2.7	15/295	282/ 7.3	8.8	8.4	B	WSCQ-F
13.													
14.													
15.													

12+ FM SHARE (METRO): 84.66% (458 of 541) (SPG 91: 85.36%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	WWDM-F››	WWDM-F››	WWDM-F›	WWDM-F›	WWDM-F›	WCOS-F›	WWDM-F‹	WWDM-F‹	WWDM-F	WWDM-F››	WWDM-F
2	WNOK-F	WMFX-F	WCOS-F	WCOS-F	WCOS-F›	WVOC	WCOS-F››	WCOS-F›	WCOS-F›	WNOK-F›	WVOC
3		WNOK-F	WMFX-F	WMFX-F	WMFX-F	WWDM-F	WTCB-F‹	WVOC	WMFX-F‹	WMFX-F	WCOS-F›
4		WCOS-F›	WNOK-F›	WHKZ-F	WHKZ-F	WTCB-F	WNOK-F	WMFX-F‹	WNOK-F	WCOS-F	
5		WHKZ-F	WOMG-F	WTCB-F	WTCB-F	WOMG-F	WVOC ‹	WNOK-F‹	WOMG-F		
6			WHKZ-F	WOMG-F	WOMG-F			WOMG-F			
7				WNOK-F				WTCB-F‹			

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1	WWDM-F››	WWDM-F››	WWDM-F››	WWDM-F››	WWDM-F›
2	WNOK-F››	WNOK-F›	WNOK-F	WNOK-F	WCOS-F
3	WOMG-F	WCOS-F	WHKZ-F	WCOS-F	WTCB-F
	WMFX-F	WMFX-F	WCOS-F	WTCB-F	WHKZ-F
	WCOS-F	WOMG-F	WTCB-F	WOMG-F	WNOK-F
6		WHKZ-F	WMFX-F	WHKZ-F	WOMG-F
7			WOMG-F		

	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	WWDM-F›	WWDM-F	WWDM-F	WWDM-F›	WWDM-F
2	WNOK-F›	WMFX-F›	WMFX-F››	WMFX-F	WCOS-F
3	WCOS-F	WNOK-F	WNOK-F	WCOS-F	WMFX-F›
4	WMFX-F›	WCOS-F›	WCOS-F	WNOK-F	WVOC
5	WOMG-F	WHKZ-F	WHKZ-F	WVOC	WHKZ-F
6				WHKZ-F	
7					

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		54 (1)	54 (1)	10.0	16.2
AOR/CLASSIC		46 (1)	46 (1)	8.5	7.4
AC/OLDIES	2 (1)	100 (4)	102 (5)	18.9	21.9
FULL SVC/VARIETY					
COUNTRY		123 (2)	123 (2)	22.7	21.0
BLACK/URBAN	17 (1)	135 (2)	152 (3)	28.1	22.0
SAC/EZ					
NEWS/TALK	41 (1)		41 (1)	7.6	9.2
NOSTALGIA					
RELIGION/GOSPEL	21 (2)		21 (2)	3.9	2.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	2 (1)		2 (1)	0.4	
	83 (6)	458 (10)	541 (16)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAAS-F	93.5	Columbia	1.9/6.9/ 12/ 299
WCOS	1400	Columbia	0.3/2.5/ 2/ 114
WOMG	1320	Columbia	0.3/1.5/ 2/ 56
WQXL	1470	Columbia	0.3/1.5/ 3/ 78

American Radio Spring, 1992 Copyright 1992

COLUMBIA, SC

RADIO STATIONS

WOIC, 1230, 1 KW (DA-1)	, BLACK		, $ 14.00 (Banner)	Voyager		
WQXL, 1470, 5 KW (DAYS)	, RELIGION		SBN , $ 12.00 (---)			
WTGH, 620, 1 KW/125 W (DA-1)	, GOSPEL		SBN , $ 15.00 (---)	Willis		
WVOC, 560, 5 KW (DA-N)	, NEWS/TALK	CNN	CBS , $ 24.00 (Banner)			
WAAS-F, 93.5, 1.7 KW @ 426	, AC		, $ 30.00 (Banner)			
WCOS-F, 97.5, 100 KW @ 984	, COUNTRY	SMN	ABC , $ 71.00 (McGuild)	Ragan Henry		
WHKZ-F, 96.7, 3 KW @ 626	, COUNTRY		, $ 23.00 (K&P)	Universal	(CAYCE)	
WKWQ-F, 93.1, 2.1 KW @ 561	, BLACK		UNIPWR , $ 17.00 (---)	Willis	(BATESBURG)	
WMFX-F, 102.3, 3 KW @ 321	, AOR		SOURCE , $ 47.00 (Durpetti)	Baum	(ST.ANDREWS)	
WNOK-F, 104.7, 100 KW @ 1000	, CHR		ABC , $ 45.00 (Katz)	Voyager		
WOMG-F, 103.1, 3 KW @ 298	, OLDIES		MBS , $ 28.00 (Schubert)	John Price		
WSCQ-F, 100.1, 5.9 KW @ 331	, AC		CNN , $ 23.00 (Eastman)	American Network		
WTCB-F, 106.7, 100 KW @ 787	, AC		APR , $ 38.00 (Christal)	Bloomington	(ORANGEBURG)	
WWDM-F, 101.3, 100 KW @ 1322	, Black		UNIPWR , $ 53.00 (HNWH)		(SUMTER)	

American Radio Spring, 1992 Copyright 1992

COLUMBUS, GA

Arbitron Rank/Pop (12+): 162/199,500
MSA Rank/Pop: 184/243,200
ADI # 121
Average Person Ratings: 16.6
Market TSL: 22.25 hours

Stations: 12/12
Diaries: 721/277:1/49.1%
Sample Target: 640
% Below Line: 0.0
% Not Listed: 10.5

1991 Revenue: $7,200,000
HH Inc.: $27,577
Retail $: 1.7 Bil
Pop per Station: 16,625
#1 Biller: WSTH-AF $1,300,000

12+ METRO		1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WSTH-F	(C)	52/15.7	----	12.4	----	14.1	----	101/1172	506/25.4	0.0	24.2	C	WSTH-F
2. WAGH-F	(B)	45/13.6	----	11.0	----	10.9	----	52/553	473/23.7	0.0	23.2	B	WAGH-F
3. WGSY-F	(AC)	42/12.7	----	15.9	----	11.4	----	59/686	508/25.5	0.0	26.0	C	WGSY-F
4. WVRK-F	(AOR)	36/10.8	----	6.9	----	11.7	----	76/799	260/13.0	0.0	14.4	B	WVRK-F
5. WFXE-F	(B)	33/ 9.9	----	9.5	----	8.2	----	40/660	496/24.9	0.0	24.7	A	WFXE-F
6. WCGQ-F	(CHR)	26/ 7.8	----	13.5	----	11.1	----	50/790	384/19.2	0.0	24.6	C	WCGQ-F
7. WOKS	(B)	24/ 7.2	----	8.1	----	10.1	----	27/312	274/13.7	0.0	14.6	A	WOKS
8. WEAM	(G)	20/ 6.0	----	2.9	----	0.8	----	20/166	163/ 8.2	0.0	4.2	A	WEAM
9. WRCG	(N/T)	11/ 3.3	----	5.8	----	3.5	----	16/248	191/ 9.6	0.0	10.7	A	WRCG
10.													

12+ FM SHARE (METRO): 80.13% (238 of 297) (SPG 91: 79.50%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAGH-F>>	1 WVRK-F	1 WSTH-F	1 WSTH-F	1 WSTH-F	1 WSTH-F	1 WSTH-F>	1 WGSY-F	1 WSTH-F	1 WAGH-F	1 WSTH-F>>
2 WFXE-F>	2 WAGH-F	2 WVRK-F<	2 WGSY-F	2 WGSY-F	2 WGSY-F>	2 WGSY-F<	2 WSTH-F	2 WAGH-F<	2 WFXE-F>	2 WAGH-F
3 WCGQ-F	3 WSTH-F	3 WAGH-F	3 WAGH-F>	3 WAGH-F>	3 WOKS	3 WAGH-F	3 WVRK-F	3 WGSY-F	3 WSTH-F	3 WOKS
4	WCGQ-F	4 WGSY-F>	4 WVRK-F	4 WVRK-F	4 WEAM	4 WVRK-F	4 WAGH-F	4 WVRK-F	4 WOKS	WGSY-F
5	5 WGSY-F	5 WCGQ-F	5 WFXE-F	WFXE-F	5 WFXE-F	5 WFXE-F	5 WFXE-F	5 WCGQ-F	WGSY-F	5
6	6	6 WFXE-F	6	6	6	6	6	6 WFXE-F>>	WCGQ-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WVRK-F	1 WVRK-F	1 WGSY-F>	1 WGSY-F	1 WGSY-F>	1 WVRK-F>>	1 WVRK-F>	1 WSTH-F>	1 WSTH-F	1 WSTH-F>>
2 WAGH-F>	WAGH-F	2 WFXE-F	2 WAGH-F	2 WSTH-F	2 WCGQ-F>	2 WSTH-F	2 WVRK-F	2 WVRK-F	2 WAGH-F
3 WFXE-F	3 WGSY-F	WAGH-F	3 WFXE-F	WFXE-F	3 WAGH-F>	WCGQ-F	WAGH-F	3 WAGH-F	3 WGSY-F
WCGQ-F>	WFXE-F	4 WVRK-F>	4 WVRK-F	4 WAGH-F	4 WGSY-F	WAGH-F	4 WCGQ-F	4 WCGQ-F	4 WVRK-F
5 WSTH-F	5	5 WSTH-F	WSTH-F	5 WOKS	5	5	5	5 WGSY-F	5

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		26 (1)	26 (1)	8.8	14.8	WHYD	1270	Phenix Cty/Clmb	0.3/2.0/ 1/ 41
AOR/CLASSIC		36 (1)	36 (1)	12.1	7.6	WPNX	1460	Columbus/GA-Phx	0.9/4.2/ 4/ 93
AC/OLDIES		42 (1)	42 (1)	14.1	17.4	WVFJ-F	93.3	Manchester	1.2/5.1/ 14/ 272
FULL SVC/VARIETY									
COUNTRY	3 (1)	52 (1)	55 (2)	18.5	15.8				
BLACK/URBAN	24 (1)	78 (2)	102 (3)	34.3	33.1				
SAC/EZ									
NEWS/TALK	11 (1)		11 (1)	3.7	6.3				
NOSTALGIA									
RELIGION/GOSPEL	21 (2)	4 (1)	25 (3)	8.4	5.0				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	59 (5)	238 (7)	297 (12)						

RADIO STATIONS

WEAM , 1580,	2.3 KW/1 KW (DA-1) ,	Gospel	, $ 8.00	(---) GMB		
WOKS , 1340,	1 KW (DA-1) ,	Black	AURN, $13.00	(Katz)		
WRCG , 1420,	5 KW (DA-N) ,	News/Talk	ABC CBS, $11.00	(Christal)		
WAGH-F, 98.3,	3 KW @ 328 ,	Black	, $16.00	(K & P)	(FT. MITCHELL)	
WCGQ-F, 107.3,	100 KW @ 1010 ,	CHR	ABC, $24.00	(Christal)		
WFXE-F, 104.9,	6 KW @ 289 ,	Black	ABC, $17.00	(Katz)		
WGSY-F, 100.1,	6 KW @ 328 ,	AC	, $23.00	(Torget) Woodfin	(PHOENIX CITY)	
WSTH-F, 106.1,	100 KW @ 981 ,	Country	NBC ABC, $26.00	(Mc-Guild)	(ALEX. CITY)	
WVFJ-F, 93.3,	100 KW @ 1250 ,	Religion	, $ 8.00	(Regional)	(MANCHESTER)	
WVRK-F, 102.9,	100 KW @ 1519 ,	AOR	UNIPWR ABC, $21.00	(Mc-Guild)		

American Radio Spring, 1992 Copyright 1992

COLUMBUS, OH

Arbitron Rank/Pop (12+): 34/1,157,400

MSA Rank/Pop: 35/1,360,000
ADI # 34

Average Person Ratings: 15.8
Market TSL: 21.00 hours

Stations: 24/23
Diaries: 1484/780:1/50.8%
Sample Target: 1430
% Below Line: 1.8
% Not Listed: 12.3

1991 Revenue: $43,000,000
HH Inc.: $28,503
Retail $: 10.8 Bil
Pop per Station: 50,322
#1 Biller: WNCI-F $8,200,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WNCI-F	(CHR)	192/10.5	11.0	7.5	11.4	11.1	10.1	238/3934	2979/25.7	21.4	23.9	H	WNCI-F
2. WTVN	(FS)	165/ 9.0	10.1	8.0	9.1	10.8	9.1	197/2482	1984/17.1	16.6	19.2	H	WTVN
3. WSNY-F	(AC)	142/ 7.8	8.7	9.5	9.1	8.5	8.8	151/2300	2094/18.1	22.2	22.2	H	WSNY-F
4. WLVQ-F	(AOR)	122/ 6.7	7.5	8.1	8.9	7.9	7.8	136/2271	1905/16.5	16.5	18.5	G	WLVQ-F
5. WHOK-F	(C)	100/ 5.5	7.4	5.7	5.4	6.8	6.0	177/2417	1587/13.7	13.8	14.3	D	WHOK-F
6. WWHT-F	(CHR)	79/ 4.3	3.3	3.5	2.3	4.6	3.3	83/1417	1338/11.6	11.0	10.1	A	WWHT-F
7. WRVF-F	(C)	78/ 4.3	3.4	3.1	1.2	0.9	3.0	84/1011	962/ 8.3	6.6	5.0	A	WRVF-F
WCLT-F	(C)	78/ 4.3	2.9	2.6	2.1	2.5	3.0	155/1396	735/ 6.4	4.8	4.9	A	WCLT-F
9. WMGG-F	(CL AOR)	77/ 4.2	3.4	5.4	5.2	4.7	4.6	98/1906	1548/13.4	13.2	13.4	D	WMGG-F
10. WVKO	(B)	75/ 4.1	3.6	2.5	3.3	2.7	3.4	75/833	825/ 7.1	5.9	7.1	B	WVKO
11. WCOL-F	(O)	68/ 3.7	3.8	5.4	5.6	4.7	4.6	94/1616	1214/10.5	14.4	13.6	D	WCOL-F
12. WBNS-F	(O)	65/ 3.6	2.7	3.9	6.9	5.9	4.3	75/1382	1152/10.0	13.2	13.3	D	WBNS-F
13. WCKX-F	(B)	52/ 2.8	2.0	2.7	1.4	1.2	2.2	52/768	725/ 6.3	6.4	4.6	A	WCKX-F
WBNS	(BB)	52/ 2.8	3.5	3.7	2.5	1.7	3.1	52/825	780/ 6.7	11.7	5.2	A	WBNS
15. WMNI	(C)	46/ 2.5	2.2	2.7	2.2	2.0	2.4	49/570	512/ 4.4	4.4	4.6	A	WMNI
16. WWCD-F	(AOR)	40/ 2.2	1.3	1.5	2.6	2.9	1.9	41/696	690/ 6.0	5.2	5.6	A	WWCD-F
17. WRZR-F	(AOR)	37/ 2.0	3.7	1.6	1.7	0.8	2.3	63/863	562/ 4.9	5.0	3.5	A	WRZR-F
18. WLW	(FS)	33/ 1.8	1.5	2.2	2.1	1.6	1.9	69/1397	669/ 5.8	6.4	5.7		WLW
19. WCEZ-F	(SAC)	31/ 1.7	1.2	1.4	0.3	----	1.1	33/524	471/ 4.1	2.7	0.0	A	WCEZ-F
20. WTLT-F	(REL)	23/ 1.3	1.4	1.0	1.5	1.6	1.3	24/447	422/ 3.6	2.7	4.3	A	WTLT-F

12+ FM SHARE (METRO): 75.12% (1205 of 1604) (SPG 91: 76.38%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNCI-F<	1 WNCI-F	1 WNCI-F	1 WNCI-F<	1 WSNY-F<	1 WTVN >	1 WTVN	1 WNCI-F	1 WNCI-F>	1 WNCI-F	1 WRVF-F
2 WWHT-F>>	2 WLVQ-F>	2 WSNY-F	2 WSNY-F	2 WNCI-F	2 WSNY-F	2 WNCI-F>	2 WSNY-F	2 WLVQ-F<	2 WTVN	WNCI-F
3 WCKX-F	3 WSNY-F<	WLVQ-F>	3 WLVQ-F>	3 WLVQ-F	3 WHOK-F	3 WSNY-F	3 WTVN	3 WSNY-F	3 WSNY-F	3 WTVN
4	4 WMGG-F>	4 WMGG-F	4 WTVN	4 WTVN >	4 WNCI-F<	4 WLVQ-F>	4 WLVQ-F>	4 WTVN	4 WLVQ-F	4 WCLT-F
5	5 WWHT-F	5 WTVN	5 WCOL-F<	5 WCOL-F<	5 WBNS	5	5 WHOK-F<	5 WHOK-F	5 WLW	5 WSNY-F
6	6	6 WRVF-F	6 WMGG-F	6 WVKO	6	6	6 WCOL-F	6 WMGG-F	WHOK-F<	WHOK-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WNCI-F>>	1 WNCI-F>	1 WNCI-F>	1 WNCI-F	1 WNCI-F
2 WWHT-F	2 WSNY-F<	2 WLVQ-F	2 WSNY-F>	2 WSNY-F>>
3 WSNY-F	3 WLVQ-F>	3 WSNY-F>	3 WLVQ-F	3 WLVQ-F<
4 WLVQ-F	4 WWHT-F>	4 WVKO	4 WVKO	4 WVKO
5 WMGG-F	5 WRVF-F	5 WRVF-F	5 WWHT-F	5 WTVN
6 WRVF-F	WMGG-F	WCKX-F	6	6 WCOL-F
7 WHOK-F	7	7	7	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNCI-F	1 WLVQ-F>	1 WLVQ-F>>	1 WLVQ-F>	1 WLVQ-F
2 WMGG-F	2 WNCI-F	2 WMGG-F	2 WNCI-F	2 WTVN
3 WLVQ-F>>	3 WMGG-F>	3 WNCI-F	3 WMGG-F	3 WSNY-F
4 WRZR-F	4 WRZR-F	4 WWCD-F	4 WTVN	4 WNCI-F<
5 WSNY-F	5 WWCD-F<	WRZR-F	WSNY-F>	5 WMGG-F
6 WCLT-F	6 WSNY-F	6 WCLT-F	6 WRVF-F	6
WWHT-F	7	7 WSNY-F	7 WCOL-F	7
WWCD-F	8	8 WCKX-F	8	8

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		286 (3)	286 (3)	17.8	18.1
AOR/CLASSIC		276 (4)	276 (4)	17.2	17.8
AC/OLDIES	19 (1)	275 (3)	294 (4)	18.3	24.1
FULL SVC/VARIETY	198 (2)		198 (2)	12.3	14.8
COUNTRY	55 (2)	262 (4)	317 (6)	19.7	14.2
BLACK/URBAN	75 (1)	52 (1)	127 (2)	7.9	4.5
SAC/EZ		31 (1)	31 (1)	1.9	
NEWS/TALK					
NOSTALGIA	52 (1)		52 (1)	3.2	2.0
RELIGION/GOSPEL		23 (1)	23 (1)	1.4	2.2
SPANISH					
CLASSICAL					1.4
JAZZ/NEW AGE					0.9
UNKNOWN/OTHERS					
	399 (7)	1205 (17)	1604 (24)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCOL	1230	Columbus	1.0/3.5/ 19/ 406
WHTH	790	Heath/Newark	0.5/0.9/ 10/ 117
WNKO-F	101.7	Newark/Heath	0.8/1.6/ 15/ 189
WSWZ-F	103.5	Lancaster	0.3/1.7/ 9/ 224

American Radio Spring, 1992 Copyright 1992

COLUMBUS, OH

RADIO STATIONS

AM STATIONS

WBNS,	1460,	5 KW/1 KW (DA-N) ,	Nostalgia	APR CBS,	$ 32.00	(Banner)	Columbus Dispatch
WCOL,	1230,	1 KW ,	SEE WCOL-FM				
WMNI,	920,	1 KW/500 W (DA-2),	Country	MBS NBC,	$ 30.00	(Eastman)	
WRFD,	880,	9 KW (Days, DA) ,	Religion	,	$ 21.00	(---)	Salem
WTVN,	610,	5 KW (DA-N) ,	Full Service	ABC,	$123.00	(Katz)	Great American
WVKO,	1580,	1 KW/250 W (DA-2),	Black	SBN UNIPWR,	$ 32.00	(Mc-Guild)	Saga

FM STATIONS

WBBY,	103.9,	2.6 KW @ 361 ,	Jazz	NBC,	$ 30.00	(---)	(WESTERVILLE)
WBNS,	97.1,	21 KW @ 781 ,	Oldies	CBS,	$ 47.00	(Banner)	Columbus Dispatch
WCKX,	106.3,	3 KW @ 298 ,	Black	SBN, NBN,	$ 27.00	(---)	(LONDON)
WCLT,	100.3,	50 KW @ 390 ,	Country	MBS,	$ NA	(---)	(NEWARK)
WCOL,	92.3,	22 KW @ 754 ,	Oldies	,	$ 60.00	(Christal)	Great Trails
WHOK,	95.5,	50 KW @ 492 ,	Country	APR,	$ 55.00	(Eastman)	
WLVQ,	96.3,	18 KW @ 751 ,	AOR	,	$140.00	(Katz)	Great American
WMGG,	99.7,	20 KW @ 783 ,	AOR	,	$ 67.00	(Eastman)	
WNCI,	97.9,	175 KW @ 561 ,	CHR	APR,	$163.00	(MMR)	Nationwide
WRVF,	98.9,	3 KW @ 328 ,	Country	CNN,	$ 29.00	(Eastman)	(UPPER ARLINGTON)
WRZR,	103.1,	3 KW @ 298 ,	AOR	SMN,	$ 24.00	(---)	Ragan Henry (JOHNSTOWN)
WSNY,	94.7,	22 KW @ 754 ,	AC	,	$168.00	(Mc-Guild)	Saga
WWCD,	101.1,	3 KW @ 328 ,	Prog AOR	,	$ NA	(---)	(GROVE CITY)
WWHT,	105.7,	6 KW @ 328 ,	CHR	ABC,	$ NA	(Schubert)	(MARYSVILLE)

Miscellaneous: WMGG-F from Classic AOR to AOR (June) . . .

American Radio Spring, 1992 Copyright 1992

CORPUS CHRISTI

Arbitron Rank/Pop (12+): 132/277,600

MSA Rank/Pop: 139/349,800
ADI # 125

Average Person Ratings: 17.0
Market TSL: 22.75 hours

Stations: 18/17
Diaries: 806/344:1/45.6%
Sample Target: 750
% Below Line: 0.6
% Not Listed: 16.5

1991 Revenue: $7,800,000
HH Inc.: $27,776
Retail $: 2.3 Bil
Pop per Station: 16,329
#1 Biller: KOUL-F $1,400,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KRYS-AF (C)	65/13.7	12.7	10.7	13.4	10.6	----	98/1346	852/30.7	31.2	29.7	C	KRYS-AF
2. KOUL-F (C)	63/13.3	14.6	14.2	13.8	11.7	----	98/1187	767/27.6	29.4	26.8	C	KOUL-F
3. KZFM-F (CHR)	61/12.9	12.4	12.2	14.6	16.7	----	83/1088	766/27.6	28.6	27.6	C	KZFM-F
4. KNCN-F (AOR)	37/ 7.8	9.1	9.1	8.2	6.9	----	47/746	561/20.2	19.5	18.4	B	KNCN-F
5. KUNO-AF (SP)	34/ 7.2	10.8	9.3	9.6	7.9	----	36/429	365/13.1	13.9	12.2	C	KUNO-AF
6. KLTG-F (O)	30/ 6.3	5.8	8.3	4.0	4.8	----	37/537	443/16.0	16.9	15.8	B	KLTG-F
7. KMXR-F (AC)	28/ 5.9	4.7	5.9	6.0	7.5	----	29/493	440/15.9	16.6	15.7	B	KMXR-F
8. KEYS (N/T)	16/ 3.4	1.8	0.8	1.0	1.9	----	19/275	225/ 8.1	4.9	5.6	A	KEYS
9. KMIQ-F (SP)	14/ 3.0	2.7	5.3	4.0	2.7	----	20/333	268/ 9.7	8.7	11.4	A	KMIQ-F
10. KCGR-F (CL AOR)	13/ 2.7	2.0	2.0	1.0	4.0	----	13/209	209/ 7.5	7.4	7.8	A	KCGR-F
11. KWVS-F (J/V)	10/ 2.1	2.4	2.4	2.8	2.7	----	11/187	178/ 6.4	3.7	4.6	A	KWVS-F
12.												
13.												
14.												
15.												

12+ FM SHARE (METRO): 82.53% (326 of 395) (SPG 91: 78.59%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZFM-F››	1 KRYS-AF	1 KRYS-AF	1 KRYS-AF	1 KRYS-AF	1 KOUL-F	1 KRYS-AF	1 KOUL-F	1 KZFM-F‹	1 KZFM-F›	1 KOUL-F
2 KNCN-F	2 KNCN-F	2 KOUL-F	2 KOUL-F›	2 KOUL-F›	2 KRYS-AF‹	2 KOUL-F	2 KRYS-AF›	2 KOUL-F‹	2 KOUL-F	2 KZFM-F
3	3 KZFM-F	3 KZFM-F	3 KLTG-F	3 KLTG-F	3 KUNO-AF›	3 KZFM-F›	3 KZFM-F	3 KRYS-AF›	3 KNCN-F	KRYS-F
4	4 KOUL-F›	4 KNCN-F	4 KMXR-F	4 KMXR-F	4 KLTG-F	4 KUNO-AF›	4 KNCN-F	4 KNCN-F	4 KUNO-AF	4
5	5 KMXR-F	5 KMXR-F	5 KZFM-F	5 KZFM-F	5	5 KNCN-F	5 KLTG-F	5 KMXR-F	5 KRYS-AF	5
6	6	KLTG-F	6	6	6	6	6	6 KLTG-F›	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KOUL-F	1 KRYS-AF	1 KRYS-AF›	1 KRYS-AF	1 KRYS-AF	1 KNCN-F››	1 KNCN-F›	1 KRYS-AF	1 KNCN-F	1 KRYS-AF
2 KZFM-F	2 KOUL-F	2 KOUL-F›	2 KOUL-F›	2 KOUL-F›	2 KZFM-F››	2 KRYS-AF	2 KNCN-F	2 KRYS-AF	KOUL-F›
KMXR-F	3 KZFM-F	3 KZFM-F	3 KZFM-F	3 KZFM-F	3 KRYS-AF	3 KZFM-F›	3 KWVS-F	3 KOUL-F	3 KLTG-F
4 KRYS-AF	4 KMXR-F	4 KMXR-F	4 KMXR-F	KLTG-F	4	4 KOUL-F	KOUL-F	4 KZFM-F	4 KNCN-F
5 KNCN-F	5	5	5 KLTG-F	5 KMXR-F	5	5 KWVS-F	5	5 KLTG-F	5 KEYS

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		61 (1)	61 (1)	15.4	13.7
AOR/CLASSIC		50 (2)	50 (2)	12.7	12.5
AC/OLDIES		58 (2)	58 (2)	14.7	18.7
FULL SVC/VARIETY					
COUNTRY	6 (2)	125 (2)	131 (4)	33.2	29.2
BLACK/URBAN					
SAC/EZ	8 (2)		8 (2)	2.0	3.2
NEWS/TALK	16 (1)		16 (1)	4.1	1.4
NOSTALGIA					
RELIGION/GOSPEL	5 (1)		5 (1)	1.3	1.8
SPANISH	34 (2)	22 (2)	56 (4)	14.2	19.6
CLASSICAL					
JAZZ/NEW AGE		10 (1)	10 (1)	2.5	
UNKNOWN/OTHERS					
	69 (8)	326 (10)	395 (18)		

OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME
KCCT	1150	Corpus Christ	1.7/5.7/ 10/ 195
KCTA	1030	Corpus Christ	1.1/3.0/ 7/ 132
KDAE	1590	Sinton	0.8/3.0/ 5/ 91
KSIX	1230	Corpus Christ	0.8/4.6/ 7/ 169
KKYX	680	San Antonio	0.6/1.3/ 11/ 89

American Radio Spring, 1992 Copyright 1992

CORPUS CHRISTI

RADIO STATIONS

KCCT	1150,	1 KW/500 W (DA-2)	Hispanic	CRC,	$15.00 (Caballero)		
KCTA	1030,	50 KW (DAYS)	Religion		$ 9.00 (---)		
KEYS	1440,	1 KW (DA-N)	News/Talk	UNISUP CNN,	$13.00 (Banner)		
KUNO	1400,	1 KW	Hispanic		$27.00 (Katz Hisp.)	Tichenor	
KCGR-F	105.5,	1.9 KW @ 354	Classic AOR	ABC,	$15.00 (Christal)		(PORTLAND)
KLTG-F	96.5,	100 KW @ 869	Oldies		$21.00 (Mc-Guild)		
KMIQ-F	105.1,	3 KW @ 298	Hispanic		$13.00 (Caballero)		(BOBSTOWN)
KMXR-F	93.9,	100 KW @ 840	AC	NBC,	$22.00 (Christal)		
KNCN-F	101.3,	100 KW @ 361	AOR		$26.00 (Torbet)	Tippie	(SINTON)
KOUL-F	103.7,	100 KW @ 941	Country	AP,	$32.00 (Mc-Guild)		(SINTON)
KRYS-F	99.1,	100 KW @ 928	Country	ABC,	$25.00 (Banner)		
KSAB-F	99.9,	100 KW @ 269 -- see KUNO					
KWVS-F	97.5,	100 KW @ 131	Jazz/Variety		$11.00 (Durpetti)		(KINGSVILLE)
KZFM-F	95.5,	100 KW @ 994	CHR		$30.00 (Banner)		

Miscellaneous: KEYS from Oldies to News/Talk . . .

American Radio Spring, 1992 Copyright 1992

DALLAS-FT. WORTH

Arbitron Rank/Pop (12+): 8/3,320,000
MSA Rank/Pop: 13/2,608,800 Dallas
36/1,366,700 Ft. Worth
ADI # 7
Average Person Ratings: 17.8
Market TSL: 23.25 hours

Stations: 31/31
Diaries: 2501/1327:1/46.5%
Sample Target: 2420
% Below Line: 0.0
% Not Listed: 7.8

1991 Revenue: $132,400,000
HH Inc.: $34,930
Retail $: 36.0 Bil
Pop per Station: 107,097
#1 Biller: KVIL-AF $20,800,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KSCS-F	(C)	561/ 9.5	9.9	11.2	10.5	11.0	10.3	608/8283	7342/22.1	24.7	25.2	I	KSCS-F
2. KVIL-AF	(AC)	376/ 6.3	5.5	5.3	5.6	7.0	5.7	384/4469	4219/12.7	14.6	14.3	K	KVIL-AF
3. KPLX-F	(C)	343/ 5.8	6.5	7.3	6.0	6.2	6.4	397/6408	5449/16.4	17.3	15.6	I	KPLX-F
4. KJMZ-F	(B)	332/ 5.6	5.7	4.0	4.3	4.3	4.9	354/5509	5001/15.1	11.5	9.8	E	KJMZ-F
5. WBAP	(FS)	314/ 5.3	4.3	5.3	5.4	6.7	5.1	471/6908	4896/14.7	13.7	16.7	J	WBAP
6. KKDA-F	(B)	268/ 4.5	4.7	4.4	5.0	4.6	4.7	333/4081	3447/10.4	9.7	9.4	H	KKDA-F
7. KTXQ-F	(AOR)	253/ 4.3	4.7	5.2	6.4	5.9	5.2	278/4684	4142/12.5	12.5	13.5	H	KTXQ-F
8. KYNG-F	(C)	244/ 4.1	3.1	1.6	1.6	2.2	2.6	279/3510	3179/ 9.6	5.9	7.1	E	KYNG-F
9. KLRX-F	(SAC)	225/ 3.8	3.9	4.4	2.8	2.7	3.7	235/3795	3505/10.6	10.7	9.0	D	KLRX-F
10. KRLD-	(N)	202/ 3.4	3.8	4.0	4.1	4.1	3.8	226/5335	4559/13.7	15.2	13.8	H	KRLD
11. KDMX-F	(AC)	201/ 3.4	2.4	2.7	3.5	1.7	3.0	218/4068	3853/11.6	11.2	6.4	C	KDMX-F
12. KEGL-F	(CHR)	184/ 3.1	3.5	3.9	3.6	4.1	3.5	207/4828	4210/12.7	13.5	14.3	G	KEGL-F
13. KOAI-F	(J/NAC)	183/ 3.1	2.5	2.1	3.0	2.2	2.7	199/2989	2673/ 8.1	6.8	5.9	E	KOAI-F
14. KLUV-F	(O)	172/ 2.9	2.4	2.2	3.2	3.8	2.7	202/3862	3386/10.2	8.3	11.2	G	KLUV-F
15. KZPS-F	(CL AOR)	158/ 2.7	2.8	2.0	2.7	2.6	2.5	190/3553	2986/ 9.0	7.4	8.5	G	KZPS-F
16. KLIF	(T)	149/ 2.5	2.6	2.3	2.8	3.1	2.5	169/2751	2330/ 7.0	7.0	7.3	F	KLIF
17. KLTY-F	(REL)	147/ 2.5	2.5	3.3	2.9	2.5	2.8	172/2406	2080/ 6.3	7.2	8.5	D	KLTY-F
KKDA	(B/O)	147/ 2.5	2.0	1.9	2.1	2.2	2.1	155/1933	1807/ 5.4	4.5	4.8		KKDA
19. KESS	(SP)	142/ 2.4	1.8	1.5	1.8	1.3	1.9	143/1268	1258/ 3.8	3.4	2.4	B	KESS
20. WRR -F	(CL)	117/ 2.0	2.0	2.2	2.1	1.9	2.1	126/2067	1942/ 5.8	6.5	6.8	C	WRR -F
21. KCDU-F	(CL AOR)	116/ 2.0	1.9	1.8	1.5	1.8	1.8	120/2493	2387/ 7.2	7.5	4.8	C	KCDU-F
22. KHVN	(G)	114/ 1.9	1.7	2.1	2.4	1.7	2.0	117/1474	1374/ 4.1	4.5	4.4	B	KHVN
23. KAAM	(BB)	95/ 1.6	2.0	1.7	2.0	1.5	1.8	98/1512	1465/ 4.4	4.8	3.9	B	KAAM
24.													
25.													

12+ FM SHARE (METRO): 75.48% (4110 of 5445) (SPG 91: 75.68%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KJMZ-F››	1 KSCS-F	1 KSCS-F›	1 KSCS-F	1 KSCS-F	1 KSCS-F	1 KSCS-F	1 KSCS-F	1 KSCS-F	1 WBAP	1 KRLD ››
2 KEGL-F	2 KTXQ-F	2 KVIL-AF	2 KVIL-AF	2 KVIL-AF	2 KVIL-AF	2 KVIL-AF›	2 KVIL-AF›	2 KVIL-AF‹	2 KJMZ-F	2 KSCS-F››
3 KSCS-F	3 KYNG-F	3 KPLX-F‹	3 KPLX-F	3 KPLX-F	3 WBAP	3 KPLX-F	3 KPLX-F	3 KPLX-F	3 KSCS-F	3 KKDA-F››
4 KKDA-F	4 KKDA-F	4 KTXQ-F	4 KTXQ-F	4 WBAP	4 KPLX-F	4 KRLD ‹	4 KYNG-F	4 KJMZ-F	4 KKDA-F›	4 KPLX-F
5	KJMZ-F	5 KYNG-F	5 KKDA-F	KTXQ-F	5 KLRX-F	5 WBAP	5 KLRX-F	5 KYNG-F	5 KTXQ-F	5 KTXQ-F‹
6	6 KPLX-F	KKDA-F	6 KYNG-F	6 KKDA-F	6 KRLD	6 KKDA-F	6 KTXQ-F	KTXQ-F‹	6 KEGL-F	6 WBAP
7	7 KDMX-F	7	KDMX-F‹	7 KYNG-F	7	7 KJMZ-F	7 KJMZ-F	7 WBAP	7 KYNG-F	7 KZPS-F‹
8	8 KZPS-F	8	8 WBAP	KOAI-F	8	8	KDMX-F	8 KKDA-F	8	8 KVIL-F
9	9	9	9	KDMX-F‹	9	9	9	9	9	9 KJMZ-F‹

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KJMZ-F	1 KSCS-F	1 KPLX-F	1 KSCS-F‹	1 KSCS-F‹
2 KSCS-F	2 KPLX-F	2 KSCS-F	2 KVIL-AF›	2 KVIL-AF›
3 KTXQ-F	3 KDMX-F	KDMX-F	3 KPLX-F	3 KPLX-F›
4 KYNG-F	4 KYNG-F‹	4 KVIL-AF‹	4 KDMX-F	4 KDMX-F
KEGL-F	5 KTXQ-F‹	5 KYNG-F	5 KKDA-F	5 KLUV-F
6 KKDA-F	6 KKDA-F	6 KKDA-F	6 KJMZ-F	6 KOAI-F
7 KDMX-F	KJMZ-F	7 KTXQ-F	7 KYNG-F	7
8 KPLX-F	8 KEGL-F‹	8	KLTY-F	8
KLTY-F	9 KVIL-AF	9	9	9
10 KVIL-AF				

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KJMZ-F	1 KTXQ-F‹	1 KTXQ-F‹	1 KSCS-F	1 KSCS-F›
2 KTXQ-F	2 KSCS-F	2 KSCS-F	2 KTXQ-F	2 WBAP
KSCS-F	3 KYNG-F	3 KYNG-F	3 WBAP ‹	3 KTXQ-F
4 KYNG-F	4 KJMZ-F‹	4 KKDA-F	4 KYNG-F	4 KVIL-AF‹
5 KKDA-F	5 KKDA-F›	5 KZPS-F	5 KKDA-F‹	5 KYNG-F
6 KJJY-F	6 KZPS-F	6 KPLX-F‹	6 KZPS-F‹	KPLX-F
KDGE-F	7	7 WBAP	7 KJMZ-F	7 KZPS-F
8 KESS	8	KJMZ-F	8	KLIF
KEGL-F	9	9	9	9 KKDA-F

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		184 (1)	184 (1)	3.4	7.4
AOR/CLASSIC		694 (5)	694 (5)	12.7	11.4
AC/OLDIES	8 (1)	812 (4)	820 (5)	15.1	21.0
FULL SVC/VARIETY	314 (1)		314 (1)	5.8	7.3
COUNTRY		1148 (3)	1148 (3)	21.1	18.7
BLACK/URBAN	147 (1)	600 (2)	747 (3)	13.7	12.0
SAC/EZ		225 (1)	225 (1)	4.1	
NEWS/TALK	410 (3)		410 (3)	7.5	8.1
NOSTALGIA	123 (2)		123 (2)	2.3	1.6
RELIGION/GOSPEL	114 (1)	147 (1)	261 (2)	4.8	4.6
SPANISH	219 (3)		219 (3)	4.0	2.9
CLASSICAL		117 (1)	117 (1)	2.1	2.1
JAZZ/NEW AGE		163 (1)	163 (1)	3.4	2.9
UNKNOWN/OTHERS					
	1335 (12)	4110 (19)	5445 (31)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KCMZ	1480	Dallas	0.5/1.0/ 28/ 329
KDGE-F	94.5	Gainesville	1.5/6.5/ 94/2356
KFJZ	870	Ft. Worth/Dalls	0.3/1.0/ 21/ 348
KJJY-F	99.1	Denton/Dallas	1.4/4.1/116/1793
KODZ-F	94.9	Arlington	1.2/7.0/ 85/2642
KSSA	1600	Plano	1.0/2.0/ 63/ 675
KUII	1190	Dallas	1.0/4.1/ 65/1476

American Radio Spring, 1992 Copyright 1992

DALLAS-FT. WORTH

RADIO STATIONS

AM STATIONS

KAAM,	1310,	5 KW (DA-N) ,	Nostalgia	SMN UNISUP, $ 46.00	(Durpetti)	Bonneville
KESS,	1270,	5 KW (DA-1) ,	Hispanic	, $ 48.00	(Katz Hisp.)	
KFJZ,	870,	500 W (DAYS) ,	Hispanic	ABC, UNIULT, $ 32.00	(Lotus)	
KHVN,	970,	1 KW/270 W ,	Gospel	, $ 31.00	(Mc-Guild)	Summit
KKDA,	730,	500 W ,	Black Oldies	APR, $ NA	(Katz)	
KLIF,	570,	5 KW, (DA-2) ,	Talk	NBC, $ 75.00	(Eastman)	Susquehanna
KNRB,	1360,	5 KW/1 KW (DA-1),	Religion	, $ 25.00	(---)	Marsh
KRLD,	1080,	50 KW (DA-N) ,	News	CBS MBS, $180.00	(CBS)	Command
KSKY,	660,	10 KW/500 W(DA-N),	Religion	, $ 30.00	(---)	Bdcst Partners
KUII,	1190,	50 KW/5 KW (DA-2),	News/Talk	CNN, $ 40.00	(K & P)	
WBAP,	820,	50 KW ,	Full Service	ABC, $220.00	(Banner)	Cap Cities/ABC

FM STATIONS

KCDU,	107.5,	25 KW @ 1279 ,	Cl AOR	UNISUP UNIULT, $ 80.00	(Mc-Guild)	Granum
KDGE,	94.5,	100 KW @ 1896 ,	AOR	, $ 60.00	(K & P)	(GAINESVILLE)
KDMX,	102.9,	100 KW @ 1299 ,	AC	, $100.00	(MMR)	Nationwide
KEGL,	97.1,	100 KW @ 1460 ,	CHR	, $109.00	(Christal)	Sandusky
KJMZ,	100.3,	89 KW @ 1269 ,	Black	UNIPWR, $ 85.00	(Mc-Guild)	Summit
KKDA,	104.5,	98 KW @ 1591 ,	Black	APR, $164.00	(Katz)	
KLRX,	97.9,	100 KW @ 1610 ,	Soft AC	, $ 80.00	(Katz)	Cox
KLTY,	94.1,	100 KW @ 1591 ,	Religion	ABC UNISUP, $ 60.00	(K & P)	
KLUV,	98.7,	100 KW @ 1585 ,	Oldies	, $119.00	(MMR)	TK
KOAI,	106.1,	100 KW @ 1585 ,	Jazz/NAC	, $100.00	(HNWH)	Gannett
KODZ,	94.9,	100 KW @ 1609 ,	Oldies	, $ 90.00	(MMR)	Evergreen
KPLX,	99.5,	100 KW @ 1676 ,	Country	APR, $200.00	(Eastman)	Susquehanna
KYNG,	105.3,	100 KW @ 1558 ,	Country	, $ 95.00	(Group W)	Alliance
KSCS,	96.3,	99 KW @ 1679 ,	Country	, $300.00	(Banner)	Cap Cities/ABC
KSGA,	106.9,	3 KW @ 351 ,	Hispanic	, $ 60.00	(Caballero)	
KTXQ,	102.1,	100 KW @ 433 ,	AOR	CBS, $180.00	(CBS)	CBS
KVIL,	103.7,	100 KW @ 1571 ,	AC	, $335.00	(Torbet)	Infinity
KZPS,	92.5,	96 KW @ 1591 ,	Classic AOR	, $100.00	(Durpetti)	Bonneville
WRR ,	101.1,	98 KW @ 1509 ,	Classical	APR, $ 70.00	(CMBS)	City of Dallas

Miscellaneous: KRSR to KYNG (March) . . .

American Radio Spring, 1992 Copyright 1992

DAVENPORT-RI-MOLINE

Arbitron Rank/Pop (12+): 129/282,800

MSA Rank/Pop: 141/348,100
ADI # 83

Average Person Ratings: 15.7
Market TSL: 21.00 hours

Stations: 16/14
Diaries: 863/328:1/55.0%
Sample Target: 800
% Below Line: 3.4
% Not Listed: 14.9

1991 Revenue: $9,300,000
HH Inc.: $31,040
Retail $: 2.9 Bil
Pop per Station: 20,200
#1 Biller: WLLR-AF $2,300,000

12+ METRO		1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WLLR-AF	(C)	79/17.8	16.3	16.3	18.2	16.1	----	168/1998	1284/29.3	30.3	28.9	D	WLLR-AF
2. WXLP-F	(AOR)	57/12.8	13.3	13.0	10.8	10.4	----	105/1210	651/23.0	23.7	23.3	C	WXLP-F
WPXR-F	(CHR)	57/12.8	12.2	12.4	11.5	14.1	----	95/1552	833/29.5	29.7	30.4	C	WPXR-F
4. KRVR-F	(SAC)	39/ 8.8	9.2	9.2	8.5	7.4	----	56/679	546/19.3	17.2	18.6	B	KRVR-F
5. KUUL-F	(O)	38/ 8.6	9.2	10.5	10.4	10.2	----	101/1458	650/23.0	23.0	23.9	C	KUUL-F
6. WOC	(N/T)	35/ 7.9	10.8	9.2	9.5	9.0	----	41/561	454/16.1	18.8	17.0	B	WOC
7. KMJC-F	(AC)	23/ 5.2	5.6	4.6	4.3	4.6	----	31/683	460/16.3	14.5	13.2	B	KMJC-F
8. WKBF	(C)	15/ 3.4	3.8	2.5	4.6	3.4	----	16/187	156/ 5.5	6.3	5.6	A	WKBF
9. KFMH-F	(AOR)	10/ 2.3	2.7	3.4	1.7	4.2	----	23/316	170/ 6.0	7.6	6.4	A	KFMH-F
10. WGN	(T/FS)	8/ 1.8	1.6	2.7	1.7	1.4	----	30/578	175/ 6.2	5.1	6.3		WGN
11. WMT	(MOR)	7/ 1.6	0.5	1.7	1.1	1.0	----	17/262	118/ 4.2	3.0	3.7		WMT
12.													
13.													
14.													
15.													

12+ FM SHARE (METRO): 80.95% (306 of 378) (SPG 91: 79.62%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPXR-F>>	1 WXLP-F>	1 WXLP-F	1 WLLR-AF	1 WLLR-AF>	1 WLLR-AF>	1 WLLR-AF>	1 WLLR-AF	1 WLLR-AF	1 WPXR-F	1 WOC
2 WLLR-AF	2 WPXR-F>	2 WLLR-AF<	2 WXLP-F	2 WXLP-F	2 WOC	2 WXLP-F	2 WXLP-F	2 WXLP-F>	2 WLLR-AF	2 WLLR-F
WXLP-F>	3 WLLR-AF>	3 WPXR-F	3 KUUL-F	3 KUUL-F	3 KUUL-F<	3 WPXR-F	3 KRVR-F	3 WPXR-F	WXLP-F>	KUUL-F>
4 KUUL-F	4 KMJC-F	4 KUUL-F	4 WPXR-F	4 WPXR-F	4 KRVR-F>	4 WOC <	4 WPXR-F	4 KRVR-F	4 KUUL-F>	4 WXLP-F
5	5 KRVR-F	5 KRVR-F	5 KRVR-F	5 KRVR-F	5 WPXR-F	5 KUUL-F	5 WOC	5 KUUL-F>	5 KRVR-F	5 WKBF
6	6	6 KMJC-F	6 KMJC-F	6 KMJC-F	6	6 KRVR-F>	6 KUUL-F>	6 KMJC-F	6 WOC >>	KRVR-F
7	7	7	7	7	7	7 KMJC-F>	7 KMJC-F>>	7 WOC >	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPXR-F>	1 WPXR-F>	1 WLLR-AF	1 WPXR-F<	1 WLLR-AF>	1 WXLP-F>>	1 WXLP-F>>	1 WXLP-F>>	1 WXLP-F>>	1 WXLP-F
2 WXLP-F>>	2 WLLR-AF	WPXR-F	2 WLLR-AF	2 WPXR-F	2 WPXR-F>>	2 WPXR-F	2 WLLR-AF>	2 WLLR-AF	2 WLLR-AF
3 WLLR-AF	KRVR-F	KMJC-F>	3 KRVR-F	KRVR-F	3 WLLR-AF>	3 WLLR-AF>	3 WPXR-F	3 WPXR-F	3 KUUL-F>
KQCS-F	KMJC-F	4 WXLP-F	4 KUUL-F	4 KUUL-F	4 KMJC-F	4 KFMH-F	4 KFMH-F>	4 KUUL-F>	4 WPXR-F>
KMJC-F	5 WXLP-F	5	5 KMJC-F	5 KMJC-F	KFMH-F>	5	5 WKBF >	5 KFMH-F	5 WOC
6	6	6	6 WXLP-F	6	6	6	6	6	KRVR-F

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		57 (1)	57 (1)	15.1	14.0	KQCS-F	93.5	Bettendorf	0.9/2.8/ 5/ 85
AOR/CLASSIC		67 (2)	67 (2)	17.7	18.5	WKEI	1450	Kewanee	0.7/1.8/ 3/ 65
AC/OLDIES		61 (2)	61 (2)	16.1	28.0				
FULL SVC/VARIETY	7 (1)		7 (1)	1.9	1.9				
COUNTRY	19 (3)	78 (2)	97 (5)	25.7	21.3				
BLACK/URBAN									
SAC/EZ		39 (1)	39 (1)	10.3					
NEWS/TALK	43 (2)		43 (2)	11.4	13.5				
NOSTALGIA	3 (1)		3 (1)	0.8	1.9				
RELIGION/GOSPEL		4 (1)	4 (1)	1.1	0.9				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	72 (7)	306 (9)	378 (16)						

RADIO STATIONS

WKBF ,	1270,	5 KW (DA-N)	, Country	SMN, $15.00	(Mc-Guild)	Roth	
WOC ,	1420,	5 KW (DA-2)	, News/Talk	ABC NBC, $25.00	(Christal)		
KFMH-F,	99.7,	100 KW @ 895	, AOR	, $14.00	(---)		(MUSCATINE)
KMJC-F,	96.1,	100 KW @ 911	, AC	UNIPWR, $20.00	(Eastman)	Arrow	(CLINTON)
KRVR-F,	106.5,	60 KW @ 210	, Soft AC	, $20.00	(HNWH)	Comm. Service	
KUUL-F,	103.7,	100 KW @ 1190	, Oldies	UNIULT, $30.00	(Christal)		
WLLR-F,	101.3,	50 KW @ 500	, Country	, $55.00	(HNWH)	Sconnix	
WPXR-F,	98.9,	39 KW @ 900	, CHR	, $34.00	(Mc-Guild)	Roth	
WXLP-F,	96.9,	50 KW @ 500	, AOR	SOURCE UNIPWR, $38.00	(Katz)	Goodrich	

WGN -- see Chicago

WMT -- see Cedar Rapids

American Radio Spring, 1992 Copyright 1992

DAYTON

Arbitron Rank/Pop (12+): 47/823,100
MSA Rank/Pop: 54/944,000
ADI # 52
Average Person Ratings: 16.4
Market TSL: 21.75 hours

Stations: 27/22
Diaries: 1258/654:T/54.1%
Sample Target: 1240
% Below Line: 11.4
% Not Listed: 9.3

1991 Revenue: $21,200,000
MH Inc.: $31,515
Retail $: 7.0 Bil
Pop per Station: 37,413
#1 Biller: WHIO $3,200,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WHKO-F	(C)	174/12.9	10.2	10.7	9.3	9.7	10.8	260/3092	1946/23.6	23.3	22.9	E	WHKO-F
2. WTUE-F	(AOR)	119/ 8.8	8.1	6.8	7.5	8.5	7.8	140/2093	1574/19.1	15.5	19.0	D	WTUE-F
3. WHIO	(N/T)	102/ 7.6	6.8	8.0	6.4	6.9	7.2	108/1526	1379/16.8	17.3	15.7	E	WHIO
4. WGTZ-F	(CHR)	97/ 7.2	7.0	7.5	9.7	9.2	7.8	142/2527	1632/19.8	23.3	24.3	D	WGTZ-F
5. WLW	(FS)	80/ 5.9	4.3	5.9	5.6	5.5	5.4	215/3142	1179/14.3	13.6	15.1		WLW
6. WAZU-F	(AOR)	79/ 5.9	3.8	5.5	4.1	5.8	4.8	113/1745	1129/13.7	13.6	15.2	C	WAZU-F
7. WWSN-F	(AC)	78/ 5.8	5.7	6.8	6.2	6.6	6.1	101/1434	1146/13.9	14.3	14.0	E	WWSN-F
8. WROU-F	(B)	62/ 4.6	7.2	1.2	----	----	3.3	63/771	742/ 9.0	2.1	0.0	A	WROU-F
9. WVUD-F	(SAC)	58/ 4.3	5.1	5.8	4.8	6.5	5.0	62/1138	935/11.4	13.6	15.4	C	WVUD-F
10. WYMJ-F	(O)	54/ 4.0	3.2	4.6	5.6	4.5	4.3	63/1151	999/12.1	13.3	13.2	C	WYMJ-F
11. WONE	(C)	49/ 3.6	5.0	3.6	2.6	4.0	3.7	57/748	652/ 7.9	9.3	7.8	B	WONE
12. WPFB-F	(C)	39/ 2.9	3.0	2.4	2.2	2.5	2.6	77/1058	480/ 5.8	6.2	5.3	A	WPFB-F
13.													
14.													
15.													

12+ FM SHARE (METRO): 74.45% (909 of 1221) (SPG 91: 72.12%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGTZ-F››	1 WTUE-F	1 WTUE-F‹	1 WHKO-F	1 WHKO-F	1 WHKO-F	1 WHKO-F	1 WHKO-F›	1 WHKO-F	1 WLW	1 WHIO ››
2 WAZU-F›	2 WAZU-F‹	2 WHKO-F›	WTUE-F	2 WTUE-F	2 WHIO ›	2 WHIO ›	2 WTUE-F›	2 WTUE-F	2 WHIO	2 WHKO-F
3 WTUE-F	3 WHKO-F	3 WWSN-F	3 WWSN-F›	3 WWSN-F›	3 WLW	3 WTUE-F›	3 WWSN-F	3 WGTZ-F	3 WHKO-F	3 WROU-F
WDJK-F	4 WGTZ-F	WGTZ-F	4 WYMJ-F	4 WLW	WWSN-F	4 WWSN-F	4 WHIO	4 WWSN-F	WGTZ-F	WGTZ-F›
5 WHKO-F	5 WROU-F›	5 WAZU-F	5 WLW	5 WYMJ-F	5 WVUD-F	WGTZ-F	WAZU-F›	5 WAZU-F	5 WTUE-F	5 WWSN-F
6	6 WWSN-F	6 WROU-F	6 WAZU-F‹	6	WONE	6 WONE ‹	6 WGTZ-F	6 WLW	6 WAZU-F	WTUE-F
7	7	7 WYMJ-F	7 WGTZ-F	7	7	7	7 WLW	7	7 WROU-F›	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WGTZ-F	1 WHKO-F	1 WHKO-F›	1 WHKO-F	1 WHKO-F
2 WHKO-F	2 WGTZ-F	2 WWSN-F	2 WWSN-F‹	2 WWSN-F›
3 WROU-F›	3 WROU-F	WTUE-F	3 WGTZ-F›	3 WGTZ-F
4 WPFB-F	4 WTUE-F	4 WROU-F	4 WROU-F	4 WTUE-F
5 WAZU-F	5 WWSN-F›	5 WGTZ-F›	5 WTUE-F	5 WROU-F
6 WVUD-F	6 WAZU-F	6 WAZU-F	6	6 WYMJ-F
7 WTUE-F	7	7	7	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WTUE-F	1 WTUE-F	1 WTUE-F	1 WTUE-F›	1 WTUE-F
WAZU-F››	2 WAZU-F›	2 WAZU-F	2 WAZU-F	2 WHKO-F
3 WGTZ-F›	3 WLW	3 WLW ›	3 WHKO-F	3 WLW ›
4 WPFB-F›	4 WHKO-F	4 WHKO-F›	4 WLW ›	4 WAZU-F
5 WROU-F	5 WGTZ-F	5 WROU-F›	5 WYMJ-F	5 WYMJ-F
WHKO-F	6 WROU-F	6 WWSN-F	6 WGTZ-F‹	6 WWSN-F
7	7	WGTZ-F	7 WWSN-F	7

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		112 (2)	112 (2)	9.2	11.4
AOR/CLASSIC		236 (4)	236 (4)	19.3	19.7
AC/OLDIES	6 (1)	140 (3)	146 (4)	12.0	22.9
FULL SVC/VARIETY	85 (2)		85 (2)	7.0	6.4
COUNTRY	49 (1)	227 (3)	276 (4)	22.6	19.8
BLACK/URBAN	26 (1)	62 (1)	88 (2)	7.2	5.3
SAC/EZ		112 (3)	112 (3)	9.2	2.9
NEWS/TALK	102 (1)		102 (1)	8.4	8.1
NOSTALGIA	44 (3)		44 (3)	3.6	2.2
RELIGION/GOSPEL		14 (1)	14 (1)	1.1	1.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		6 (1)	6 (1)	0.5	
	312 (9)	909 (18)	1221 (27)		

OTHER RATED STATIONS:			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBLY	1600	Springfield	0.4/1.7/ 6/ 142
WCLR-F	95.7	Piqua/Dayton	2.0/5.1/ 17/ 467
WDAO	1210	Dayton	1.9/4.3/ 27/ 384
WDJK-F	95.3	Xenia/Dayton	1.1/5.4/ 17/ 467
WFCJ-F	93.7	Miamisburg/Datn	1.0/3.5/ 22/ 439
WING	1410	Dayton	0.4/4.0/ 8/ 414
WIZE	1340	Springfield	1.3/2.4/ 17/ 194
WKSW-F	101.7	Urbana/Spngfld	1.0/3.4/ 24/ 521
WPFB	910	Middletown	1.4/3.2/ 47/ 515
WPTW	1570	Piqua	0.6/1.1/ 10/ 102
WTRJ-F	96.9	Troy	0.4/1.5/ 6/ 124
WGRR-F	103.5	Hamilton	0.6/2.5/ 69/1219
WLSN-F	106.5	Greenville	2.0/4.0/ 31/ 412
WOFX-F	94.9	Fairfield	1.3/6.2/ 55/1226
WZRZ-F	96.5	Hamilton	1.6/5.1/ 58/1015

American Radio Spring, 1992 Copyright 1992

DAYTON

RADIO STATIONS

WDAO,	1210,	1 KW (Days)	, Black	SBN,	$ 26.00	(---)	
WHIO,	1290,	5 KW (DA-N)	, News/Talk	CBS,	$ 64.00	(Durpetti)	Cox
WING,	1410,	5 KW (DA-N)	, News	SBN NBC,	$ 30.00	(Katz)	Great Trails
WONE,	980,	5 KW (DA-N)	, Country	ABC,	$ 31.00	(Mc-Guild)	Summit
WAZU-F,	102.9,	50 KW @ 49	, AOR	ABC,	$ 38.00	(Christal)	Osborn (SPRINGFIELD)
WCLR-F,	95.7,	50 KW @ 476	, EZ	,	$ 23.00	(Regional)	(PIQUA)
WFCJ-F,	93.7,	50 KW @ 492	, Religion	,	$ 16.00	(---)	(MIAMISBURG)
WGTZ-F,	92.9,	40 KW @ 551	, CHR	UNIPWR,	$ 58.00	(Katz)	Great Trails
WHKO-F,	99.1,	50 KW @ 1059	, Country	,	$ 71.00	(Durpetti)	Cox
WPFB-F,	105.9,	34 KW @ 535	, Country	,	$ 24.00	(Roslin)	(MIDDLETOWN)
WROU-F,	92.1,	1 KW @ 596	, Black	,	$ 15.00	(---)	(W. CARROLL.)
WTUE-F,	104.7,	50 KW @ 500	, AOR	,	$ 63.00	(Mc-Guild)	Summit
WVUD-F,	99.9,	50 KW @ 500	, Soft AC	ABC,	$ 42.00	(Torbet)	Liggett
WWSN-F,	107.7,	50 KW @ 420	, AC	,	$ 68.00	(Eastman)	Stoner
WYMJ-F,	103.9,	1.2 KW @ 522	, Oldies	,	$ 35.00	(Eastman)	

WLW - See Cincinnati

Miscellaneous: WVUD-F sold by University of Dayton to Liggett for $3,500,000 (Blackburn) . . .

American Radio Spring, 1992 Copyright 1992

DAYTONA BEACH

Arbitron Rank/Pop (12+): 108/336,400
~~MSA~~ Rank/Pop: 127/382,800
Orlando ADI
Average Person Ratings: 16.4
Market TSL: 22.50 hours

Stations: 22/8
Diaries: 792/425:1/48.0%
Sample Target: 770
% Below Line: 56.4
% Not Listed: 12.5

1991 Revenue: NA
MH Inc.: $25,302
Retail $: 2.9 Bil
Pop per Station: 42,050
#1 Biller: NA

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WHTQ-F (AOR)	53/ 9.6	5.9	5.5	4.2	7.2	----	69/951	568/16.9	16.3	13.8		WHTQ-F
2. WGNE-F (C)	43/ 7.8	8.1	6.6	9.1	7.2	----	43/524	509/15.1	17.2	13.5		WGNE-F
3. WOCL-F (O)	42/ 7.6	7.0	7.4	5.6	7.4	----	63/955	553/16.4	17.9	14.6		WOCL-F
4. WWKA-F (C)	39/ 7.1	6.5	7.7	8.0	10.8	----	110/1363	481/14.3	15.8	16.3		WWKA-F
5. WJHM-F (B)	37/ 6.7	7.8	7.4	7.9	6.0	----	81/859	462/13.7	16.6	14.7		WJHM-F
6. WROD (BB)	36/ 6.5	9.0	7.4	7.2	6.4	----	39/378	357/10.6	11.7	12.3		WROD
7. WMGF-F (SAC)	31/ 5.6	7.1	3.7	4.7	5.2	----	45/644	406/12.1	13.9	10.2		WMGF-F
8. WDIZ-F (AOR)	27/ 4.9	6.1	6.3	4.0	5.0	----	56/735	507/15.1	13.7	14.6		WDIZ-F
9. WNDB (N/T)	24/ 4.3	3.9	3.9	3.3	3.2	----	25/319	296/ 8.8	8.9	9.2		WNDB
10. WWLV-F (SAC)	22/ 4.0	4.8	10.0	9.3	12.6	----	31/549	344/10.2	14.3	19.4		WWLV-F
11. WNFI-F (CHR)	20/ 3.6	2.9	2.2	3.0	1.8	----	0/591	39330/11.7	7.8	9.8		WNFI-F
12. WVRI-F (AC)	17/ 3.1	4.1	3.5	3.1	2.2	----	30/484	301/ 8.9	12.2	10.0		WVRI-F
13. WOMX-F (AC)	16/ 2.9	2.0	3.0	4.0	3.4	----	32/643	377/11.2	13.2	10.1		WOMX-F
14.												
15.												

12+ FM SHARE (METRO): 78.31% (379 of 484) (SPG 91: 80.86%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJHM-F››	1 WHTQ-F›	1 WHTQ-F›	1 WOCL-F	1 WOCL-F	1 WROD	1 WHTQ-F	1 WHTQ-F	1 WHTQ-F	1 WJHM-F	1 WDBO
2 WHTQ-F	2 WJHM-F‹	2 WOCL-F	WHTQ-F›	2 WHTQ-F‹	2 WWKA-F	2 WWKA-F‹	2 WWKA-F	2 WJHM-F	WHTQ-F›	2 WOCL-F
3	3 WDIZ-F›	3 WDIZ-F	3 WDIZ-F	3 WGNE-F	3 WGNE-F	3 WOCL-F	3 WOCL-F‹	3 WGNE-F	3 WXXL-F‹	3 WJHM-F
4	4 WNFI-F	4 WJHM-F	WGNE-F	4 WDIZ-F	4 WOCL-F	WGNE-F	4 WGNE-F	4 WWKA-F‹	4 WGNE-F	4 WWKA-F
5	5 WOCL-F	5 WGNE-F	5	5 WWKA-F	5 WMGF-F	5 WROD	5 WMGF-F	5 WOCL-F	5 WDIZ-F	WNDB
6	6	6	6	6	6 WNDB	6	6	6 WROD	WNDB	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WJHM-F››	1 WJHM-F	1 WHTQ-F›	1 WOCL-F	1 WOCL-F›
2 WHTQ-F›	2 WHTQ-F›	2 WVRI-F	WJHM-F	2 WGNE-F
3 WOMX-F›	3 WVRI-F	WOCL-F	3 WHTQ-F	3 WWLV-F
4 WVRI-F	WOMX-F	WJHM-F	4 WOMX-F	4 WMGF-F
5	5 WOCL-F	WWLV-F	WWLV-F	5
6	6	6	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHTQ-F››	1 WHTQ-F››	1 WHTQ-F	1 WHTQ-F›	1 WHTQ-F
2 WDIZ-F	2 WDIZ-F›	2 WDIZ-F›	2 WDIZ-F	2 WOCL-F
3 WXXL-F	3 WNFI-F	3 WGNE-F	3 WOCL-F	WDIZ-F
WWKA-F	4 WXXL-F	4 WNFI-F	4 WGNE-F	WGNE-F
WJHM-F	WJHM-F	5	5 WNFI-F	5
6	WGNE-F	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		32 (2)	32 (2)	6.6	7.5
AOR/CLASSIC		80 (2)	80 (2)	16.5	14.2
AC/OLDIES		90 (5)	90 (5)	18.6	32.7
FULL SVC/VARIETY	8 (1)		8 (1)	1.7	2.4
COUNTRY		82 (2)	82 (2)	16.9	16.8
BLACK/URBAN	7 (1)	37 (1)	44 (2)	9.1	10.5
SAC/EZ		53 (2)	53 (2)	11.0	
NEWS/TALK	24 (1)		24 (1)	5.0	4.5
NOSTALGIA	50 (2)		50 (2)	10.3	8.6
RELIGION/GOSPEL	6 (1)		6 (1)	1.2	0.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		5 (1)	5 (1)	1.0	0.4
UNKNOWN/OTHERS	10 (1)		10 (1)	2.1	1.7
	105 (7)	379 (15)	484 (22)		

OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME TSA
WMFJ	1450	Daytona Beach	1.1/2.0/ 6/ 68
WPUL	1590	S. Daytona	1.3/2.2/ 7/ 73
WSBB	1230	New Smyrna Bch	2.5/6.1/ 14/ 204
WDBO	580	Orlando	1.4/5.5/ 27/ 344
WHVE-F	104.1	Cocoa Beach	2.4/7.4/ 14/ 369
WLOQ-F	103.1	Winter Pk/Orlnd	0.9/2.1/ 5/ 88
WMMO-F	98.9	Orlando	0.4/2.7/ 8/ 145
WTRR	1400	Sanford/Orlando	1.8/3.6/ 10/ 122
WXXL-F	106.7	Leesburg	2.2/6.5/ 25/ 581

RADIO STATIONS

WNDB , 1150, 1 KW (DA-N) , News/Talk	CBS, ABC, $20.00 (Torbet)	Root				
WPUL , 1590, 1 KW (DAYS) , Black	AURN SMN, $12.00 (K & P)					
WROD , 1340, 1 KW , Nostalgia	UNIULT SMN, $22.00 (Regional)					
WSBB , 1230, 1 KW , Nostalgia	MBS, $13.00 (---)				(NEW SMYRNA)	
WGNE-F, 98.1, 50 KW @ 348 , Country	, $29.00 (Banner)	So. Starr			(TITUSVILLE)	
WNFI-F, 99.9, 100 KW @ 1200 , CHR	UNISUP ABC, $44.00 (Katz)	Heritage Bdcst.			(PALATKA)	
WWLV-F, 94.5, 100 KW @ 1200 , Soft AC/EZ	, $31.00 (Torbet)	Root				

Other ranked stations -- see Orlando

American Radio Spring, 1992 Copyright 1992

DENVER

Arbitron Rank/Pop (12+): 24/1,534,800
MSA Rank/Pop: 27/1,930,000
ADI # 21
Average Person Ratings: 17.6
Market TSL: 23.25 hours

Stations: 32/31
Diaries: 1729/868:1/51.8%
Sample Target: 1720
% Below Line: 0.3
% Not Listed: 9.0

1991 Revenue: $68,600,000
MM Inc.: $33,625
Retail $: 15.5 Bil
Pop per Station: 49,510
#1 Biller: KOA $10,700,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KYGO-F (C)	260/ 9.6	8.5	8.3	9.6	11.3	9.0	321/3934	3183/20.7	17.4	20.8	H	KYGO-F
2. KOA (N/T)	232/ 8.6	8.6	9.7	7.0	6.6	8.5	303/4746	3540/23.1	27.3	17.4	I	KOA
3. KOSI-F (SAC)	211/ 7.8	6.4	7.0	6.6	6.8	6.9	247/3201	2712/17.7	16.6	16.5	G	KOSI-F
4. KXKL-AF (D)	171/ 6.3	6.4	5.7	7.9	5.7	6.6	213/3375	2732/17.8	16.4	17.5	G	KXKL-AF
5. KBPI-F (AOR)	170/ 6.3	6.0	6.3	7.1	6.0	6.4	205/2733	2245/14.6	14.0	14.5	F	KBPI-F
6. KBCO-AF (AOR)	168/ 6.2	6.2	6.4	4.2	7.6	5.8	205/2271	1989/13.0	14.2	14.7	H	KBCO-AF
7. KQKS-F (CHR)	153/ 5.7	5.9	4.6	6.5	4.7	5.7	179/2624	2201/14.3	13.6	14.9	D	KQKS-F
8. KMJI-F (AC)	135/ 5.0	4.5	3.2	3.9	4.1	4.2	145/2460	2193/14.3	10.2	12.4	F	KMJI-F
9. KHOW-AF (SAC)	121/ 4.4	5.1	5.6	4.9	4.5	5.0	34/2254	19271/12.6	16.8	14.1	E	KHOW-AF
10. KRXY-AF (CHR)	112/ 4.2	2.1	2.5	4.1	3.4	3.2	118/2013	1819/11.9	8.5	12.8	D	KRXY-AF
11. KRFX-F (CL AOR)	103/ 3.8	4.0	4.3	3.1	3.8	3.8	138/2080	1620/10.6	13.1	11.7	E	KRFX-F
12. KAZY-F (AOR)	80/ 3.0	4.1	4.0	4.4	4.3	3.9	100/2247	1677/10.9	12.7	11.7	D	KAZY-F
13. KHIH-F (J/NAC)	77/ 2.9	2.4	3.7	2.1	2.3	2.8	86/1278	1149/ 7.5	8.8	7.2	C	KHIH-F
14. KVOD-F (CL)	66/ 2.4	2.3	2.9	2.3	3.0	2.5	73/1274	1132/ 7.4	7.8	7.3	C	KVOD-F
15. KEZW (BB)	65/ 2.4	3.3	2.6	2.8	2.8	2.8	66/789	776/ 5.1	6.0	5.1	C	KEZW
16. KYGO (C)	60/ 2.2	1.9	1.1	2.4	1.4	1.9	101/1102	789/ 5.1	4.2	4.6		KYGO
17. KYBG-AF (SPRTS)	58/ 2.1	2.3	2.5	2.2	1.8	2.3	65/1003	914/ 6.0	1.2	5.8	C	KYBG-AF
18. KRZN (BB)	53/ 2.0	1.9	2.3	2.0	1.4	2.0	75/1081	778/ 5.1	5.4	3.6		KRZN
19. KTCL-F (AOR)	44/ 1.6	2.3	2.1	1.8	1.5	1.9	51/965	792/ 5.2	5.0	4.4	C	KTCL-F
20.												

12+ FM SHARE (METRO): 76.08% (1870 of 2458) (SPG 91: 76.67%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQKS-F>	1 KBPI-F	1 KYGO-F	1 KYGO-F	1 KYGO-F	1 KOA	1 KOA >	1 KOSI-F	1 KYGO-F>	1 KQKS-F	1 KOA >>
2 KBPI-F>	2 KYGO-F>	2 KBCO-AF	2 KBCO-AF	2 KOSI-F	2 KOSI-F	2 KYGO-F	KOA <	2 KOSI-F	2 KYGO-F	2 KOSI-F
3 KRXY-AF	3 KBCO-AF<	3 KBPI-F<	3 KXKL-AF	3 KBCO-AF	3 KYGO-F>	3 KOSI-F	3 KYGO-F>	3 KBCO-AF	3 KOA	KBPI-F
4 KXKL-AF	4 KRFX-F	4 KXKL-AF<	KOSI-F	4 KXKL-AF	4 KXKL-AF	4 KBPI-F<	4 KBPI-F	KXKL-AF	4 KOSI-F	4 KYGO-F
5	5 KRXY-AF	5 KOSI-F	5 KMJI-F<	5 KOA	5 KHOW-AF	5 KXKL-AF	5 KBCO-AF<	5 KBPI-F<	5 KBPI-F	5 KMJI-F>
6	KQKS-F	6 KMJI-F	6 KOA	6 KMJI-F	6 KBCO-AF	6 KHOW-AF	6 KXKL-AF<	6 KOA	6 KXKL-AF	6 KXKL-F
7	KMJI-F	7	7 KBPI-F	7	7	7 KMJI-F	7	7 KQKS-F	7 KBCO-AF	KRFX-F
8	8 KAZY-F<	8	8	8	8	8	8 KHOW-AF	8	8	8
9	9 KOSI-F									

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KRXY-AF>	1 KYGO-F>	1 KYGO-F>	1 KYGO-F	1 KOSI-F<
2 KYGO-F	2 KRXY-AF	2 KMJI-F	2 KOSI-F	2 KYGO-F
3 KBPI-F	3 KMJI-F	3 KOSI-F>	3 KMJI-F	3 KMJI-F
4 KQKS-F	4 KOSI-F	4 KRFX-F	4 KXKL-AF	4 KXKL-AF
5 KXKL-AF	5 KBPI-F	5 KRXY-AF	5 KRXY-AF	5 KHOW-AF
KOSI-F	6 KQKS-F<	KXKL-AF	6 KBCO-AF	6 KBCO-AF
KMJI-F	7 KXKL-AF	KBPI-F<	7 KHOW-AF<	7 KOA
KAZY-F>	8	8 KBCO-AF	8 KQKS-F	8
9 KTCL-F	9	9 KQKS-F	9	9

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KBPI-F>	1 KBPI-F>	1 KBPI-F>	1 KBCO-AF<	1 KBCO-AF<
2 KQKS-F	2 KBCO-AF	2 KYGO-F<	2 KBPI-F<	2 KYGO-F
3 KAZY-F>	KYGO-F	3 KBCO-AF	3 KYGO-F	3 KOA
4 KTCL-F	KRFX-F	KRFX-F>	4 KOA	4 KBPI-F<
5 KBCO-AF	5 KAZY-F	5 KOA	5 KXKL-AF<	5 KXKL-AF
KRFX-F	6 KQKS-F	6 KAZY-F	6 KRFX-F	6 KRFX-F
7 KYGO-F	7	7	7	7 KOSI-F
8	8	8	8	8
9	9	9	9	9

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP	5 (1)	260 (2)	265 (3)	10.8	9.0
AOR/CLASSIC	15 (2)	559 (5)	574 (7)	23.4	28.3
AC/OLDIES	31 (2)	295 (2)	326 (4)	13.3	23.4
FULL SVC/VARIETY					
COUNTRY	60 (1)	290 (2)	350 (3)	14.2	14.2
BLACK/URBAN	11 (1)		11 (1)	0.4	0.4
SAC/EZ		312 (2)	312 (2)	12.7	3.1
NEWS/TALK	318 (4)	3 (1)	321 (5)	13.1	10.6
NOSTALGIA	118 (2)		118 (2)	4.8	1.6
RELIGION/GOSPEL					0.9
SPANISH	30 (2)		30 (2)	1.2	2.2
CLASSICAL		66 (1)	66 (1)	2.7	3.4
JAZZ/NEW AGE		77 (1)	77 (1)	3.1	2.5
UNKNOWN/OTHERS		8 (1)	8 (1)	0.3	0.4
	568 (15)	1870 (17)	2458 (32)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KBNO	1220	Denver	0.6/1.0/ 15/ 161
KDEN	1340	Denver	0.4/2.6/ 10/ 394
KDHT-F	92.5	Greeley	1.1/3.1/ 38/ 571
KDKO	1510	Littleton/Denve	0.4/1.4/ 11/ 218
KJME	1390	Denver	0.6/1.1/ 15/ 170
KLZ	560	Denver	0.3/1.8/ 16/ 423
KNUS	710	Denver	0.8/3.3/ 21/ 571
KIMN-F	1079	Ft Collins	0.3/1.1/ 28/ 530

American Radio Spring, 1992 Copyright 1992

DENVER

RADIO STATIONS

AM STATIONS

KBNO, 1220, 1 KW/17 W	, MISPANIC	,	$ 28.00 (Lotus)	
KDEN, 1340, 1 KW	, TALK	ABC MBS,	$ 31.00 (Savalli)	
KDKO, 1510, 10 KW/5 KW (DA-2),	BLACK	,	$ 33.00 (---)	
KEZW, 1430, 5 KW (DA-N)	, NOSTALGIA	SMN,	$ 37.00 (Torbet)	Tribune Co.
KHOW, 630, 5 KW (DA-N)	, SEE KHOW-FM			
KLTT, 800, 1 KW (DAYS, DA)	, RELIGION	,	$ 18.00 (---)	Mortenson
KLZ , 560, 5 KW (DA-1)	, AOR	SMN UNIPWR,	$ 33.00 (McGuild)	Crawford
KNUS, 710, 5 KW (DA-1)	, NEWS/TALK	CNN ABC,	$ 30.00 (---)	
KOA , 850, 50 KW	, TALK/NEWS	ABC CBS,	$ 168.00 (Eastman)	Jacor
KRZN, 760, 5 KW/1 KW (DA-1)	, NOSTALGIA	,	$ 33.00 (---)	
KYGO, 1090, 50 KW/500 W (DA-2),	SPORTS TALK	APR NBC,	$ 46.00 (Roslin)	Century
KYGO, 950, 5 KW (DA-N)	, COUNTRY	UNIULT,	$ NA (CBS)	Jeff-Pilot

FM STATIONS

KAZY, 106.7, 100 KW @ 987, AOR	ABC,	$ 63.00 (McGuild)	Summit
KBCO, 97.3, 100 KW @ 1542, PROG AOR	,	$ 162.00 (MMR)	Noble (BOULDER)
KBPI, 105.9, 99 KW @ 1469, AOR	SOURCE,	$ 86.00 (Banner)	Great American
KDHT, 92.5, 57 KW @ 1237, COUNTRY	UNISUP,	$ 37.00 (K & P)	(GREELEY)
KHIH, 94.7, 100 KW @ 984, JAZZ/NAC	SMN,	$ 56.00 (HNWH)	Adams (BOULDER)
KHOW, 95.7, 100 KW @ 1607, SOFT AC	NBC MBS,	$ 70.00 (Mc-Guild)	Viacom
KMJI, 100.3, 100 KW @ 1151, AC	,	$ 81.00 (Christal)	Booth
KOSI, 101.1, 100 KW @ 1624, SOFT AC	,	$ 100.00 (Torbet)	Tribune Co.
KQKS, 104.3, 28 KW @ 1450, CHR	,	$ 57.00 (Schubert)	Western Cities (LONGMOUNT)
KRFX, 103.5, 100 KW @ 1050, CL AOR	CBS,	$ 71.00 (Eastman)	Jacor
KRXY, 107.5, 91 KW @ 1197, CHR	ABC,	$ 53.00 (Katz)	Cap Cities/ABC
KTCL, 93.3, 100 KW @ 1328, AOR	,	$ 37.00 (McGuild)	(FT COLLINS)
KVOD, 99.5, 100 KW @ 279, CLASSICAL	,	$ 68.00 (Katz)	Henry
KXKL, 105.1, 100 KW @ 1168, OLDIES	MBS,	$ 141.00 (Durpetti)	Shamrock
KYGO, 98.5, 100 KW @ 718, COUNTRY	,	$ 160.00 (CBS)	Jeff-Pilot

Miscellaneous: KEZW, KOSI-F sold to Tribune Co. for $19,900,000 (LaRue) . . . KLZ from Summit to Crawford for $1,500,000 (LaRue) . . .

American Radio Spring, 1992 Copyright 1992

Arbitron Rank/Pop (12+): 111/327,600

MSA Rank/Pop: 123/398,000
ADI # 66

Average Person Ratings: 16.3
Market TSL: 21.50 hours

Stations: 14/14
Diaries: 780/420:1/54.7%
Sample Target: 790
% Below Line: 0.0
% Not Listed: 10.1

1991 Revenue: $13,500,000
HH Inc.: $31,632
Retail $: 3.7 Bil
Pop per Station: 23,400
#1 Biller: WHO $3,200,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KGGO-AF (AOR)	97/18.2	16.8	18.0	15.4	19.6	17.1	167/1694	941/28.7	29.5	30.6	D	KGGO-AF
2. KJJY-F (C)	95/17.8	14.5	14.6	9.5	14.2	14.1	157/1634	896/27.4	27.6	24.9	D	KJJY-F
3. KRNQ-F (CHR)	70/13.1	13.7	11.5	16.9	14.2	13.8	141/2160	1035/31.6	31.2	31.1	D	KRNQ-F
4. WHO (FS)	57/10.7	14.9	12.9	15.0	11.1	13.4	175/2314	738/22.5	29.7	23.0	E	WHO
5. KLYF-F (AC)	53/ 5.9	7.2	7.4	6.6	10.1	6.8	95/1194	557/17.0	16.2	19.0	C	KLYF-F
6. KIOA-AF (O)	31/ 5.8	8.6	8.6	9.3	6.6	8.1	66/1172	570/17.4	25.7	19.1	C	KIOA-AF
7. KRNT (BB)	29/ 5.4	4.0	7.4	6.3	5.8	5.8	37/516	394/12.0	13.9	13.4	B	KRNT
8. KFMG-F (AOR)	18/ 3.4	14.9	12.9	15.0	11.1	11.6	21/443	336/10.3	29.7	23.0	B	KFMG-F
9. KMXD-F (SAC)	12/ 2.3	3.0	2.0	0.8	----	2.0	13/199	179/ 5.5	5.5	0.0	A	KMXD-F
10. KEZT-F (SAC)	10/ 1.9	1.9	1.2	4.2	3.1	2.3	21/399	248/ 7.6	5.9	11.2	A	KEZT-F

12+ FM SHARE (METRO): 78.50% (376 of 479) (SPG 91: 79.30%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KRNQ-F>>	1 KGGO-AF>>	1 KGGO-AF>	1 KGGO-AF<	1 KJJY-F	1 KJJY-F	1 KGGO-AF<	1 KGGO-AF	1 KGGO-AF	1 KGGO-AF	1 KJJY-F
2 KGGO-AF>	2 KRNQ-F	2 KJJY-F	2 KJJY-F	2 KGGO-AF	2 WHO >	2 KJJY-F	2 KJJY-F>	2 KJJY-F>	KRNQ-F	2 WHO <
3 KJJY-F	KJJY-F	3 KRNQ-F<	3 KLYF-F	3 KLYF-F	3 KRNT	3 KRNQ-F<	3 KLYF-F	3 KRNQ-F	3 KJJY-F>	3 KGGO-F
4	4 KLYF-F	4 KLYF-F>	4 KRNQ-F>	4 KLYF-F	4 WHO	4 WHO >	4 KLYF-F<	4 WHO >	4	
5	5	5 WHO	5 WHO	5 WHO >	5 KIOA-AF	5 KLYF-F	5 KRNQ-F>	5 WHO >	5	5
6	6	6 KIOA-AF	6 KIOA-AF	6 KIOA-AF	6 KRNQ-F	6 KRNT >	6	6	6	6
7	7	7	7	7	7 KGGO-AF	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KGGO-AF>>	1 KGGO-AF	1 KLYF-F	1 KGGO-AF	1 KJJY-F
2 KRNQ-F>>	2 KLYF-F	2 KGGO-AF>	2 KJJY-F<	2 KLYF-F>
3 KLYF-F	3 KRNQ-F>	3 KRNQ-F>	3 KLYF-F<	3 KGGO-AF
KJJY-F	4 KJJY-F	4 KJJY-F	4 KRNQ-F>>	KRNQ-F>
5	5	5	5 KIOA-AF	5 KIOA-AF>
6	6	6	6	6 WHO
7	7	7	7	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KGGO-AF>>	1 KGGO-AF>>	1 KGGO-AF>>	1 KGGO-AF>>	1 KGGO-AF>
2 KJJY-F>>	2 KJJY-F>>	2 KJJY-F>	2 KJJY-F>	2 KJJY-F
3 KRNQ-F	3 KRNQ-F	3 KRNQ-F	3 WHO	3 WHO >
4	4 WHO	4 WHO	4 KRNQ-F	4 KRNQ-F
5	5	5	5 KLYF-F	5 KLYF-F
6	6	6	6 KIOA-AF	6 KIOA-AF
7	7	7	7	KFMG-F

FORMATS	AM --	FM --	TOTAL	% -	SPG 91 % -
TOP 40/CHR/CONTEMP		70 (1)	70 (1)	14.6	15.9
AOR/CLASSIC	3 (1)	112 (2)	115 (3)	24.0	27.0
AC/OLDIES	9 (1)	75 (2)	84 (3)	17.5	22.2
FULL SVC/VARIETY	57 (1)		57 (1)	11.9	12.4
COUNTRY		95 (1)	95 (1)	19.8	15.9
BLACK/URBAN					
SAC/EZ		22 (2)	22 (2)	4.6	
NEWS/TALK					
NOSTALGIA	29 (1)		29 (1)	6.1	6.5
RELIGION/GOSPEL	5 (1)	2 (1)	7 (2)	1.5	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	103 (5)	376 (9)	479 (14)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KDMI-F	97.3	Des Moines	0.4/1.4/ 3/ 114
KWKY	1150	Des Moines	0.9/2.8/ 10/ 144

RADIO STATIONS

KDLS, 1310, 500 W (DAYS)	, COUNTRY	MBS , $	10.00 (---)		(PERRY)
KIOA, 940, 10 KW/5 KW (DA-2)	, OLDIES	ABC , $	NA (Banner)	Midwest	
KRNT, 1350, 5 KW (DA-N)	, NOSTALGIA	CBS, UNISUP , $	24.00 (Katz)	Saga	
WHO , 1040, 50 KW	, FULL SERVICE	ABC , $	65.00 (Christal)	Palmer	
KFMG-F, 103.3, 100 KW @ 745	, PROG AOR	UNIPWR , $	21.00 (HNWH)		(PELLA)
KEZT-F, 104.1, 100 KW @ 1010	, SOFT AC/EZ	, $	16.00 (HNWH)		(AMES)
KGGO-F, 94.9, 100 KW @ 1066	, AOR	SOURCE , $	53.00 (Eastman)	Stoner	
KIOA-F, 93.3, 100 KW @ 1063	, OLDIES	, $	31.00 (Banner)	Midwest	
KJJY-F, 92.5, 41 KW @ 1453	, COUNTRY	, $	47.00 (McGuild)	Fuller-Jeffrey	(ANKENY)
KLYF-F, 100.3, 100 KW @ 1700	, AC	, $	40.00 (Christal)	Palmer	
KMXD-F, 106.3, 3 KW @ 328	, EZ	, $	14.00 (Schubert)		(ANKENY)
KRNQ-F, 102.5, 100 KW @ 1260	, CHR	ABC , $	44.00 (Katz)	Saga	

Miscellaneous: KDMG-F changes to KFMG-F (Apr) . . .

DETROIT

Arbitron Rank/Pop (12+): 6/3,611,500
MSA Rank/Pop: 5/4,660,000
ADI # 5
Average Person Ratings: 18.4
Market TSL: 24.00 hours

Stations: 29/29
Diaries: 2612/1383:1/50.4%
Sample Target: 2560
% Below Line: 0.0
% Not Listed: 9.6

1991 Revenue: $117,300,000
HH Inc.: $34,932
Retail $: 37.0 Bil
Pop per Station: 124,534
#1 Biller: WJR $17,000,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WJR	(FS)	584/ 8.8	8.3	9.3	9.3	8.0	8.9	776/10005	7299/20.2	22.4	21.0	J	WJR
2. WJLB-F	(B)	451/ 6.8	6.3	6.6	6.2	6.3	6.5	468/5332	4947/13.7	13.7	14.4	H	WJLB-F
3. WWWW-F	(C)	422/ 6.3	5.0	5.3	6.1	6.3	5.7	458/5852	5228/14.5	13.5	13.7	H	WWWW-F
4. WHYT-F	(CHR)	338/ 5.1	4.6	4.4	4.7	4.5	4.7	373/7544	6778/18.8	16.7	16.5	F	WHYT-F
5. WWJ	(N)	305/ 4.6	6.2	6.3	4.4	5.7	5.4	323/6361	5770/16.0	19.9	17.8	H	WWJ
6. WJOI-F	(SAC)	288/ 4.3	4.4	3.9	3.6	5.1	4.1	307/4354	4052/11.2	10.5	11.1	F	WJOI-F
WKQI-F	(AC)	288/ 4.3	4.4	4.7	5.0	4.7	4.6	306/6298	5794/16.0	15.7	16.7	H	WKQI-F
8. WMXD-F	(B/AC)	275/ 4.1	3.1	3.8	3.5	2.7	3.6	275/3291	3177/ 8.8	8.3	7.4		WMXD-F
9. WXYT	(T)	268/ 4.0	4.8	4.3	3.7	3.7	4.2	277/3488	3315/ 9.2	9.0	7.8	F	WXYT
WLTI-F	(SAC)	268/ 4.0	4.7	3.8	3.3	3.7	3.9	278/4531	4250/11.8	11.4	11.2	G	WLTI-F
11. WOMC-F	(O)	260/ 3.9	3.8	4.5	5.4	3.9	4.4	274/4829	4420/12.2	14.6	12.3	H	WOMC-F
12. WLLZ-F	(AOR)	246/ 3.7	4.5	4.3	4.2	3.4	4.2	267/5380	4815/13.3	14.2	13.1	H	WLLZ-F
13. WNIC-F	(AC)	243/ 3.7	3.5	3.4	3.2	3.5	3.5	253/4830	4545/12.6	10.5	11.3	H	WNIC-F
14. WJZZ-F	(J)	239/ 3.6	3.1	3.1	3.6	3.8	3.3	245/3334	3215/ 8.9	8.8	10.7	E	WJZZ-F
15. WCSX-F	(CL AOR)	215/ 3.2	3.2	3.8	4.1	3.5	3.6	241/5255	4636/12.8	13.1	12.6	H	WCSX-F
16. WRIF-F	(AOR)	195/ 2.9	3.5	2.8	3.9	4.4	3.3	230/4743	4070/11.3	12.0	12.9	G	WRIF-F
17. CKLW	(BB)	191/ 2.9	3.0	2.9	3.1	2.7	3.0	236/3292	2595/ 7.2	8.3	7.2		CKLW
18. WDFX-F	(CHR)	143/ 2.1	2.5	2.3	2.7	2.9	2.4	150/4072	3738/10.4	10.4	13.7	D	WDFX-F
19. WQRS-F	(CL)	139/ 2.1	2.8	1.9	2.2	1.7	2.3	153/2322	2009/ 5.6	5.9	6.0	E	WQRS-F
20. WDZR-F	(AOR)	135/ 2.0	0.8	0.5	0.5	0.8	0.9	135/2251	2193/ 6.1	1.9	4.6	C	WDZR-F
21. CIMX-F	(AOR)	114/ 1.7	2.0	1.5	1.6	0.6	1.7	137/2389	1955/ 5.4	4.1	2.8		CIMX-F
22.													
23.													
24.													
25.													

12+ FM SHARE (METRO): 73.36% (4414 of 6017) (SPG 91: 71.60%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	WHYT-F>>	WJLB-F>	WJLB-F	WWWW-F	WWWW-F	WJR >	WJR >	WJR	WWWW-F<	WJLB-F>	WJR
2	WJLB-F>	WLLZ-F	WWWW-F	WJLB-F	WJR <	WWJ	WWJ	WWWW-F	WJR	WJR	WWJ >>
3	WDFX-F	WWWW-F	WLLZ-F<	WMXD-F<	WJLB-F	WWWW-F<	WKQI-F	WXYT	WJLB-F	WMXD-F	WJLB-F>>
4		WRIF-F<	WNIC-F	WOMC-F<	WMXD-F	WJOI-F	WWWW-F<	WJOI-F<	WHYT-F	WHYT-F	WWWW-F<
5		WHYT-F	WKQI-F<	WKQI-F	WKQI-F<	WXYT	WJLB-F	WJLB-F<	WLTI-F	WJZZ-F	WJZZ-F
6		WCSX-F<	WMXD-F<	WJZZ-F<	WOMC-F		WOMC-F	WLTI-F	WJOI-F	WWWW-F	WMXD-F<
7		WNIC-F	WLTI-F	WLTI-F<	WLTI-F		WHYT-F	WKQI-F<	WWJ	WNIC-F	CKLW >>
8			WCSX-F	WCSX-F<			WXYT	WLLZ-F	WMXD-F<		
9				WNIC-F			WLLZ-F	WHYT-F<			
10				WJR				WNIC-F			

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	WHYT-F	WJLB-F>	WMXD-F	WJLB-F>	WJLB-F	WRIF-F<	WLLZ-F	WLLZ-F	WWWW-F<	WWWW-F
2	WJLB-F>	WMXD-F	WJLB-F	WNIC-F<	WLTI-F	WJLB-F	WRIF-F	WCSX-F	WLLZ-F	WJR
3	WDFX-F>	WHYT-F<	WWWW-F	WKQI-F<	WMXD-F	WLLZ-F	WJLB-F	WWWW-F	WCSX-F	WLLZ-F
4	WKQI-F	WKQI-F	WKQI-F	WLTI-F<	WNIC-F<	WDZR-F	WCSX-F<	WRIF-F	WRIF-F	WCSX-F
5	WNIC-F	WNIC-F	WNIC-F	WMXD-F	WWWW-F<	WHYT-F	WWWW-F	WJLB-F<	WJR	WXYT
6		WWWW-F	WLTI-F	WWWW-F	WKQI-F	CIMX-F	WDZR-F	WJZZ-F	WJLB-F	WNIC-F<
7		WLTI-F	WOMC-F	WHYT-F	WOMC-F	WWWW-F				WKQI-F
8				WJZZ-F<	WJZZ-F<					WJZZ-F
9				WOMC-F	WJOI-F					

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		481 (2)	481 (2)	8.0	8.4
AOR/CLASSIC		905 (5)	905 (5)	15.0	13.4
AC/OLDIES		837 (4)	837 (4)	13.9	18.4
FULL SVC/VARIETY	584 (1)		584 (1)	9.7	8.7
COUNTRY	59 (1)	422 (1)	481 (2)	8.0	8.5
BLACK/URBAN	196 (4)	789 (3)	985 (7)	16.4	14.2
SAC/EZ		556 (2)	556 (2)	9.2	5.5
NEWS/TALK	573 (2)		573 (2)	9.5	10.3
NOSTALGIA	191 (1)		191 (1)	3.2	3.0
RELIGION/GOSPEL		46 (1)	46 (1)	0.8	2.5
SPANISH					
CLASSICAL		139 (1)	139 (1)	2.3	1.9
JAZZ/NEW AGE		239 (1)	239 (1)	4.0	5.1
UNKNOWN/OTHERS					
	1603 (9)	4414 (20)	6017 (29)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
CKLW-F	93.9	Windsor	0.7/3.7/ 58/1732
WCHB	1200	Taylor	0.7/2.0/ 44/ 755
WCXI	1130	Detroit	0.9/2.8/ 66/1136
WGPR-F	107.5	Detroit	0.9/4.7/ 65/1761
WMKM	1440	Inkster	0.5/1.6/ 33/ 578
WMTG	1310	Dearborn/Detrt	0.9/2.4/ 62/ 873
WMUZ-F	103.5	Detroit	0.7/3.6/ 53/1458
WQBH	1400	Detroit	0.9/2.8/ 58/1038

American Radio Spring, 1992 Copyright 1992

DETROIT

RADIO STATIONS

AM STATIONS

WCHB, 1440, 1 KW (DA-2)	, GOSPEL/BLACK	NBN, $ 31.00 (---)			
WCXI, 1130, 50 KW/10 KW (DA-2),	SEE WWWW-FM				
WHND, 560, 500 W (DAYS)	, OLDIES	UNIPWR, $ N/A	(McGuild)	Greater Media (MONROE)	
WJR , 760, 50 KW	, FULL SERVICE	ABC, $ 275.00	(Katz)	Cap Cities/ABC	
WMKM, 1440, 1 KW	, BLACK	NBN, NBC, $ 35.00	(---)		
WMTG, 1310, 5 KW (DA-2)	, BLACK OLDIES	SMN, $ N/A	(McGuild)	Fairmont	
WQBH, 1400, 1 KW	, BLACK	, $ 45.00	(Patt)		
WWJ , 950, 5 KW (DA-N)	, NEWS	CBS, $ 157.00	(CBS)	CBS	
WXYT, 1270, 5 KW (DA-N)	, TALK	NBC-T, CNN, $ 82.00	(Durpetti)		
CKLW, 800, 50 KW (DA-2)	, NOSTALGIA	UNISUP, $ 67.00	(Banner)		(WINDSOR ONT)

FM STATIONS

WCSX, 94.7, 14 KW @ 945,	CLASSIC AOR	UNIPWR, $ 140.00	(McGuild)	Greater Media	
WDFX, 99.5, 21 KW @ 755,	CHR	SOURCE, $ 68.00	(MMR)	Alliance	
WGPR, 107.5, 50 KW @ 361,	BLACK	SBN, $ 56.00	(Lazar)		
WHYT, 96.3, 20 KW @ 787,	CHR	ABC, $ 100.00	(Katz)	Cap Cities/ABC	
WJLB, 97.9, 50 KW @ 489,	BLACK	, $ 178.00	(MMR)	Booth	
WJOI, 97.1, 12 KW @ 889,	SOFT AC/EZ	, $ 98.00	(CBS)	CBS	
WJZZ, 105.9, 20 KW @ 725,	JAZZ	MBS, $ 90.00	(Torbet)		
WKQI, 95.5, 100 KW @ 430,	AC	, $ 158.00	(HNWH)	Brdcst. Partners	
WLLZ, 98.7, 50 KW @ 479,	AOR	, $ 154.00	(Group W)	Westinghouse	
WLTI, 93.1, 27 KW @ 669,	SOFT AC	ABC, $ 130.00	(Christal)	Viacom	
WMUZ, 103.5, 50 KW @ 466,	RELIGION	, $ 45.00	(---)		
WMXD, 92.3, 22 KW @ 699,	URBAN/AC	MBS, $ 75.00	(Durpetti)		
WNIC, 100.3, 32 KW @ 600,	AC	, $ 154.00	(McGuild)	Fairmont	
WOMC, 104.3, 190 KW @ 361,	OLDIES	UNIULT, $ 150.00	(Torbet)	Infinity	
WQRS, 105.1, 20 KW @ 784,	CLASSICAL	, $ 82.00	(CMBS)	Marlin	
WRIF, 101.1, 27 KW @ 879,	AOR	ABC, $ 120.00	(Banner)	Great American	
WWWW, 106.7, 61 KW @ 508,	COUNTRY	APR UNIULT, $ 157.00	(Eastman)	Shamrock	
WDZR, 102.7, 50 KW @ 499,	AOR	, $ 60.00	(Durpetti)	Ragan Henry	
CIMX, 88.7, 100 KW @ 577,	AOR	, $ NA	(MMR)		(WINDSOR, ONT)
CKLW, 93.9, 100 KW @ 699,	OLDIES	, $ 61.00	(Banner)		(WINDSOR, ONT)

Miscellaneous: WDFX-F from Hoker to Alliance for $4,550,000 (Star) . . . WXCD-F to WDZR-F (March) and format to AOR . . .

American Radio Spring, 1992 Copyright 1992

DULUTH

Arbitron Rank/Pop (12+): 207/127,000
MSA Rank/Pop: 187/237,800
ADI # 126
Average Person Ratings: 17.1
Market TSL: 23.00 hours

Stations: 13/11
Diaries: 642/198:1/62.7%
Sample Target: 610
% Below Line: 1.8
% Not Listed: 17.5

1991 Revenue: $4,300,000
HH Inc.: $27,241
Retail $: 1.1 Bil
Pop per Station: 11,545
#1 Biller: KDAL-AF $720,000

12+ METRO		1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KDAL	(FS)	33/15.2	----	15.8	----	12.1	----	40/481	353/27.8	0.0	31.8	B	KDAL
2. WAVC-F	(C)	31/14.3	----	12.8	----	12.1	----	59/622	327/25.7	0.0	26.1	B	WAVC-F
3. KDAL-F	(SAC)	25/11.5	----	10.3	----	9.9	----	33/503	330/26.0	0.0	24.6	A	KDAL-F
4. KZIO-F	(CHR)	23/10.6	----	11.5	----	14.7	----	31/547	311/24.5	0.0	28.4	B	KZIO-F
5. KQDS-F	(AOR)	16/ 7.4	----	9.8	----	8.2	----	27/515	237/18.7	0.0	24.6	B	KQDS-F
6. KXTP	(BB)	12/ 5.5	----	4.7	----	6.5	----	14/175	150/11.8	0.0	13.2	A	KXTP
7. WEBC	(N/T)	11/ 5.1	----	4.3	----	3.4	----	19/286	192/15.1	0.0	12.9	A	WEBC
8. WAKX-F	(O)	10/ 4.6	----	6.4	----	7.3	----	21/347	206/16.2	0.0	22.2	A	WAKX-F
9. WDSM	(C)	8/ 3.7	----	5.1	----	5.2	----	10/187	138/10.9	0.0	18.4	A	WDSM
10. WTBX-F	(CHR)	3/ 1.4	----	0.9	----	----	----	49/510	56/ 4.4	0.0	3.9		WTBX-F
WWJC	(REL)	3/ 1.4	----	0.4	----	3.4	----	6/91	50/ 3.9	0.0	4.0		WWJC
WCDK-F	(C)	3/ 1.4	----	----	----	----	----	25/284	22/ 1.7	0.0	0.0		WCDK-F
13. WKKQ	(C)	1/ 0.5	----	----	----	0.4	----	32/342	42/ 3.3	0.0	0.0		WKKQ
14.													
15.													

12+ FM SHARE (METRO): 62.01% (111 of 179) (SPG 91: 62.69%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZIO-F>>	1 KQDS-F	1 KDAL-F	1 KDAL-F	1 KDAL-F	1 KDAL >	1 KDAL >	1 WAVC-F<	1 WAVC-F	1 KDAL >	1 KZIO-F
2	2 WAVC-F	2 WAVC-F	2 WAVC-F>	2 WAVC-F>	2 WAVC-F>	2 WAVC-F	2 KDAL-F	2 KDAL-F<	2 KZIO-F>	KQDS-F
3	KZIO-F	3 KZIO-F	3 KZIO-F	3 KDAL	3 KDAL-F	3 KDAL-F	3 KDAL >	3 KDAL	3 WAVC-F>	3 KDAL
4	4 KDAL-F	4 KQDS-F	KQDS-F	4 KZIO-F	4 KXTP	4 KZIO-F>	4 KZIO-F	4 KZIO-F	4	4
5	5 WAKX-F	5	KDAL	KQDS-F	5 WEBC	5	5	5	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KZIO-F>	1 KZIO-F	1 WAVC-F	1 WAVC-F	1 WAVC-F
2 WAVC-F	2 WAVC-F	KZIO-F	2 KZIO-F	2 KDAL-F>
KQDS-F>	3 KQDS-F	KDAL-F>	3 KDAL-F>	3 KZIO-F
4 WAKX-F	4 WAKX-F	4 WAKX-F	4 KQDS-F	4
5	KDAL-F	KQDS-F	5	5
6	6	6	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KZIO-F	1 KQDS-F	1 KQDS-F	1 KDAL-F>	1 KDAL-F
KQDS-F>>	2 KDAL-F	KDAL-F	2 KQDS-F	2 KDAL
3 WEBC	3 WAVC-F	3 WAVC-F>	3 WAVC-F	3 WAVC-F
WAVC-F	4 WAKX-F	4 WAKX-F	KDAL	4 KQDS-F
WAKX-F	KZIO-F	5	5	5
KDAL-F	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		26 (2)	26 (2)	14.5	15.0		
AOR/CLASSIC		16 (1)	16 (1)	8.9	12.4		
AC/OLDIES		10 (1)	10 (1)	5.6	20.2		
FULL SVC/VARIETY	33 (1)		33 (1)	18.4	19.2		
COUNTRY	9 (2)	34 (2)	43 (4)	24.0	21.8		
BLACK/URBAN							
SAC/EZ		25 (1)	25 (1)	14.0			
NEWS/TALK	11 (1)		11 (1)	6.1	5.2		
NOSTALGIA	12 (1)		12 (1)	6.7	5.7		
RELIGION/GOSPEL	3 (1)		3 (1)	1.7	0.5		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	68 (6)	111 (7)	179 (13)				

RADIO STATIONS

KDAL ,	610, 5 KW (DA-N)	, Full Service	CBS, $24.00	(Katz)	Shockley
KXTP ,	970, 1 KW/27 W	, Nostalgia	UNISUP ABC, $12.00	(K & P)	
WDSM ,	710, 10 KW/5 KW (DA-N),	Country	NBC, $13.00	(Torbet)	
WEBC ,	560, 5 KW (DA-N)	, News/Talk	UNISUP ABC, $14.00	(Christal)	Brill
WWJC ,	850, 10 KW (DAYS)	, Religion	, $ 8.00	(---)	
KDAL-F,	95.7, 100 KW @ 804	, Soft AC	, $22.00	(Katz)	Shockley
KQDS-F,	94.9, 100 KW @ 699	, AOR	ABC, $19.00	(HNWH)	
KZIO-F,	102.5, 100 KW @ 600	, CHR	ABC, $21.00	(Torbet)	
WAKX-F,	98.9, 100 KW @ 600	, Oldies	, $16.00	(K & P)	
WAVC-F,	105.1, 100 KW @ 790	, Country	, $25.00	(Christal)	Brill

EL PASO

Arbitron Rank/Pop (12+): 78/481,200

MSA Rank/Pop: 86/600,000
ADI # 100

Average Person Ratings: 17.6
Market TSL: 23.50 hours

Stations: 26/16
Diaries: 911/528:1/51.9%
Sample Target: 930
% Below Line: 7.7
% Not Listed: 8.2

1991 Revenue: $11,700,000
HH Inc.: $26,336
Retail $: 3.8 Bil
Pop per Station: 30,075
#1 Biller: KHEY-AF $3,200,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KHEY-F (C)	120/14.1	15.5	15.7	16.1	16.8	15.4	141/1804	1514/31.5	31.8	29.3	E	KHEY-F
2. KPRR-F (CHR)	97/11.4	10.8	13.0	11.5	12.4	11.7	101/1377	1299/27.0	26.1	30.1	C	KPRR-F
3. KLAQ-F (AOR)	96/11.3	8.9	7.9	6.6	7.5	8.7	109/1330	1143/23.8	19.5	18.8	C	KLAQ-F
4. KAMZ-F (AC)	89/10.5	6.9	7.8	7.5	9.8	8.2	90/1080	1031/21.4	20.8	21.4	B	KAMZ-F
5. KBNA-AF (SP)	67/ 7.9	9.6	6.6	6.9	4.9	7.8	73/953	864/18.0	16.8	15.3	C	KBNA-AF
6. KTSM-F (SAC)	57/ 6.7	5.3	3.9	6.9	5.1	5.7	77/1000	735/15.3	12.0	12.7	B	KTSM-F
7. KSET-F (SP)	39/ 4.6	3.2	1.9	2.1	2.7	3.0	40/663	628/13.1	7.4	10.4	B	KSET-F
8. KTSM (T/N)	38/ 4.5	5.1	4.1	4.3	3.2	4.5	38/521	505/10.5	9.8	8.5	A	KTSM
9. KOFX-F (O)	33/ 3.9	4.6	6.2	7.1	5.2	5.4	42/754	647/14.0	18.0	14.2	B	KOFX-F
10. KAMA (SP)	31/ 3.7	4.6	3.8	2.7	3.9	3.7	41/498	404/ 8.4	0.0	0.0	B	KAMA

12+ FM SHARE (METRO): 80.62% (628 of 779) (SPG 91: 79.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPRR-F>>	1 KLAQ-F	1 KHEY-F	1 KHEY-F>	1 KHEY-F>	1 KHEY-F	1 KHEY-F>	1 KHEY-F>	1 KHEY-F	1 KAMZ-F	1 KHEY-F
2 KAMZ-F	2 KHEY-F>	2 KLAQ-F>	2 KLAQ-F<	2 KAMZ-F<	2 KBNA-AF	2 KPRR-F	2 KLAQ-F	2 KPRR-F<	2 KPRR-F>	2 KAMZ-F>
3 KLAQ-F>	3 KPRR-F>	3 KAMZ-F	3 KAMZ-F	3 KLAQ-F<	3 KAMZ-F	3 KLAQ-F	3 KTSM-F	3 KLAQ-F>	3 KLAQ-F	3 KTSM-F>
4 KHEY-F	4 KAMZ-F>	4 KPRR-F	4 KBNA-AF	4 KBNA-AF	4 KTSM-F	4 KAMZ-F<	KAMZ-F	4 KAMZ-F	4 KHEY-F>	4 KSET-F
5	5 KTSM-F	5 KBNA-AF	5 KTSM-F	5 KTSM-F	5 KTSM	5 KBNA-AF	5 KBNA-AF	5 KBNA-AF	5 KBNA-AF	5
6	KOFX-F	6 KTSM-F	6 KPRR-F<	6 KPRR-F	6 KAMA	6 KTSM-F>	6 KPRR-F	6 KTSM-F>	6	6
7	7	7	7 KOFX-F	7	7	7	7 KTSM	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KHEY-F	1 KHEY-F>	1 KHEY-F>	1 KHEY-F>	1 KHEY-F>
2 KLAQ-F	2 KPRR-F	2 KTSM-F	2 KAMZ-F	2 KTSM-F
KAMZ-F	3 KTSM-F	KPRR-F>	3 KTSM-F	3 KBNA-AF
4 KPRR-F>	KAMZ-F>	4 KBNA-AF	KPRR-F	KAMZ-F
5 KSET-F	5 KLAQ-F	5 KAMZ-F	5 KBNA-AF	5 KPRR-F
6 KTSM-F	6 KBNA-AF	6 KSET-F	6 KSET-F	6 KSET-F
7	KSET-F	7	7	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KLAQ-F>>	1 KLAQ-F>>	1 KLAQ-F>>	1 KLAQ-F>	1 KLAQ-F
2 KPRR-F	2 KHEY-F	2 KOFX-F	2 KHEY-F>	2 KHEY-F>
3 KHEY-F>>	3 KPRR-F>	3 KHEY-F>	3 KAMZ-F	3 KAMZ-F
4 KSET-F	4 KOFX-F	4 KBNA-AF	4 KPRR-F	4 KBNA-AF
5	5 KAMZ-F	KAMZ-F	5 KBNA-AF	5 KOFX-F
6	6	6	6 KOFX-F	6 KTSM-F
7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		97 (1)	97 (1)	12.5	14.0
AOR/CLASSIC		96 (1)	96 (1)	12.3	14.4
AC/OLDIES	12 (1)	122 (2)	134 (3)	17.2	22.1
FULL SVC/VARIETY					
COUNTRY	10 (1)	120 (1)	130 (2)	16.7	21.4
BLACK/URBAN					
SAC/EZ		57 (1)	57 (1)	7.3	
NEWS/TALK	38 (1)		38 (1)	4.9	3.6
NOSTALGIA					4.0
RELIGION/GOSPEL	12 (1)		12 (1)	1.5	0.5
SPANISH	79 (7)	136 (9)	215 (16)	27.6	19.9
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	151 (11)	628 (15)	779 (26)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KELP	1590	El Paso	1.4/3.9/ 12/ 190
KFNA	1060	El Paso	0.6/1.6/ 8/ 123
KHEY	690	El Paso	1.2/5.4/ 13/2950
KROD	600	El Paso	1.4/6.3/ 24/ 395
KVIV	1340	El Paso	0.9/2.4/ 8/ 115
XEJ	970	Ciudad Juarez	0.9/2.2/ 9/ 121
XEP	1300	Ciudad Juarez	0.5/1.9/ 4/ 90
XHEM-F	103.5	Ciudad Juarez	0.5/2.5/ 4/ 119
XHGU-F	105.9	Ciudad/Juarez	0.4/1.7/ 3/ 102
XHH -F	100.7	Ciudad/Juarez	1.2/2.9/ 10/ 139
XHIM-F	105.1	Ciudad Juarez	1.6/4.8/ 14/ 229
XHNZ-F	107.5	Ciudad/Juarez	0.7/2.0/ 6/ 96
XHPX-F	98.3	Ciudad Juarez	0.7/2.5/ 6/ 120
XHTO-F	104.3	Ciudad Juarez	0.5/2.3/ 4/ 112
XROK	800	Ciudad/Juarez	0.7/1.9/ 8/ 108

RADIO STATIONS

KAMA,	750,	10 KW/1 KW (DA-2),	HISPANIC	, $	26.00 (Caballero)	Pinnacle
KBNA,	920,	1 KW/500 W (DA-N),	SEE KBNA-FM			
KHEY,	690,	10 KW (DA-2) ,	SEE KHEY-FM			
KROD,	600,	5 KW (DA-2 ,	OLDIES	UNIULT ABC , $	17.00 (HNWH)	D & F
KTSM,	1380,	5 KW/500 W ,	TALK/NEWS	NBC-T CBS , $	20.00 (HNWH)	
KVIV,	1340,	1 KW ,	HISPANIC	CRC , $	15.00 (Lotus)	
KSET-F,	94.7,	61 KW @ 981 ,	HISPANIC	$	NA (Caballero)	
KAMZ-F,	93.1,	30 KW @ 1168 ,	AC	$	29.00 (Eastman)	Pinnacle
KBNA-F,	97.5,	100 KW @ 1089 ,	HISPANIC	$	34.00 (Katz Hisp)	Tichenor
KEZB-F,	93.9,	96 KW @ 1210 ,	AC	ABC, $	28.00 (Schubert)	
KHEY-F,	96.3,	100 KW @ 1391 ,	COUNTRY	$	69.00 (Katz)	Ragan Henry
KLAQ-F,	95.5,	100 KW @ 1391 ,	AOR	UNIPWR ABC, $	40.00 (HNWH)	D & F
KOFX-F,	92.3,	100 KW @ 1860 ,	OLDIES	UNIPWR, $	34.00 (Mc-Guild)	
KPRR-F,	102.1,	100 KW @ 1191 ,	CHR	$	33.00 (Durpetti)	
KTSM-F,	99.9,	100 KW @ 1820 ,	EZ/SOFT AC	NBC CBS, $	22.00 (HNWH)	

Miscellaneous: KAMA-F changes to KSET-F (Feb) . . .

ERIE

Arbitron Rank/Pop (12+): 147/225,900
MSA Rank/Pop: 165/275,300
ADI # 140
Average Person Ratings: 15.9
Market TSL: 21.00 hours

Stations: 11/10
Diaries: 653/346:1/53.3%
Sample Target: 680
% Below Line: 0.8
% Not Listed: 15.6

1991 Revenue: $5,800,000
HH Inc.: $31,966
Retail $: 1.8 Bil
Pop per Station: 22,590
#1 Biller: WXKC-F $1,400,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WRKT-F (AOR)	56/15.6	13.9	16.7	17.0	14.7	----	59/611	574/25.4	24.1	27.0	B	WRKT-F
2. WMXE-F (CHR/AC)	51/14.2	11.5	9.4	6.1	9.9	----	60/956	795/35.2	31.5	29.4	B	WMXE-F
3. WXKC-F (AC)	44/12.3	14.8	14.6	15.0	15.5	----	51/794	663/29.3	32.4	31.0	C	WXKC-F
4. WJET-F (CHR)	43/12.0	13.9	17.3	17.9	19.8	----	49/768	681/30.1	35.3	38.7	C	WJET-F
5. WXTA-F (C)	42/11.7	8.3	10.0	4.3	5.3	----	45/539	496/22.0	16.9	17.2	A	WXTA-F
6. WEYZ (BB)	30/ 8.4	7.4	6.5	8.4	8.6	----	30/310	302/13.4	13.7	14.7	A	WEYZ
7. WLKK (T)	24/ 6.7	5.9	5.1	2.6	2.8	----	24/280	280/12.4	12.4	12.0	A	WLKK
8.												
9.												
10.												

12+ FM SHARE (METRO): 80.86% (245 of 303) (SPG 91: 83.64%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WMXE-F>>	1 WRKT-F>	1 WRKT-F	1 WRKT-F	1 WRKT-F	1 WXKC-F<	1 WRKT-F	1 WRKT-F	1 WMXE-F	1 WMXE-F<	1 WRKT-F>>
2 WJET-F>	2 WJET-F	2 WMXE-F	2 WXKC-F	2 WXKC-F	2 WEYZ	2 WJET-F	2 WMXE-F<	2 WRKT-F	2 WRKT-F>	2 WMXE-F
3 WRKT-F	3 WMXE-F>	3 WJET-F<	3 WMXE-F>	3 WMXE-F	3 WXTA-F>	3 WMXE-F	3 WXTA-F	3 WXKC-F	3 WJET-F	3 WXTA-F
4	4 WXTA-F	4 WXKC-F>	4 WJET-F<	4 WXTA-F	4 WLKK	4 WXKC-F	4 WJET-F<	4 WJET-F	4 WXKC-F	4
5	5 WXKC-F	5 WXTA-F	5 WXTA-F	5 WJET-F	5 WMXE-F	5 WXTA-F	5 WXKC-F	5 WXTA-F>	5	5
6	6	6	6	6	6	6 WEYZ	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WMXE-F	1 WMXE-F	1 WXKC-F	1 WMXE-F	1 WXKC-F
2 WRKT-F	2 WRKT-F	WRKT-F	2 WJET-F<	2 WMXE-F
WJET-F>>	3 WJET-F>	WMXE-F	3 WXKC-F<	3 WJET-F
4 WXTA-F	4 WXKC-F	4 WJET-F>	4 WRKT-F	4 WRKT-F
5	5 WXTA-F	5 WXTA-F	5	5 WXTA-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRKT-F	1 WRKT-F>>	1 WRKT-F>>	1 WRKT-F>>	1 WRKT-F>
WJET-F>>	2 WJET-F>	2 WMXE-F	2 WMXE-F	2 WXKC-F<
3 WXTA-F	3 WMXE-F	3 WXTA-F	3 WXKC-F	3 WMXE-F
WMXE-F	4 WXTA-F	4 WJET-F	WJET-F	4 WXTA-F
5	5	5	5 WXTA-F	5

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME TSA
TOP 40/CHR/CONTEMP		43 (1)	43 (1)	14.2	19.8	WCTL-F	106.3	Union CIty	0.6/3.6/ 5/ 111
AOR/CLASSIC		56 (1)	56 (1)	18.5	19.1	WRIE	1260	Erie	1.1/6.5/ 4/ 157
AC/OLDIES	4 (1)	98 (3)	102 (4)	33.7	29.9	WZPR-F	100.3	Meadville	1.1/6.4/ 62/ 643
FULL SVC/VARIETY									
COUNTRY		46 (2)	46 (2)	15.2	14.5	WWSE-F	93.3	Jamestown	0.8/1.7/ 12/ 173
BLACK/URBAN									
SAC/EZ					1.5				
NEWS/TALK	24 (1)		24 (1)	7.9	5.9				
NOSTALGIA	30 (1)		30 (1)	9.9	8.0				
RELIGION/GOSPEL		2 (1)	2 (1)	0.7	1.2				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	58 (3)	245 (8)	303 (11)						

RADIO STATIONS

WEYZ , 1330, 5 KW	, Nostalgia	ABC, $16.00	(Katz)	Burbach	
WLKK , 1400, 1 KW	, Talk	MBS NBC, $15.00	(---)		
WRIE , 1260, 5 KW (DA-2)	, Oldies	SMN, $ 9.00	(Christal)	K & K	
WCTL-F, 106.3, 3 KW @ 298	, Religion	, $ 7.00	(---)		(UNION CITY)
WJET-F, 102.3, .5 KW @ 669	, CHR	, $29.00	(Banner)	Myron Jones	
WMXE-F, 103.7, 50 KW @ 500	, CHR/AC	ABC, $27.00	(Katz)	Burbach	
WRKT-F, 100.9, 6 KW @ 262	, AOR	, $26.00	(Eastman)		(NORTH EAST)
WXKC-F, 99.9, 50 KW @ 492	, AC	, $31.00	(Christal)	K & K	
WXTA-F, 97.9, 10 KW @ 507	, Country	UNIULT, $22.00	(Torbet)		(EDINBORO)
WZPR-F, 100.3, 20 KW @ 587	, Country	ABC, $14.00	(---)		(MEADVILLE)

American Radio Spring, 1992 Copyright 1992

EUGENE

Arbitron Rank/Pop (12+): 143/237,600

MSA Rank/Pop: 158/285,000
ADI # 117

Average Person Ratings: 15.2
Market TSL: 20.50 hours

Stations: 13/13
Diaries: 677/351:1/54.3%
Sample Target: 690
% Below Line: 0.0
% Not Listed: 21.9

1991 Revenue: $7,400,000
HH Inc.: $26,747
Retail $: 2.2 Bil
Pop per Station: 18,277
#1 Biller: KUGN-AF $2,000,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KUGN-F (C)	62/17.2	13.6	14.1	15.6	14.3	----	68/774	664/27.9	19.5	21.0	C	KUGN-F
2. KMGE-F (AC)	51/14.1	12.4	9.9	12.9	8.4	----	56/814	631/26.6	24.1	20.2	C	KMGE-F
3. KUGN (FS)	28/ 7.8	6.2	8.1	6.6	8.1	----	30/491	404/17.0	19.2	18.4	B	KUGN
4. KLCX-F (AOR)	22/ 6.1	6.5	6.0	7.5	8.7	----	43/676	301/12.7	13.0	12.3	B	KLCX-F
5. KZEL-F (AOR)	21/ 5.8	4.7	9.0	7.8	9.9	----	37/653	421/17.7	15.3	18.9	B	KZEL-F
6. KSND-F (CHR)	20/ 5.5	10.1	8.7	9.0	9.9	----	24/490	395/16.6	21.8	20.1	B	KSND-F
7. KPNW-F (SAC)	18/ 5.0	4.7	4.8	4.5	6.5	----	33/627	361/15.2	12.5	14.2	B	KPNW-F
KAVE-F (AOR)	18/ 5.0	4.1	4.5	2.1	0.6	----	20/305	255/10.7	11.2	12.5	A	KAVE-F
9. KPNW (FS)	17/ 4.7	6.5	5.4	5.4	4.3	----	27/432	251/10.6	15.7	13.0	B	KPNW
10. KKXO (BB)	11/ 3.0	1.8	2.1	----	1.2	----	11/210	184/ 7.7	5.5	5.2	A	KKXO
11. KEED (C)	6/ 1.7	2.4	3.3	2.4	1.9	----	6/123	115/ 4.8	5.3	6.3	A	KEED
12.												
13.												
14.												
15.												

12+ FM SHARE (METRO): 75.18% (212 of 282) (SPG 91: 71.22%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KUGN-F	1 KMGE-F	1 KMGE-F	1 KMGE-F	1 KMGE-F	1 KUGN-F>	1 KUGN-F	1 KUGN-F<	1 KUGN-F	1 KUGN-F>	1 KUGN >
2 KSND-F>	2 KLCX-F>	2 KUGN-F>	2 KUGN-F>	2 KUGN-F>	2 KUGN	2 KUGN <	2 KMGE-F>>	2 KMGE-F>>	2 KMGE-F	2 KMGE-F>
3 KMGE-F	3 KUGN-F	3 KLCX-F	3 KZEL-F	3 KPNW-F	3 KMGE-F	3 KMGE-F>	3 KPNW-F	3 KZEL-F	3 KZEL-F	3 KLCX-F
4	4 KZEL-F	4 KZEL-F	4 KPNW-F	4 KZEL-F	4	4 KPNW	4 KLCX-F<	4 KSND-F	KSND-F>	4
5	5 KSND-F	5 KAVE-F	KLCX-F	5 KLCX-F	5	5	5	5	5	5
6	KAVE-F	6	KAVE-F	KAVE-F	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KMGE-F>>	1 KMGE-F>>	1 KMGE-F>>	1 KMGE-F>>	1 KMGE-F>
2 KSND-F>	2 KSND-F	2 KUGN-F	2 KUGN-F>	2 KUGN-F
3 KUGN-F	3 KUGN-F	KLCX-F	3 KPNW-F	3 KPNW-F>
KLCX-F	KLCX-F	KAVE-F	4 KSND-F	4
5	5 KAVE-F	5	5	5
6	6	6	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KLCX-F>	1 KLCX-F>	1 KLCX-F	1 KUGN-F	1 KUGN-F>
2 KUGN-F>	2 KZEL-F	2 KZEL-F	2 KLCX-F	2 KZEL-F
3 KZEL-F	KMGE-F	KMGE-F>	3 KZEL-F	KMGE-F
KSND-F	4 KUGN-F	4 KUGN-F	KMGE-F	4 KLCX-F
KMGE-F	5 KAVE-F	KAVE-F	5 KAVE-F	5 KAVE-F
KAVE-F	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		20 (1)	20 (1)	7.1	10.4
AOR/CLASSIC		61 (3)	61 (3)	21.6	25.5
AC/OLDIES	5 (1)	51 (1)	56 (2)	19.9	20.1
FULL SVC/VARIETY	45 (2)		45 (2)	16.0	16.2
COUNTRY	6 (1)	62 (1)	68 (2)	24.1	21.6
BLACK/URBAN					
SAC/EZ		18 (1)	18 (1)	6.4	
NEWS/TALK					
NOSTALGIA	11 (1)		11 (1)	3.9	2.2
RELIGION/GOSPEL	3 (1)		3 (1)	1.1	4.0
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	70 (6)	212 (7)	282 (13)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KDUK	1280	Eugene	1.4/6.0/ 6/ 153
KORE	1050	Springfld/Eug.	0.8/3.1/ 3/ 87

RADIO STATIONS

KDUK , 1280, 5 KW/1 KW (DA-N) , Oldies	, $ 9.00	(Mc-Guild)	Pacific Telecom	
KEED , 1600, 5 KW/1 KW (DA-N) , Country	, $10.00	(MMR)	Comm. Pacific	
KKXO , 1450, 1 KW , Nostalgia	UNIULT UNISUP, $11.00	(MMR)		
KPNW , 1120, 50 KW (DA-1) , Full Service	ABC, $17.00	(Katz)	McCoy	
KUGN , 590, 5 KW/1 KW (DA-N) , Full Service	CNN CBS, $25.00	(Torbet)		
KAVE-F, 95.3, .6 KW @ 1207 , AOR	, $13.00	(---)	(CRESWELL)	
KLCX-F, 104.7, 62 KW @ 2325 , AOR	, $19.00	(Mc-Guild)	Pacific Telecom.	
KMGE-F, 94.5, 100 KW @ 1299 , AC/CHR	, $24.00	(MMR)		
KPNW-F, 99.1, 100 KW @ 1630 , Soft AC	, $20.00	(Katz)	McCoy	
KSND-F, 93.1, 100 KW @ 984 , CHR	, $28.00	(MMR)	Comm. Pacific	
KUGN-F, 97.9, 100 KW @ 1010 , Country	UNISUP MBS, $35.00	(Torbet)		
KZEL-F, 96.1, 100 KW @ 1092 , AOR	SOURCE NBC, $23.00	(Christal)		

American Radio Spring, 1992 Copyright 1992

EVANSVILLE

Arbitron Rank/Pop (12+): 146/230,600
MSA Rank/Pop: 162/279,600
ADI # 93
Average Person Ratings: 16.1
Market TSL: 21.25 hours

Stations: 14/12
Diaries: 764/302:1/57.1%
Sample Target: 700
% Below Line: 10.0
% Not Listed: 11.9

1991 Revenue: $10,200,000
HH Inc.: $30,062
Retail $: 2.0 Bil
Pop per Station: 19,217
#1 Biller: WIKY-AF $2,000,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WIKY-F (FS)	68/18.3	19.2	15.1	17.9	17.2	----	95/1160	767/33.3	36.9	28.1	D	WIKY-F
2. WYNG-F (C)	65/17.5	15.0	15.8	12.0	13.5	----	92/950	713/30.9	24.7	26.8	C	WYNG-F
3. WSTO-F (CHR)	41/11.1	11.9	15.3	18.9	18.4	----	114/1726	710/30.8	35.2	34.9	D	WSTO-F
4. WBKR-F (C)	33/ 8.9	7.5	6.0	3.3	4.2	----	126/1332	444/19.3	17.3	16.2	B	WBKR-F
5. WGBF-F (AOR)	27/ 7.3	5.7	3.1	4.9	4.4	----	43/549	350/15.2	12.4	10.8	B	WGBF-F
6. WKDQ-F (AC)	25/ 6.7	9.8	11.2	14.3	12.7	----	54/947	420/18.2	23.3	23.3	C	WKDQ-F
7. WWOK (BB)	20/ 5.4	5.4	5.7	7.4	7.8	----	27/297	239/10.4	11.4	9.3	A	WWOK
8. WRBT-F (CL AOR)	18/ 4.9	3.6	6.5	4.9	5.1	----	38/556	257/11.1	10.7	15.2	A	WRBT-F
9. WJPS-AF (O)	16/ 4.3	3.9	4.7	1.0	3.4	----	21/360	270/11.7	14.2	14.9	A	WJPS-AF
10.												

12+ FM SHARE (METRO): 89.60% (293 of 327) (SPG 91: 88.71%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WSTO-F››	1 WYNG-F	1 WYNG-F	1 WYNG-F	1 WYNG-F‹	1 WIKY-F›	1 WIKY-F	1 WIKY-F	1 WIKY-F‹	1 WSTO-F	1 WIKY-F›
2	2 WGBF-F	2 WIKY-F	2 WIKY-F›	2 WIKY-F›	2 WYNG-F›	2 WYNG-F›	2 WYNG-F››	2 WYNG-F›	2 WIKY-F	2 WYNG-F›
3	3 WSTO-F	3 WBKR-F	3 WKDQ-F	3 WKDQ-F	3 WWOK	3 WSTO-F	3 WSTO-F‹	3 WSTO-F›	3 WYNG-F‹	3 WSTO-F
4	4 WBKR-F	WSTO-F	4 WBKR-F	4 WBKR-F	4 WKDQ-F	4 WBKR-F	4 WGBF-F	4 WBKR-F	4 WBKR-F	WGBF-F
5	5 WIKY-F	WGBF-F	5 WSTO-F	5 WSTO-F	5 WBKR-F	5 WKDQ-F	5 WKDQ-F‹	5 WGBF-F	5 WGBF-F›	5
6	6	6 WKDQ-F	6	6	6	6 WGBF-F›	6 WBKR-F›	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WSTO-F›	1 WYNG-F	1 WYNG-F	1 WYNG-F	1 WIKY-F
2 WBKR-F	WSTO-F›	2 WIKY-F	2 WIKY-F	2 WYNG-F›
WYNG-F	3 WBKR-F	3 WSTO-F›	3 WSTO-F	3 WKDQ-F
4 WGBF-F	WIKY-F	4 WBKR-F	4 WKDQ-F	4 WSTO-F
5	5 WGBF-F	WGBF-F	5	5
6	6	6	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGBF-F››	1 WGBF-F	1 WYNG-F	1 WYNG-F	1 WYNG-F
2 WYNG-F››	2 WYNG-F›	WGBF-F›	2 WGBF-F	2 WIKY-F
3 WBKR-F	3 WBKR-F	3 WRBT-F	3 WBKR-F	3 WBKR-F›
WSTO-F	WSTO-F	4 WBKR-F	4 WIKY-F	4 WRBT-F
5	WRBT-F	WSTO-F	5 WRBT-F	WKDQ-F
6	6	WIKY-F	6	WGBF-F

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		41 (1)	41 (1)	12.5	21.5
AOR/CLASSIC		45 (2)	45 (2)	13.8	11.0
AC/OLDIES	4 (1)	37 (2)	41 (3)	12.5	12.9
FULL SVC/VARIETY		68 (1)	68 (1)	20.8	19.0
COUNTRY		102 (3)	102 (3)	31.2	25.9
BLACK/URBAN					
SAC/EZ					
NEWS/TALK	3 (1)		3 (1)	0.9	
NOSTALGIA	23 (2)		23 (2)	7.0	8.3
RELIGION/GOSPEL	4 (1)		4 (1)	1.2	1.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	34 (5)	293 (9)	327 (14)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WGAB	1180	Newburgh/Evnsvl	0.8/2.6/ 8/ 77
WSON	860	Henderson	0.8/3.3/ 6/ 143
WVHI	1330	Evansville	1.1/3.2/ 5/ 107
WRUL-F	97.3	Carmi	1.1/3.4/ 30/ 298

RADIO STATIONS

WJPS , 1400, 1 KW -- see WJPS-F (LMA)				South Central
WWOK , 1280, 5 KW/1 KW (DA-N) , Nostalgia	UNIULT UNISUP, $14.00	(Katz)		
WGBF-F, 103.1, 1.7 KW @ 443 , AOR	SOURCE ABC, $17.00	(Katz)		(HENDERSON, KY)
WIKY-F, 104.1, 39 KW @ 571 , Full Service	MBS, $50.00	(Christal)	South Central	
WJPS-F, 106.1, 6 KW @ 328 , Oldies	UNIULT UNISUP, $15.00	(Christal)		(NEWBURGH)
WKDQ-F, 99.5, 100 KW @ 476 , AC	ABC, $34.00	(Mc-Guild)		(HENDERSON)
WRBT-F, 94.9, 50 KW @ 420 , Classic AOR	, $16.00	(---)		(MT. CARMEL, IL)
WSTO-F, 96.1, 100 KW @ 1000 , CHR	ABC, $45.00	(Banner)		(OWENSBORO)
WYNG-F, 105.3, 50 KW @ 390 , Country	CBS, $46.00	(Eastman)	Pinnacle	

WBKR-F -- see Owensboro in 1992 Small Market edition

Miscellaneous: WSYZ-F to WJPS-F and format to Oldies (June) . . . WIKY to WJPS (June) and simulcasting with WJPS-F . . .

FARGO

Arbitron Rank/Pop (12+): 205/128,000

MSA Rank/Pop: 243/154,700
ADI # 108

Average Person Ratings: 18.6
Market TSL: 24.75 hours

Stations: 12/10
Diaries: 602/213:1/56.5%
Sample Target: 610
% Below Line: 1.3
% Not Listed: 13.4

1991 Revenue: $6,800,000
HH Inc.: $29,541
Retail $: 1.3 Bil
Pop per Station: 12,800
#1 Biller: KFGO $1,600,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KFGO-F (C)	29/12.2	----	3.6	----	6.0	----	59/689	308/24.1	0.0	14.3	A	KFGO-F
2. KFGO (C)	28/11.8	----	14.5	----	9.2	----	66/759	300/23.4	0.0	28.0	C	KFGO
3. KLTA-F (AC)	27/11.3	----	9.5	----	11.2	----	48/509	333/26.0	0.0	23.3	C	KLTA-F
4. KQWB-F (AOR)	26/10.9	----	13.6	----	15.5	----	32/414	299/23.4	0.0	28.5	B	KQWB-F
5. WDAY-F (CHR)	24/10.1	----	15.0	----	13.1	----	37/645	409/32.0	0.0	34.9	C	WDAY-F
WDAY (FS)	24/10.1	----	9.5	----	10.0	----	45/588	255/19.9	0.0	24.1	B	WDAY
KVOX-F (C)	24/10.1	----	12.3	----	11.6	----	34/527	312/24.4	0.0	23.5	B	KVOX-F
8. KVOX (BB)	11/ 4.6	----	2.3	----	4.8	----	15/166	115/ 9.0	0.0	8.2	A	KVOX
9. KKDL-F (O)	9/ 3.8	----	3.6	----	----	----	18/287	178/13.9	0.0	11.1	A	KKDL-F
10.												

12+ FM SHARE (METRO): 68.93% (142 of 206) (SPG 91: 67.72%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDAY-F>>	1 KQWB-F	1 KQWB-F<	1 KLTA-F	1 KLTA-F>	1 KFGO	1 WDAY	1 KFGO-F<	1 KFGO-F<	1 KFGO	1 KQWB-F>>
2	2 KFGO-F	2 KFGO-F<	2 KFGO-F	2 KFGO-F	2 WDAY	2 KLTA-F	2 KLTA-F	2 KVOX-F<	2 KQWB-F	2 KFGO-F
3	3 WDAY-F	3 KLTA-F>	3 KQWB-F	KFGO	3 KVOX-F	3 KFGO-F	3 WDAY	3 KQWB-F	3 WDAY-F	KFGO
4	KLTA-F	4 WDAY-F	KFGO	4 KVOX-F	4 KLTA-F	4 KFGO	4 KVOX-F	4 WDAY-F<	4 KFGO-F>	4
5	5	5	5 KVOX-F	5 KQWB-F	5	5	5	5 KLTA-F	5	5
6	6	6	6	6 WDAY	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WDAY-F	1 KLTA-F	1 KLTA-F>>	1 KLTA-F>	1 KLTA-F>>
2 KFGO-F	2 WDAY-F	2 KFGO-F>	2 KFGO-F	2 KFGO-F
3 KQWB-F	KFGO-F>	3 WDAY-F	3 WDAY-F	3 KVOX-F
4 KLTA-F	4 KQWB-F	KQWB-F	4	4 KFGO
5	5	5	5	5

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQWB-F>>	1 KQWB-F>>	1 KQWB-F>	1 KQWB-F>	1 KQWB-F
2 KFGO-F	2 KFGO-F>	2 KFGO-F>	2 KFGO-F	2 KFGO
3 WDAY-F>	3 WDAY-F	3 WDAY	3 KVOX-F	3 WDAY
4 KVOX-F	KVOX-F	KVOX-F	KFGO	KVOX-F
5	5	KFGO	5 WDAY	KFGO-F

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME TSA
TOP 40/CHR/CONTEMP		24 (1)	24 (1)	11.7	17.5	KQWB	1550	Fargo/Moorhead	0.4/5.2/ 2/ 103
AOR/CLASSIC		26 (1)	26 (1)	12.6	15.9				
AC/OLDIES	1 (1)	37 (3)	38 (4)	18.4	21.7	KBRF-F	103.3	Fergus Falls	0.4/4.1/ 7/ 156
FULL SVC/VARIETY	24 (1)		24 (1)	11.7	11.1	KQAA-F	94.9	Aberdeen/Wtrtwn	0.8/2.0/ 6/ 94
COUNTRY	28 (1)	53 (2)	81 (3)	39.3	31.2				
BLACK/URBAN									
SAC/EZ									
NEWS/TALK									
NOSTALGIA	11 (1)		11 (1)	5.3	2.6				
RELIGION/GOSPEL									
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS		2 (1)	2 (1)	1.0					
	64 (4)	142 (8)	206 (12)						

RADIO STATIONS

KFGO , 790, 5 KW (DA-N)	, Country/FS	ABC, $34.00	(CBS)			
KQWB , 1550, 10 KW/5 KW (DA-N)	, Oldies	UNIULT UNISUP, $ ---	(HNWH)	Brill		
KVOX , 1280, 5 KW/1 KW (DA-N)	, Nostalgia	SMN ABC, $11.00	(Torbet)			
WDAY , 970, 5 KW (DA-N)	, Full Service	MBS NBC, $21.00	(Katz)	Forum		
KFGO-F, 101.9, 100 KW @ 866	, Country	, $20.00	(CBS)			
KKDL-F, 95.1, 100 KW @ 276	, Oldies	, $13.00	(---)		(DETROIT LAKES)	
KLTA-F, 105.1, 100 KW @ 649	, AC	, $23.00	(Christal)	T. Ingstad	(BRECKENRIDGE)	
KQWB-F, 98.7, 100 KW @ 581	, AOR/Classic	UNIPWR, $22.00	(HNWH)	Brill		
KVOX-F, 99.9, 100 KW @ 300	, Country	ABC, $20.00	(Torbet)			
WDAY-F, 93.7, 100 KW @ 1141	, CHR	, $24.00	(Katz)	Forum		

Miscellaneous: KFGO-F from AC to Country . . .

FAYETTEVILLE, NC

Arbitron Rank/Pop (12+): 121/306,900

MSA Rank/Pop: 164/276,200
Raleigh ADI
Average Person Ratings: 16.8
Market TSL: 22.00 hours

Stations: 19/14
Diaries: 878/350:1/49.9%
Sample Target: 760
% Below Line: 9.4
% Not Listed: 13.4

1991 Revenue: $7,200,000
HH Inc.: $28,045
Retail $: 2.3 Bil
Pop per Station: 21,921
#1 Biller: WKML-F $2,050,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WZFX-F (B)	103/20.2	20.6	20.9	19.3	23.6	----	181/1857	982/32.0	29.1	31.2	C	WZFX-F
2. WKML-F (C)	86/16.9	18.0	16.0	16.2	14.5	----	197/1869	855/27.9	28.2	23.4	D	WKML-F
3. WQSM-F (AC)	51/10.0	8.3	8.2	11.6	12.9	----	71/899	656/21.4	20.9	20.7	C	WQSM-F
4. WRCQ-F (AOR)	39/ 7.7	6.3	4.7	6.9	7.1	----	49/493	376/12.3	13.2	13.2	B	WRCQ-F
5. WMXF-F (CHR)	25/ 4.9	5.5	8.0	7.5	4.8	----	39/715	467/15.2	18.2	19.1	B	WMXF-F
6. WFNC (N/T)	23/ 4.5	6.5	4.1	4.9	5.3	----	25/292	258/ 8.4	11.0	7.4	B	WFNC
7. WIDU (G)	19/ 3.7	3.0	3.1	4.3	3.0	----	20/211	177/ 5.8	5.3	4.7	A	WIDU
8. WRAL-F (AC)	15/ 2.9	1.6	1.6	1.4	2.0	----	21/477	291/ 9.5	7.8	7.9		WRAL-F
9. WFMO (G)	14/ 2.8	4.0	3.1	1.2	1.4	----	16/135	112/ 3.6	3.0	2.4	A	WFMO
10. WSTS-F (G)	13/ 2.6	4.2	4.3	3.0	0.6	----	28/267	158/ 5.1	5.5	5.3	A	WSTS-F

12+ FM SHARE (METRO): 85.26% (376 of 441) (SPG 91: 85.27%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZFX-F>>	1 WZFX-F>	1 WZFX-F	1 WZFX-F	1 WKML-F	1 WKML-F>	1 WKML-F	1 WKML-F	1 WZFX-F	1 WZFX-F>>	1 WZFX-F>>
2	2 WRCQ-F<	2 WKML-F	WKML-F	2 WZFX-F	2 WQSM-F	2 WZFX-F>	2 WZFX-F	2 WKML-F>	2 WKML-F	2 WKML-F
3	3 WKML-F>	3 WQSM-F	3 WQSM-F>>	3 WQSM-F>>	3 WZFX-F>	3 WQSM-F>	3 WQSM-F>	3 WQSM-F	3 WQSM-F	3
4	4 WMXF-F	4 WRCQ-F	4	4	4 WFNC	4	4 WRCQ-F>	4 WRCQ-F>	4 WMXF-F	4
5	5 WQSM-F	5	5	5	5	5	5	5	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WZFX-F>>	1 WZFX-F>>	1 WZFX-F>>	1 WZFX-F	1 WKML-F
2 WMXF-F>	2 WKML-F	2 WKML-F	2 WKML-F	2 WZFX-F
3 WKML-F	3 WQSM-F	3 WQSM-F	3 WQSM-F>>	3 WQSM-F>>
4	WMXF-F	4	4	4
5	5	5	5	5

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRCQ-F>>	1 WRCQ-F	1 WZFX-F	1 WZFX-F<	1 WKML-F
2 WZFX-F>	2 WZFX-F	WKML-F>	2 WRCQ-F	2 WZFX-F
3 WKML-F	3 WKML-F>>	3 WRCQ-F	3 WKML-F>	3 WQSM-F>
4	4 WMXF-F	4 WQSM-F	4 WQSM-F	4 WRCQ-F
5	5 WQSM-F	5	5	5 WFNC

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		33 (2)	33 (2)	7.5	13.1
AOR/CLASSIC		49 (3)	49 (3)	11.1	7.1
AC/OLDIES	3 (1)	76 (3)	79 (4)	17.9	15.9
FULL SVC/VARIETY					0.7
COUNTRY		102 (3)	102 (3)	23.1	20.0
BLACK/URBAN		103 (1)	103 (1)	23.4	24.2
SAC/EZ					
NEWS/TALK	23 (1)		23 (1)	5.2	4.8
NOSTALGIA					
RELIGION/GOSPEL	35 (3)	13 (1)	48 (4)	10.9	13.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	4 (1)		4 (1)	0.9	1.2
	65 (6)	376 (13)	441 (19)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WFAI	1230	Fayetteville	0.4/2.2/ 2/ 69
WFLB	1490	Fayetteville	0.6/2.3/ 3/ 72
WJSK-F	102.3	Lumberton	0.8/1.6/ 4/ 57
WYRU	1160	Red Springs	0.8/2.6/ 8/ 143
WZNS-F	92.9	Dillon	1.4/3.2/ 16/ 291
WDCG-F	105.1	Durham/Raleigh	1.6/7.0/ 18/ 413
WKRR-F	92.3	Asheboro/Grnsbr	0.6/2.6/ 5/ 162
WQDR-F	94.7	Raleigh	2.4/6.8/ 50/ 600
WTRG-F	100.7	Rocky Mount	2.0/5.9/ 15/ 310

RADIO STATIONS

WFMO , 860, 1 KW (DAYS) , Gospel	UNIULT, $ 9.00 (TN)			(FAIRMONT)
WFNC , 640, 10 KW/1 KW , News/Talk	CBS, $18.00 (Katz)	Cape Fear		
WIDU , 1600, 1 KW/25 W , Gospel	, $10.00 (HNWH)			
WKML-F, 95.7, 100 KW @ 1053 , Country	ABC, $50.00 (Mc-Guild)	Beasley	(LUMBERTON)
WMXF-F, 96.5, 80 KW @ 794 , CHR	NBC, $13.00 (Mc-Guild)	Carolina	(LAURINBURG)
WQSM-F, 98.1, 100 KW @ 830 , AC	, $40.00 (Katz)	Cape Fear	
WRCQ-F, 103.5, 48 KW @ 443 , AOR/Classic	ABC, $18.00 (---)		(DUNN)
WSTS-F, 100.9, 3 KW @ 298 , Gospel	UNIULT, $10.00 (Southern)		(FAIRMONT)
WZFX-F, 99.1, 100 KW @ 981 , Black	AURN, $34.00 (HNWH)	Joyner	(WHITEVILLE)

WRAL-F -- see Raleigh

American Radio Spring, 1992 Copyright 1992

FLINT

Arbitron Rank/Pop (12+): 105/346,700

MSA Rank/Pop: 113/429,000
ADI # 56 (w/Saginaw)
Average Person Ratings: 17.4
Market TSL: 23.25 hours

Stations: 23/9
Diaries: 835/415:1/47.1%
Sample Target: 900
% Below Line: 32.2
% Not Listed: 14.8

1991 Revenue: $10,100,000
HH Inc.: $29,125
Retail $: 3.5 Bil
Pop per Station: 38,522
#1 Biller: WCRZ-F $3,100,000

12+ METRO		1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WDZZ-F	(B)	99/16.4	13.1	13.5	10.5	10.6	----	99/837	812/23.4	22.4	20.4	C	WDZZ-F
2. WCRZ-F	(AC)	93/15.4	14.1	14.2	14.9	15.9	----	109/1193	951/27.4	27.3	27.4	E	WCRZ-F
3. WWCK-F	(CHR)	52/ 8.6	10.0	10.5	11.9	10.9	----	65/1068	812/23.4	25.1	27.7	D	WWCK-F
4. WFDF	(BB)	40/ 6.6	6.9	4.8	8.2	6.5	----	54/504	361/10.4	13.0	9.7	B	WFDF
5. WIOG-F	(CHR)	38/ 6.3	8.2	8.7	7.0	9.9	----	75/1251	717/20.7	18.9	23.7		WIOG-F
6. WJR	(FS)	37/ 6.1	7.4	5.3	5.9	5.4	----	51/636	468/13.5	16.5	12.8		WJR
7. WHNN-F	(O)	35/ 5.8	4.5	6.2	4.0	0.8	----	58/818	510/14.7	14.2	16.6		WHNN-F
8. WKCQ-F	(C)	34/ 5.6	4.1	4.7	5.1	3.8	----	56/785	481/13.9	12.8	13.6		WKCQ-F
9. WKMF-AF	(C)	19/ 3.1	3.8	4.2	5.1	6.9	----	23/351	274/ 7.9	8.3	10.6	B	WKMF-AF
10.													

12+ FM SHARE (METRO): 78.60% (404 of 514) (SPG 91: 79.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDZZ-F››	1 WDZZ-F	1 WCRZ-F	1 WCRZ-F›	1 WCRZ-F›	1 WCRZ-F	1 WCRZ-F	1 WCRZ-F	1 WDZZ-F	1 WDZZ-F›	1 WJR
2 WIOG-F	2 WCRZ-F	2 WDZZ-F›	2 WDZZ-F›	2 WDZZ-F›	2 WDZZ-F	2 WDZZ-F›	2 WDZZ-F›	2 WCRZ-F	2 WCRZ-F	2 WDZZ-F›
WWCK-F	3 WWCK-F›	3 WWCK-F›	3 WHNN-F	3 WHNN-F	3 WFDF	3 WFDF	3 WWCK-F	3 WWCK-F›	3 WWCK-F›	3 WWCK-F
4	4 WIOG-F	4 WHNN-F	4 WWCK-F	4 WKCQ-F	4 WJR ›	4 WJR	4 WKCQ-F	4 WIOG-F	4 WIOG-F	WCRZ-F
5	5 WKCQ-F	5 WIOG-F	5 WKCQ-F	5 WWCK-F	5 WHNN-F	5 WWCK-F›	WFDF	5 WHNN-F	5 WJR ›	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WDZZ-F	1 WCRZ-F›	1 WCRZ-F››	1 WCRZ-F›	1 WCRZ-F››	1 WDZZ-F	1 WDZZ-F	1 WDZZ-F	1 WDZZ-F	1 WCRZ-F›
2 WCRZ-F	2 WDZZ-F›	2 WKCQ-F	2 WDZZ-F›	2 WDZZ-F	2 WWCK-F››	2 WWCK-F›	2 WWCK-F	2 WCRZ-F	2 WDZZ-F›
3 WWCK-F›	3 WIOG-F	WIOG-F	3 WHNN-F	3 WKCQ-F	3 WCRZ-F	3 WCRZ-F	3 WCRZ-F	3 WWCK-F›	3 WHNN-F
4 WIOG-F	WWCK-F	4 WDZZ-F›	WWCK-F	4 WHNN-F	4	4	4	4 WHNN-F	WWCK-F
5	5 WKCQ-F	5 WWCK-F	5 WKCQ-F	5 WIOG-F	5	5	5	5	5
6	6	6	WIOG-F	6 WWCK-F	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		90 (2)	90 (2)	17.5	22.0
AOR/CLASSIC		22 (4)	22 (4)	4.3	7.6
AC/OLDIES		128 (2)	128 (2)	24.9	24.3
FULL SVC/VARIETY	37 (1)		37 (1)	7.2	6.1
COUNTRY	8 (1)	51 (4)	59 (5)	11.5	10.5
BLACK/URBAN		109 (3)	109 (3)	21.2	17.4
SAC/EZ		4 (1)	4 (1)	0.8	0.6
NEWS/TALK	12 (2)		12 (2)	2.3	1.3
NOSTALGIA	40 (1)		40 (1)	7.8	5.5
RELIGION/GOSPEL	13 (2)		13 (2)	2.5	3.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					1.0
UNKNOWN/OTHERS					
	110 (7)	404 (16)	514 (23)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WFLT	1420	Flint/Burton	1.8/5.9/ 11/ 203
WOWE-F	98.9	Vassar	0.7/3.6/ 4/ 131
WTAC	600	Flint/Saginaw	0.3/2.1/ 2/ 81
WCSX-F	94.7	Birmingham	1.2/4.8/ 10/ 259
WITL-F	100.7	Lansing	0.7/2.4/ 20/ 238
WJOI-F	97.1	Detroit	0.7/1.4/ 5/ 77
WKQZ-F	93.3	Midland/Saginaw	1.0/3.2/ 17/ 286
WLLZ-F	98.7	Detroit	0.3/2.1/ 7/ 127
WRIF-F	101.1	Detroit	1.2/4.0/ 13/ 224
WTLZ-F	107.1	Saginaw	1.0/6.3/ 6/ 218
WWJ	950	Detroit	1.2/4.2/ 8/ 186
WWWW-F	106.7	Detroit	0.3/1.6/ 7/ 155
WXYT	1270	Detroit	0.8/1.5/ 8/ 108

RADIO STATIONS

WFDF ,	910,	5 KW/1 KW (DA-N) ,	Nostalgia	CBS, $18.00 (Schubert)	McVay
WFLT ,	1420,	500 W/144 W ,	Religion	MBS, $10.00 (P/W)	
WKMF ,	1470,	5 KW/1 KW (DA-N) ,	See WKMF-F	, $ NA (Katz)	Faircom
WCRZ-F,	107.9,	50 KW @ 331 ,	AC	, $62.00 (Katz)	
WDZZ-F,	92.7,	3 KW @ 256 ,	Black	, $40.00 (Schubert)	McVay
WKMF-F,	101.7,	3 KW @ 328 ,	Country	, $19.00 (Katz)	(TUSCOLA)
WWCK-F,	105.5,	3 KW @ 328 ,	CHR	NBC, $43.00 (Christal)	Faircom

Other ranked stations -- see Saginaw or Detroit

American Radio Spring, 1992 Copyright 1992

FORT PIERCE, FL

Arbitron Rank/Pop (12+): 120/309,800
MSA Rank/Pop: 173/261,500
ADI # NA
Average Person Ratings: 17.4
Market TSL: 23.25 hours

Stations: 19/10
Diaries: 799/388:1/52.8%
Sample Target: 750
% Below Line: 29.4
% Not Listed: 20.7

1991 Revenue: NA
HH Inc.: $26,788
Retail $: 2.8 Bil
Pop per Station: 30,980
#1 Biller: NA

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WHLG-F (SAC)	76/14.1	11.2	13.0	17.6	16.2	----	76/537	531/17.1	17.9	15.6		WHLG-F
2. WZZR-F (AOR)	48/ 8.9	11.6	3.3	4.2	6.5	----	52/522	493/15.9	16.7	14.8		WZZR-F
3. WOVV-F (CHR)	42/ 7.8	10.9	11.5	8.4	13.6	----	46/772	717/23.1	24.9	28.9		WOVV-F
4. WAVW-F (C)	40/ 7.4	8.4	8.8	7.0	3.5	----	44/474	434/14.0	15.8	12.8		WAVW-F
5. WGYL-F (SAC/EZ)	39/ 7.2	7.7	6.6	4.2	3.2	----	40/469	450/14.5	12.7	12.7		WGYL-F
6. WKGR-F (CL AOR)	33/ 6.1	6.6	15.4	15.1	12.4	----	35/536	493/15.9	18.8	20.3		WKGR-F
7. WQOL-F (O)	28/ 5.2	5.8	5.1	3.1	2.4	----	31/363	329/10.6	12.6	11.6		WQOL-F
8. WIRK-F (C)	23/ 4.3	1.9	5.1	7.0	4.4	----	25/289	262/ 8.5	6.6	8.0		WIRK-F
9. WEAT-F (SAC)	20/ 3.7	3.2	2.9	5.6	7.4	----	20/317	281/ 9.1	7.3	6.9		WEAT-F
10. WRMF-F (AC)	13/ 2.4	2.6	1.6	5.0	8.6	----	15/258	235/ 7.6	6.8	5.5		WRMF-F
11. WAXE (BB)	12/ 2.2	1.7	0.8	----	----	----	12/160	160/ 5.2	4.8	2.8		WAXE
12.												
13.												
14.												
15.												

12+ FM SHARE (METRO): 86.45% (370 of 428) (SPG 91: 91.67%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOVV-F>>	1 WZZR-F>>	1 WZZR-F>	1 WZZR-F<	1 WZZR-F<	1 WHLG-F>>	1 WHLG-F>	1 WHLG-F	1 WHLG-F>	1 WOVV-F>	1 WGYL-F>
2	2 WOVV-F	2 WKGR-F	2 WKGR-F	2 WKGR-F	2 WGYL-F	2 WGYL-F	2 WZZR-F>	2 WZZR-F	2 WZZR-F	2 WZZR-F
3	WKGR-F>>	3 WOVV-F	3 WQOL-F>	3 WQOL-F<	3 WAVW-F	3 WAVW-F	3 WAVW-F<	3 WOVV-F	3 WGYL-F	3 WQOL-F
4	4	4 WQOL-F>	4 WOVV-F	4 WAVW-F>	4 WQOL-F	4 WZZR-F	4 WGYL-F	4 WAVW-F	4 WHLG-F	4
5	5	5 WAVW-F	5 WAVW-F	5 WOVV-F	5	5 WOVV-F<	5 WKGR-F<	5 WKGR-F	5 WKGR-F	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WOVV-F	1 WOVV-F>	1 WOVV-F>	1 WOVV-F>	1 WOVV-F
2 WZZR-F>>	2 WZZR-F>	2 WZZR-F	2 WZZR-F	WAVW-F>
3 WKGR-F	3 WKGR-F	3 WKGR-F	3 WAVW-F	3 WQOL-F
WAVW-F	WAVW-F	WEAT-F	4 WKGR-F	4 WRMF-F
5	5 WEAT-F	WAVW-F	5 WQOL-F	WKGR-F
6	6	6	6	WEAT-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZZR-F>>	1 WZZR-F>>	1 WKGR-F	1 WZZR-F>	1 WZZR-F
2 WOVV-F	2 WKGR-F>>	WZZR-F>>	2 WKGR-F	2 WKGR-F
WIRK-F	3	3 WOVV-F	3 WQOL-F>	3 WQOL-F>
4	4	WAVW-F	4 WIRK-F	4 WAVW-F
5	5	5	5	5
6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		42 (1)	42 (1)	9.8	18.1
AOR/CLASSIC		81 (2)	81 (2)	18.9	18.8
AC/OLDIES	5 (1)	45 (3)	50 (4)	11.7	9.5
FULL SVC/VARIETY	8 (1)		8 (1)	1.9	1.4
COUNTRY		63 (2)	63 (2)	14.7	18.1
BLACK/URBAN		4 (1)	4 (1)	0.9	2.6
SAC/EZ		135 (3)	135 (3)	31.5	27.6
NEWS/TALK	17 (2)		17 (2)	4.0	2.9
NOSTALGIA	18 (2)		18 (2)	4.2	1.0
RELIGION/GOSPEL	10 (1)		10 (1)	2.3	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	58 (7)	370 (12)	428 (19)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WIRA	1400	Ft.Pierce	1.1/3.8/ 6/ 118
WPSL	1590	Port St Lucie	0.9/2.8/ 5/ 86
WSTU	1450	Stuart	1.5/3.6/ 8/ 111
WTTB	1490	Vero Beach	1.3/3.2/ 7/ 98
WEDR-F	99.1	Miami/Ft Ldrdle	0.7/2.2/ 4/ 69
WJNO	1230	West Palm Beach	1.9/5.6/ 10/ 183
WOLL-F	94.3	Riviera Beach	0.7/2.4/ 4/ 75
WSWN	900	Belle Glade	1.9/3.6/ 12/ 118

RADIO STATIONS

WAXE , 1370,	1 KW/85 W ,	Nostalgia	, $11.00	(---)		(VERO BEACH)
WIRA , 1400,	1 KW ,	Nostalgia	UNISUP NBC, $13.00	(Mc-Guild)	Ardman	
WSTU , 1450,	1 KW ,	AC	ABC, $14.00	(---)		(STUART)
WAVW-F, 101.7,	6 KW @ 348 ,	Country	ABC, $20.00	(Roslin)		(VERO BEACH)
WHLG-F, 102.3,	3 KW @ 285 ,	Soft AC/EZ	AP, $26.00	(---)		(STUART)
WQOL-F, 103.7,	50 KW @ 476 ,	Oldies	UNISUP CNN, $16.00	(---)		(VERO BEACH)
WGYL-F, 93.7,	50 KW @ 479 ,	Soft AC/EZ	, $16.00	(---)		(VERO BEACH)
WZZR-F, 92.7,	50 KW @ 482 ,	AOR	, $27.00	(Katz)	CRB	(STUART)

Other ranked stations -- see West Palm Beach

Miscellaneous: WZZR-F from CHR to AOR . . .

FORT WAYNE

Arbitron Rank/Pop (12+): 124/297,500
MSA Rank/Pop: 131/366,900
ADI # 102
Average Person Ratings: 17.6
Market TSL: 23.00 hours

Stations: 18/15
Diaries: 789/377:1/57.2%
Sample Target: 760
% Below Line: 6.3
% Not Listed: 13.6

1991 Revenue: $11,100,000
HH Inc.: $31,658
Retail $: 2.9 Bil
Pop per Station: 19,833
#1 Biller: WAJI-F $2,400,000

12+ METRO		1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WMEE-F	(CHR)	58/11.1	9.9	11.8	11.6	19.9	----	127/2036	933/31.4	27.9	30.7	D	WMEE-F
2. WAJI-F	(AC)	56/10.7	12.0	12.0	12.6	11.2	----	90/1191	650/21.8	20.1	26.0	D	WAJI-F
3. WXKE-F	(AOR)	51/ 9.8	8.0	5.7	6.5	8.7	----	59/609	429/14.4	14.0	15.3	B	WXKE-F
4. WBTU-F	(C)	40/ 7.6	9.0	8.7	9.9	6.2	----	142/1655	589/19.8	20.1	17.7	C	WBTU-F
5. WOWO	(FS)	31/ 5.9	7.7	5.9	6.7	8.3	----	79/1278	517/17.4	19.3	22.0	C	WOWO
WJFX-F	(B)	31/ 5.9	3.0	5.7	7.3	3.7	----	31/250	250/ 8.4	5.3	9.7	A	WJFX-F
WBYR-F	(CL AOR)	31/ 5.9	7.7	6.9	6.5	9.1	----	96/1262	569/19.1	17.7	21.0	C	WBYR-F
8. WGL	(N/T)	30/ 5.7	4.7	4.5	3.2	4.8	----	48/578	411/13.8	11.3	10.0	A	WGL
9. WDJB-F	(CHR)	29/ 5.5	7.1	6.9	5.1	----	----	34/762	542/18.2	18.1	17.0	A	WDJB-F
10. WJLT-F	(O)	26/ 5.0	4.5	4.7	3.6	3.7	----	28/461	430/14.5	11.0	11.0	B	WJLT-F
11. WQHK	(C)	19/ 3.6	3.9	4.9	3.6	5.2	----	30/399	233/ 7.8	11.0	10.8	B	WQHK
12.													
13.													
14.													
15.													

12+ FM SHARE (METRO): 76.11% (344 of 452) (SPG 91: 78.79%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WMEE-F	1 WXKE-F<	1 WXKE-F	1 WAJI-F	1 WAJI-F>	1 WAJI-F	1 WAJI-F	1 WAJI-F	1 WAJI-F	1 WMEE-F>	1 WOWO
2 WDJB-F>>	2 WMEE-F>	2 WAJI-F<	2 WXKE-F	2 WXKE-F	2 WOWO	2 WMEE-F<	2 WXKE-F	2 WXKE-F<	2 WDJB-F<	2 WQHK >
3 WJFX-F	3 WBYR-F	3 WMEE-F>	3 WMEE-F	3 WMEE-F	3 WGL	3 WOWO	3 WMEE-F<	3 WMEE-F	3 WXKE-F	3 WMEE-F
4	4 WAJI-F	4 WBYR-F	4 WBYR-F	4 WBYR-F	4 WJLT-F	4 WXKE-F	4 WGL >	4 WBTU-F	4 WJFX-F	WJLT-F
5	5 WBTU-F	5 WBTU-F	5 WBTU-F	5 WBTU-F	5	5 WBTU-F>	5	5 WDJB-F	5 WBTU-F	WGL

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WMEE-F>>	1 WMEE-F>	1 WMEE-F	1 WAJI-F	1 WAJI-F>
2 WDJB-F>	2 WAJI-F	2 WAJI-F	2 WMEE-F>>	2 WMEE-F>
3 WJFX-F	3 WJFX-F	3 WBYR-F	3 WJFX-F	3 WBTU-F
WAJI-F	4 WXKE-F	4 WXKE-F	WBTU-F	4 WJLT-F
5	WBYR-F	WJFX-F	5 WBYR-F	WJFX-F
6	6	6 WBTU-F	6	WBYR-F
7	7	7	7	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WXKE-F>>	1 WXKE-F>>	1 WXKE-F>	1 WXKE-F>>	1 WXKE-F>
2 WMEE-F>	2 WBYR-F	2 WBYR-F>	2 WBY[illegible]	2 WAJI-F
3 WBYR-F	3 WMEE-F>	3 WMEE-F	3 WMEE-F	3 WBYR-F
WBTU-F	4 WBTU-F	4 WAJI-F	4 WAJI-F	4 WGL
5	WAJI-F	5	5 WBTU-F	5 WMEE-F
6	6	6	6	WJLT-F
7	7	7	7	WBTU-F

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		87 (2)	87 (2)	19.2	22.1
AOR/CLASSIC		82 (2)	82 (2)	18.1	14.9
AC/OLDIES		82 (2)	82 (2)	18.1	19.8
FULL SVC/VARIETY	37 (2)	4 (1)	41 (3)	9.1	9.6
COUNTRY	19 (1)	40 (1)	59 (2)	13.1	16.1
BLACK/URBAN		31 (1)	31 (1)	6.9	6.8
SAC/EZ		12 (1)	12 (1)	2.7	3.3
NEWS/TALK	30 (1)		30 (1)	6.6	5.4
NOSTALGIA	19 (2)		19 (2)	4.2	0.9
RELIGION/GOSPEL	3 (1)		3 (1)	0.7	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		6 (1)	6 (1)	1.3	1.2
UNKNOWN/OTHERS					
	108 (7)	344 (11)	452 (18)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WFCV	1090	Fort Wayne	0.6/1.8/ 3/ 103
WIFF	1570	Auburn/Ft.Wayne	0.8/1.8/ 4/ 53
WIFF-F	105.5	Auburn/Ft.Wayne	1.1/2.7/ 6/ 85
WOWO-F	103.1	Huntington	0.8/4.1/ 6/ 339
CKLW	800	Windsor	2.9/4.0/ 21/ 224
WLW	700	Cincinnati	1.1/3.2/ 23/ 486
WMRI-F	106.9	Marion	2.3/7.1/ 50/ 600

RADIO STATIONS

WGL ,	1250,	2.5 KW/1.4 KW (DA-2) ,	News/Talk	NBC-T	CNN, $16.00	(---)
WOWO ,	1190,	50 KW (DA-N) ,	Full Service		CBS, $30.00	(Mc-Guild) Price
WQHK ,	1380,	5 KW (DA-2) ,	Country		ABC, $17.00	(Christal) Federated
WAJI-F,	95.1,	39 KW @ 679 ,	AC		, $50.00	(Katz) Sarkes-Tarzian
WBTU-F,	93.3,	50 KW @ 492 ,	Country		MBS, $28.00	(Eastman) (KENDALVILLE)
WBYR-F,	98.9,	50 KW @ 453 ,	AOR/Classic	UNIPWR	ABC, $22.00	(Eastman) (VAN WERT)
WDJB-F,	106.3,	3 KW @ 426 ,	CHR		, $16.00	(Banner) (COLUM. CITY)
WJFX-F,	107.9,	2.5 KW @ 358 ,	Black		, $15.00	(MMR) (NEW HAVEN)
WJLT-F,	101.7,	3 KW @ 328 ,	Oldies		, $18.00	(Banner) Fairfield
WMEE-F,	97.3,	26 KW @ 689 ,	CHR		ABC, $44.00	(Christal) Federated
WOWO-F,	103.1,	3 KW @ 298 ,	Full Service		CBS, $ NA	(Mc-Guild) Price (HUNTINGTON)
WXKE-F,	103.9,	3 KW @ 249 ,	AOR		SOURCE, $25.00	(HNWH)
WMRI-F,	106.9,	50 KW @ 500 ,	Soft AC/EZ		ABC, $14.00	(---) (MARION)

CKLW -- see Detroit

FRESNO

Arbitron Rank/Pop (12+): 69/543,800
MSA Rank/Pop: 80/638,000
ADI # 62
Average Person Ratings: 17.1
Market TSL: 22.75 hours

Stations: 30/27
Diaries: 1049/518:1/48.4%
Sample Target: 980
% Below Line: 1.3
% Not Listed: 14.8

1991 Revenue: $19,200,000
HH Inc.: $35,174
Retail $: 4.6 Bil
Pop per Station: 20,141
#1 Biller: KMJ $4,400,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KNAX-F	(C)	88/ 9.5	7.8	9.5	12.1	9.8	9.7	109/1179	962/17.7	16.3	17.9	F	KNAX-F
2. KMJ	(N/T)	85/ 9.1	12.3	12.1	10.9	11.5	11.1	160/1927	1146/21.1	20.8	21.3	F	KMJ
3. KRZR-F	(AOR)	51/ 5.5	5.0	5.1	3.4	3.8	4.8	85/1112	734/13.5	9.5	10.2		KRZR-F
4. KJOI-F	(SAC)	44/ 4.7	4.6	3.9	5.9	6.6	4.8	71/1060	625/11.5	8.8	13.3	C	KJOI-F
KBOS-F	(CHR)	44/ 4.7	6.1	5.4	3.6	4.8	4.9	100/1497	765/14.1	17.4	14.3		KBOS-F
6. KQPW-F	(CHR)	42/ 4.5	4.3	5.3	4.6	4.2	4.7	73/1184	700/12.9	17.2	11.5		KQPW-F
7. KTHT-F	(SAC)	41/ 4.4	4.4	4.0	3.4	3.5	4.1	44/843	711/13.1	12.8	12.6		KTHT-F
8. KSKS-F	(C)	40/ 4.3	3.7	2.1	2.5	2.3	3.2	86/1193	603/11.1	7.7	7.8		KSKS-F
KFSO-F	(O)	40/ 4.3	5.2	3.7	3.7	4.5	4.2	82/1324	647/11.9	12.4	12.4	C	KFSO-F
10. KGST	(SP)	37/ 4.0	1.9	4.7	2.5	3.4	3.3	39/422	396/ 7.3	8.1	6.6		KGST
11. KFRE	(C)	31/ 3.3	2.9	4.2	5.0	4.8	3.8	84/897	386/ 7.1	7.8	8.5		KFRE
12. KJFX-F	(CL AOR)	27/ 2.9	3.5	3.4	3.0	4.1	3.2	53/859	521/ 9.6	9.8	10.1	C	KJFX-F
13. KXMX-F	(SP)	26/ 2.8	2.6	2.8	1.7	2.1	2.5	26/339	299/ 5.5	5.1	4.3		KXMX-F
14. KTAA-F	(B)	23/ 2.5	1.9	----	0.3	----	1.2	24/326	252/ 4.6	0.0	0.0		KTAA-F
KFIG-F	(AC)	23/ 2.5	1.9	2.3	2.5	2.2	2.3	31/542	405/ 7.4	8.1	8.6		KFIG-F
16. KKDJ-F	(AOR)	21/ 2.3	1.9	3.5	3.1	3.7	2.7	42/784	453/ 8.3	9.9	10.0	C	KKDJ-F
17. KEYQ	(BB)	19/ 2.0	1.8	0.9	3.7	2.9	2.1	24/360	30756/ 5.6	2.0	5.7		KEYQ
18. KOQO	(SP)	18/ 1.9	1.2	1.2	0.6	2.0	1.2	21/220	201/ 3.7	4.0	3.5		KOQO
19. KEZL-F	(J/NAC)	16/ 1.7	2.4	2.7	2.9	3.0	2.4	16/363	354/ 6.5	6.3	6.3		KEZL-F
20. KYNO	(O)	14/ 1.5	1.4	0.8	1.4	2.3	1.3	18/278	235/ 4.3	5.0	6.8		KYNO
21. KXEX	(SP)	13/ 1.4	1.6	1.1	1.3	1.4	1.4	13/187	187/ 3.4	4.5	3.6		KXEX
22.													
23.													
24.													
25.													

12+ FM SHARE (METRO): 68.43% (542 of 792) (SPG 91: 65.86%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQPW-F›	1 KRZR-F	1 KNAX-F›	1 KNAX-F›	1 KNAX-F›	1 KMJ ›	1 KMJ	1 KMJ	1 KNAX-F›	1 KQPW-F	1 KMJ ››
2 KBOS-F›	2 KNAX-F›	2 KRZR-F	2 KMJ ›	2 KMJ ›	2 KNAX-F›	2 KNAX-F››	2 KNAX-F›	2 KMJ	2 KRZR-F	2 KRZR-F
3 KTAA-F›	3 KSKS-F	3 KMJ	3 KFSO-F	3 KFSO-F	3 KJOI-F	3 KGST	3 KRZR-F‹	3 KBOS-F	KNAX-F‹	3 KSKS-F
4 KTHT-F	KBOS-F‹	4 KSKS-F‹	4 KRZR-F	4 KRZR-F	KFRE	4 KSKS-F	4 KJOI-F	4 KQPW-F	4 KBOS-F	4
KFSO-F	5 KTHT-F›	5 KTHT-F	5 KSKS-F	5 KSKS-F	5 KGST	KRZR-F	5 KSKS-F‹	5 KRZR-F	5 KTHT-F	5
6	6 KJFX-F	6 KFSO-F	6	6 KJOI-F	6 KFSO-F	KJOI-F	6 KFSO-F‹	KJOI-F	KMJ	6
7	7	7 KBOS-F	7	7	7	7 KFRE	7 KTHT-F‹	7	7 KTAA-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KSKS-F	1 KNAX-F	1 KNAX-F›	1 KNAX-F›	1 KNAX-F››
2 KRZR-F›	2 KSKS-F›	2 KSKS-F›	2 KSKS-F	2 KMJ
3 KNAX-F	3 KRZR-F	3 KMJ	3 KTHT-F	KJOI-F
KJOI-F	4 KBOS-F	KFSO-F	KJOI-F	KFSO-F
5 KTHT-F	5 KTHT-F	KBOS-F	5 KFSO-F	5 KTHT-F
KBOS-F	KJOI-F	6	6 KRZR-F	KSKS-F
7 KXMX-F	7	7	KMJ	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRZR-F›	1 KRZR-F››	1 KRZR-F›	1 KRZR-F‹	1 KMJ ‹
2 KBOS-F	2 KNAX-F	2 KNAX-F	2 KNAX-F	2 KNAX-F›
3 KTHT-F›	3 KTHT-F	KKDJ-F	3 KMJ ›	3 KRZR-F
4 KQPW-F	KBOS-F	4 KMJ	4 KJFX-F‹	4 KFSO-F›
5 KNAX-F	5 KKDJ-F	5 KJFX-F	5 KTHT-F	5 KKDJ-F
6 KJFX-F	KJFX-F	6 KTHT-F	KBOS-F	KJFX-F
7	7 KMJ	7	7	KFRE

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP	3 (1)	86 (2)	89 (3)	11.2	10.4
AOR/CLASSIC		99 (3)	99 (3)	12.5	13.5
AC/OLDIES	23 (2)	68 (3)	91 (5)	11.5	26.2
FULL SVC/VARIETY					
COUNTRY	33 (2)	139 (4)	172 (6)	21.7	17.5
BLACK/URBAN		23 (1)	23 (1)	2.9	
SAC/EZ		85 (2)	85 (2)	10.7	
NEWS/TALK	89 (2)		89 (2)	11.2	14.6
NOSTALGIA	19 (1)		19 (1)	2.4	3.4
RELIGION/GOSPEL	15 (2)		15 (2)	1.9	0.7
SPANISH	68 (3)	26 (1)	94 (4)	11.9	10.3
CLASSICAL					
JAZZ/NEW AGE		16 (1)	16 (1)	2.0	3.5
UNKNOWN/OTHERS					
	250 (13)	542 (17)	792 (30)		

OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME
KBOS	1340	Fresno	0.3/1.7/ 3/ 93
KCML-F	107.5	Hanford	0.5/3.0/ 47/ 488
KIRV	1510	Fresno	0.8/1.5/ 8/ 107
KRDU	1130	Dinuba/Fresno	0.9/2.0/ 11/ 152
KSEQ-F	97.1	Visalia	0.5/1.6/ 38/ 525
KWDO	1430	Fresno	1.0/2.4/ 10/ 154
KJUG	1270	Tulare	0.2/0.5/ 6/ 131
KJUG-F	106.7	Tulare	0.6/2.4/ 90/ 855
KNBR	680	San Francisco	0.4/1.8/ 12/ 264

American Radio Spring, 1992 Copyright 1992

RADIO STATIONS

KEYQ ,	980,	500 W/48 W ,	Nostalgia	UNISUP UNIULT, $13.00	(CBS)	Americom
KFRE ,	940,	50 KW (DA-2) ,	Country	ABC UNISUP, $32.00	(HNWH)	EBE
KGST ,	1600,	5 KW (DA-N) ,	Hispanic	, $28.00	(Lotus)	Lotus
KMJ ,	580,	5 KW ,	News/Talk	NBC-T NBC, $82.00	(Katz)	Henry
KOQO ,	790,	5 KW/2.5 KW (DA-2)	Hispanic	CRC, $14.00	(Cabellero)	
KXEX ,	1550,	5 KW/2.5 KW (DA-2)	Hispanic	, $18.00	(---)	
KYNO ,	1300,	5 KW/1 KW (DA-N),	Oldies	, $16.00	(Banner)	Brown

KBOS-F,	94.9,	17 KW @ 850 ,	CHR	ABC, $37.00	(CBS)	(TULARE)
KCML-F,	107.5,	21 KW @ 790 ,	Country	, $20.00	(Eastman)	(HANFORD)
KEZL-F,	96.7,	25 KW @ 298 ,	Jazz/NAC	, $22.00	(K & P)	Americom (FOWLER)
KFIG-F,	101.1,	4.7 KW @ 1076 ,	AC	, $27.00	(Torbet)	
KFSO-F,	92.9,	19 KW @ 820 ,	Oldies	, $43.00	(CBS)	Americom (VISALIA)
KJFX-F,	95.7,	50 KW @ 321 ,	Classic AOR	, $38.00	(Banner)	Brown
KJOI-F,	98.9,	19 KW @ 820 ,	Soft AC	, $31.00	(MMR)	(DINUBA)
KKDJ-F,	105.9,	2.4 KW @ 1958 ,	AOR	, $36.00	(Durpetti)	
KNAX-F,	97.9,	48 KW @ 289 ,	Country	ABC, $55.00	(HNWH)	EBE
KQPW-F,	101.9,	2.3 KW @ 1948 ,	CHR	ABC, $28.00	(Mc-Guild)	
KRZR-F,	103.7,	50 KW @ 500 ,	AOR	, $29.00	(Christal)	(HANFORD)
KSKS-F,	93.7,	68 KW @ 1909 ,	Country	, $26.00	(Katz)	Henry
KTAA-F,	94.3,	3 KW @ 328 ,	Black	, $13.00	(Roslin)	(KERMAN)
KTHT-F,	102.7,	50 KW @ 500 ,	Soft AC	, $30.00	(Christal)	
KXMX-F,	92.1,	25 KW @ 1050 ,	Hispanic	UPI, $19.00	(Katz Hisp)	(MADERA)

Miscellaneous: KCML-F (Hanford) from Liggett to Pappas for $550,000 . . . KKAM, KBOS-F (Tulare) sold by receivership for $1,400,000 (Media Services) . . . KOQO, KQPW-F (Clovis) sold to DwightCase for $2,055,000 . . . KKAM to KBOS (Feb) . . . KFIG to KWDO and to Oldies (Feb) . . .

FORMAT CODES

- AC - Adult Contemporary
- AOR - Album Oriented Rock
- B - Black (audience predominately black - over 75%)
- BB - Big Band, Nostalgia
- C - Country
- CHR - Contemporary Hit Radio, Top 40, Contemporary
- CL - Classical
- CL AOR - Classic AOR, Classic Rock
- E - Ethnic
- EZ - EZ Listening, Beautiful Music, Some Very soft AC
- G - Gospel
- J/NAC- Jazz and New Adult Contemporary
- M/FS - Middle of Road, (MOR) Full Service
- N - News
- O - Oldies (1955 to current)
- REL - Religion, Christian
- SAC - Soft Adult Contemporary
- SP - Hispanic/Spanish
- T - Talk
- U - Urban (majority of audience is non-white)
- ? - Others or Unknown

REVENUE LEVEL CODES

- A - Less than $ 500,000
- B - $ 500,000 to $ 999,999
- C - $ 1,000,000 to $ 1,999,999
- D - $ 2,000,000 to $ 2,999,999
- E - $ 3,000,000 to $ 3,999,999
- F - $ 4,000,000 to $ 4,999,999
- G - $ 5,000,000 to $ 6,999,999
- H - $ 7,000,000 to $ 9,999,999
- I - $ 10,000,000 to $14,999,999
- J - $ 15,000,000 to $19,999,999
- K - $ 20,000,000 +

American Radio Spring, 1992 Copyright 1992

GAINESVILLE-OCALA

Arbitron Rank/Pop (12+): 111/332,500

MSA Rank/Pop: 204/207,300 (Gainesville)
ADI # 165

Average Person Ratings: 16.5
Market TSL: 22.25 hours

Stations: 28/17
Diaries: 789/421:1/45.2%
Sample Target: 800
% Below Line: 19.0
% Not Listed: 19.4

1991 Revenue: NA
HH Inc.: $23,225
Retail $: 2.9 Bil
Pop per Station: 19,559
#1 Biller: NA

12+ METRO		1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WTRS-AF	(C)	60/11.0	----	----	0.5	----	----	82/934	544/16.4	0.0	0.0		WTRS-AF
2. WKTK-F	(AC)	49/ 9.0	11.2	11.3	15.0	8.8	----	97/1086	685/20.6	26.9	29.7		WKTK-F
3. WRUF-F	(AOR)	35/ 6.4	10.7	9.2	16.0	18.1	----	58/989	657/19.8	30.5	26.0		WRUF-F
4. WMMZ-F	(CHR)	34/ 6.2	6.8	8.8	4.7	3.5	----	51/920	604/18.2	20.7	20.0		WMMZ-F
5. WMFQ-F	(BB/EZ)	29/ 5.3	1.0	1.3	----	3.1	----	65/535	325/ 9.8	2.5	3.5		WMFQ-F
6. WJHM-F	(B)	27/ 4.9	3.9	5.4	3.3	4.9	----	38/474	344/10.3	7.6	9.2		WJHM-F
7. WYGC-F	(C)	24/ 4.4	8.7	11.3	6.6	8.8	----	28/362	304/ 9.1	14.0	17.1		WYGC-F
8. WWLO	(B)	20/ 3.7	----	----	----	----	----	20/116	116/ 3.5	0.0	0.0		WWLO
9. WWKA-F	(C)	17/ 3.1	----	----	----	----	----	30/413	210/ 6.3	0.0	0.0		WWKA-F
WMOP	(C)	17/ 3.1	----	----	----	----	----	17/176	166/ 5.0	0.0	0.0		WMOP
11. WYKS-F	(CHR)	16/ 2.9	7.8	6.3	10.3	14.6	----	16/399	375/11.3	25.5	23.5		WYKS-F
12. WRZN	(?)	13/ 2.4	----	----	----	----	----	26/323	119/ 3.6	0.0	0.0		WRZN
13. WOCL-F	(O)	12/ 2.2	----	0.4	0.9	----	----	23/320	170/ 5.1	0.0	3.1		WOCL-F
14. WRRX-F	(AOR)	11/ 2.0	4.9	9.2	3.8	4.0	----	12/225	217/ 6.5	15.7	18.2		WRRX-F
15. WRUF	(N/T)	10/ 1.8	0.5	2.9	1.9	3.5	----	11/189	154/ 4.6	6.9	11.2		WRUF
WLUS	(BB)	10/ 1.8	4.4	4.2	2.8	5.3	----	10/103	80/ 2.4	7.0	7.3		WLUS
WGGO-F	(O)	10/ 1.8	----	----	----	----	----	15/168	145/ 4.4	0.0	0.0		WGGO-F
18. WWLV-F	(SAC)	8/ 1.5	----	----	----	----	----	13/233	106/ 3.2	0.0	0.0		WWLV-F
WNFI-F	(CHR)	8/ 1.5	0.5	----	----	0.4	----	17/371	180/ 5.4	3.9	0.0		WNFI-F
20. WTMC	(T)	7/ 1.3	----	----	----	----	----	8/109	86/ 2.6	0.0	0.0		WTMC
21. WQIK-F	(C)	6/ 1.1	----	----	----	----	----	37/462	114/ 3.4	0.0	0.0		WQIK-F
22.													
23.													
24.													
25.													

12+ FM SHARE (METRO): 81.63% (360 of 441) (SPG 91: 85.68%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WMMZ-F	1 WRUF-F	1 WKTK-F	1 WKTK-F	1 WKTK-F	1 WTRS-AF	1 WTRS-AF	1 WTRS-AF<	1 WTRS-AF	1 WTRS-AF<	1 WRUF >>
2 WJHM-F>>	2 WKTK-F	2 WTRS-AF	2 WTRS-AF>	2 WTRS-AF>	2 WMFQ-F	2 WKTK-F	2 WKTK-F>	2 WKTK-F	2 WMMZ-F	2 WRUF-F
3	3 WMMZ-F<	3 WRUF-F	3 WYGC-F	3 WYGC-F	3 WKTK-F>	3 WMFQ-F>	3 WRUF-F<	3 WRUF-F	3 WJHM-F	3
4	4 WTRS-AF>	4 WMMZ-F	4 WMMZ-F	4 WMMZ-F	4 WMOP	4 WRUF-F	4 WMFQ-F	4 WMMZ-F<	4 WRUF-F	4
5	5 WYGC-F	5 WYGC-F	5 WRUF-F	5 WRUF-F	5	WMMZ-F	5 WMOP	5 WJHM-F	5 WKTK-F	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WKTK-F	1 WKTK-F<	1 WMMZ-F	1 WKTK-F>	1 WKTK-F>
2 WJHM-F	2 WMMZ-F>	WKTK-F	2 WMMZ-F	2 WTRS-AF
WMMZ-F	3 WWLO	3 WTRS-AF	3 WTRS-AF	3 WMMZ-F
4 WRUF-F>	WRUF-F	4 WWLO	4 WWLO	4 WWLO
5 WWLO	5 WTRS-AF	5	5 WJHM-F	5

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRUF-F>>	1 WRUF-F>	1 WYGC-F	1 WRUF-F	1 WTRS-AF
2 WYKS-F>	2 WTRS-AF	2 WTRS-AF	2 WTRS-AF	2 WKTK-F
3 WTRS-AF	3 WYGC-F	WKTK-F	3 WKTK-F	3 WYGC-F>
4 WMMZ-F>	4 WYKS-F	4 WWKA-F	4 WYGC-F>	4 WRUF-F
5 WYGC-F	WKTK-F	WRUF-F>	5 WYKS-F	5

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		61 (4)	61 (4)	13.8	
AOR/CLASSIC		49 (3)	49 (3)	11.1	
AC/OLDIES		80 (6)	80 (6)	18.1	
FULL SVC/VARIETY					
COUNTRY	18 (2)	106 (4)	124 (6)	28.1	
BLACK/URBAN	20 (1)	27 (1)	47 (2)	10.7	
SAC/EZ		8 (1)	8 (1)	1.8	
NEWS/TALK	20 (3)		20 (3)	4.5	
NOSTALGIA	10 (1)	29 (1)	39 (2)	8.8	
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	13 (1)		13 (1)	2.9	
	81 (8)	360 (20)	441 (28)		

OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME
WOCA	1370	Ocala	0.5/2.3/ 3/ 76
WYOC-F	104.9	High Spngs/Gnsv	0.4/2.0/ 3/ 78
WDIZ-F	100.3	Orlando	0.5/2.3/ 6/ 139
WMGF-F	107.7	Mnt Dora/Orlndo	0.9/4.5/ 11/ 274
WOMX-F	105.1	Orlando	0.1/1.6/ 2/ 67
WXXL-F	106.7	Leesbrg/Orlando	0.5/2.7/ 5/ 124

RADIO STATIONS

WLUS	980,	5 KW/166 W	Nostalgia	, $14.00 (---) (GAINESVILLE)
WMOP	900,	5 KW/54 W	Country	AP, $11.00 (Southern) (OCALA)
WRUF	850,	5 KW	News/Talk	CBS, $15.00 (Smith) Univ. of Fla. (GAINESVILLE)
WWLO	1430,	2.5 KW (DAYS)	Black	, $10.00 (---) (GAINESVILLE)
WRZN	720,	10 KW/250 W	Nostalgia	, $10.00 (---) (HERNANDO)
WKTK-F	98.5,	100 KW @ 1322	AC	, $32.00 (---) Entercom (CRYSTAL R.)
WMFQ-F	92.9,	50 KW @ 476	Nostalgia/EZ	UPI, $15.00 (---) (OCALA)
WMMZ-F	93.7,	100 KW @ 1348	CHR	ABC, $18.00 (---) Dix (OCALA)
WRRX-F	97.7,	3 KW @ 305	AOR	SOURCE NBC, $14.00 (Christal) (MICANOPY)
WRVF-F	103.7,	100 KW @ 768	AOR	ABC, $26.00 (Smith) Univ. of Fla. (GAINESVILLE)
WTRS-F	102.3,	50 KW @ 489	Country	ABC, $28.00 (---) (DUNELLON)
WYGC-F	100.9,	3 KW @ 298	Country	UNISUP ABC, $20.00 (Mc-Guild) (GAINESVILLE)
WYKS-F	105.5,	3 KW @ 266	CHR	, $18.00 (Republic) (GAINESVILLE)

Other ranked stations -- see Orlando

NOTE: This is the first Arbitron standard report for this market. Shares prior to this report are for the Gainesville Condense Report. Since Gainesville has been combined with Ocala (a stretch!!) comparisons with previous shares are not valid.

FORMAT CODES

- AC - Adult Contemporary
- AOR - Album Oriented Rock
- B - Black (audience predominately black - over 75%)
- BB - Big Band, Nostalgia
- C - Country
- CHR - Contemporary Hit Radio, Top 40, Contemporary
- CL - Classical
- CL AOR - Classic AOR, Classic Rock
- E - Ethnic
- EZ - EZ Listening, Beautiful Music, Some Very soft AC
- G - Gospel
- J/NAC - Jazz and New Adult Contemporary
- M/FS - Middle of Road, (MOR) Full Service
- N - News
- O - Oldies (1955 to current)
- REL - Religion, Christian
- SAC - Soft Adult Contemporary
- SP - Hispanic/Spanish
- T - Talk
- U - Urban (majority of audience is non-white)
- ? - Others or Unknown

REVENUE LEVEL CODES

- A - Less than $ 500,000
- B - $ 500,000 to $ 999,999
- C - $ 1,000,000 to $ 1,999,999
- D - $ 2,000,000 to $ 2,999,999
- E - $ 3,000,000 to $ 3,999,999
- F - $ 4,000,000 to $ 4,999,999
- G - $ 5,000,000 to $ 6,999,999
- H - $ 7,000,000 to $ 9,999,999
- I - $ 10,000,000 to $14,999,999
- J - $ 15,000,000 to $19,999,999
- K - $ 20,000,000 +

American Radio Spring, 1992 Copyright 1992

GRAND RAPIDS

Arbitron Rank/Pop (12+): 66/560,900

MSA Rank/Pop: 74/673,000
ADI # 37 (w/Kalamazoo)
Average Person Ratings: 16.6
Market TSL: 22.00 hours

Stations: 22/17
Diaries: 1078/520:1/58.9%
Sample Target: 1020
% Below Line: 9.9
% Not Listed: 16.9

1991 Revenue: $32,100,000
HH Inc.: $34,367
Retail $: 5.8 Bil
Pop per Station: 32,994
#1 Biller: WCUZ-AF $3,600,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WLHT-F	(AC)	96/10.3	10.1	6.0	8.8	6.4	8.8	118/1567	1126/20.1	15.8	16.6	E	WLHT-F
2. WKLQ-F	(AOR)	90/ 9.7	8.9	9.9	10.4	6.8	9.7	161/2112	1273/22.7	20.2	17.4	D	WKLQ-F
3. WCUZ-F	(C)	84/ 9.0	9.0	9.4	7.7	8.8	8.8	149/2002	1125/20.1	18.3	18.9	E	WCUZ-F
4. WGRD-F	(CHR)	68/ 7.3	7.8	9.6	8.9	9.6	8.4	96/2030	1290/23.0	25.1	25.1	D	WGRD-F
5. WODJ-F	(O)	61/ 6.6	5.6	7.2	6.3	7.3	6.4	87/1300	881/15.7	18.4	17.4	E	WODJ-F
6. WOOD-F	(SAC)	60/ 6.5	5.9	9.9	7.3	8.0	7.4	137/2068	945/16.8	18.6	19.6	D	WOOD-F
7. WOOD	(FS)	47/ 5.1	7.9	6.4	5.7	7.2	6.3	57/939	806/14.4	14.8	15.1	C	WOOD
8. WMUS-F	(C)	43/ 4.6	5.5	5.8	3.9	4.6	4.9	92/1497	668/11.9	11.6	11.3	C	WMUS-F
9. WSNX-F	(CHR)	39/ 4.2	3.0	2.4	2.7	2.9	3.1	74/1330	716/12.8	11.1	11.3	B	WSNX-F
10. WLAV-AF	(AOR)	35/ 3.8	3.3	4.5	3.9	3.7	3.9	60/1201	738/13.2	10.7	9.1	D	WLAV-AF
WJFM-F	(CL AOR)	35/ 3.8	4.0	2.5	6.1	3.9	4.1	72/1605	787/14.0	11.0	12.8	C	WJFM-F
12. WKEZ-F	(SAC)	27/ 2.9	1.5	2.3	1.7	1.8	2.1	35/510	356/ 6.3	7.7	7.9	A	WKEZ-F
13.													
14.													
15.													

12+ FM SHARE (METRO): 88.23% (682 of 773) (SPG 91: 82.92%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGRD-F>>	1 WKLQ-F>	1 WLHT-F<	1 WLHT-F	1 WLHT-F	1 WCUZ-F	1 WCUZ-F<	1 WLHT-F	1 WLHT-F	1 WGRD-F>	1 WOOD
2 WSNX-F>>	2 WLHT-F>	2 WKLQ-F>	2 WKLQ-F	2 WKLQ-F<	2 WLHT-F<	2 WKLQ-F<	2 WKLQ-F	2 WKLQ-F	2 WKLQ-F	2 WKLQ-F
3 WKLQ-F	3 WGRD-F	3 WCUZ-F	3 WCUZ-F	3 WCUZ-F<	3 WODJ-F	3 WLHT-F>	3 WCUZ-F	3 WCUZ-F	3 WOOD-F<	3 WFUR-F>>
4	4 WCUZ-F	4 WODJ-F	4 WODJ-F>	4 WODJ-F	4 WOOD-F	4 WOOD <	4 WODJ-F	4 WODJ-F<	4 WSNX-F<	4 WMUS-F
5	5 WJFM-F	5 WGRD-F	5 WOOD-F	5 WOOD-F>	5 WOOD	5 WGRD-F	5 WOOD-F	5 WOOD-F<	5 WCUZ-F	WOOD-F
6	6 WLAV-AF	6 WOOD-F	6 WOOD	6 WOOD	6	6 WOOD-F	6 WOOD	6 WGRD-F>	6 WODJ-F<	WCUZ-F
7	7	7 WJFM-F	WJFM-F	7 WJFM-F	7	7 WODJ-F	7 WGRD-F	7 WJFM-F<	7 WLHT-F	7
									8 WJFM-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WGRD-F>	1 WLHT-F>	1 WLHT-F>>	1 WLHT-F>	1 WLHT-F>>
2 WLHT-F	2 WGRD-F>	2 WCUZ-F>	2 WGRD-F	2 WOOD-F
3 WSNX-F	3 WKLQ-F	3 WMUS-F	3 WCUZ-F	WCUZ-F
WKLQ-F>	WCUZ-F>	WKLQ-F	4 WOOD-F	4 WODJ-F>
5 WCUZ-F	5 WSNX-F	4 WOOD-F	5 WODJ-F	5 WMUS-F
6 WOOD-F	6	5 WODJ-F	6 WKLQ-F	6 WOOD
7	7	6	7	WGRD-F
		7		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKLQ-F>>	1 WKLQ-F>>	1 WKLQ-F>>	1 WKLQ-F>	1 WKLQ-F>
2 WLAV-AF	2 WJFM-F	2 WJFM-F	2 WCUZ-F	2 WCUZ-F<
WGRD-F>	3 WLAV-AF	WCUZ-F>	3 WODJ-F	3 WODJ-F>
4 WSNX-F	4 WCUZ-F>	4 WLAV-AF>	4 WLHT-F	4 WLHT-F
WMUS-F	5 WGRD-F	5 WOOD-F	WJFM-F	5 WJFM-F
WJFM-F	6 WLHT-F	6	6 WLAV-AF	6 WOOD-F
7 WLHT-F	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		107 (2)	107 (2)	13.8	15.1
AOR/CLASSIC	1 (1)	159 (3)	160 (4)	20.7	17.4
AC/OLDIES		157 (2)	157 (2)	20.3	18.9
FULL SVC/VARIETY	59 (2)	5 (1)	64 (3)	8.3	13.1
COUNTRY	21 (1)	127 (2)	148 (3)	19.1	20.1
BLACK/URBAN	7 (1)		7 (1)	0.9	0.7
SAC/EZ		91 (3)	91 (3)	11.8	9.7
NEWS/TALK	3 (1)		3 (1)	0.4	
NOSTALGIA					
RELIGION/GOSPEL		33 (2)	33 (2)	4.3	5.0
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		3 (1)	3 (1)	0.4	
	91 (6)	682 (16)	773 (22)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCUZ	1230	Grand Rapids	2.3/7.5/ 21/ 480
WFUR-F	102.9	Grand Rapids	1.8/5.7/ 23/ 509
WHTC	1450	Holland	1.3/3.2/ 14/ 214
WJQK-F	99.3	Zeeland/Holland	1.7/5.6/ 26/ 422
WKWM	1140	Kentwood/GrRpds	0.8/2.5/ 8/ 156
WEVS-F	92.7	Saugatuck/Hlnd	0.3/1.3/ 6/ 151
WGN	720	Chicago	0.3/1.0/ 12/ 165
WQWQ-F	1017m	Muskegn	0.4/1.5/ 23/ 276

American Radio Spring, 1992 Copyright 1992

RADIO STATIONS

WCUZ , 1230, 1 KW -- See WCUZ-FM					
WKWM , 1140, 5 KW (DAYS, DA),	Black	SBN, $17.00	(Patt)		
WOOD , 1300, 5 KW (DA-N) ,	Full Service	NBC, $40.00	(Katz)		
WCUZ-F, 101.3, 50 KW @ 420 ,	Country	ABC, $76.00	(Christal)	Federated	
WFUR-F, 102.9, 48 KW @ 510 ,	Religion/EZ	, $16.00	(---)	Kuiper	
WGRD-F, 97.9, 13 KW @ 590 ,	CHR	, $43.00	(Durpetti)	Regional	
WJFM-F, 93.7, 320 KW @ 781 ,	Country	CBS, $35.00	(Torbet)	Radio Assoc.	
WKLQ-F, 94.5, 50 KW @ 500 ,	AOR	ABC, $50.00	(Eastman)	Bloomington (HOLLAND)	
WLAV-F, 96.9, 50 KW @ 500 ,	AOR	SOURCE, $37.00	(MMR)	Adams	
WLHT-F, 95.7, 40 KW @ 551 ,	AC	, $72.00	(Eastman)	Liggett	
WODJ-F, 107.3, 50 KW @ 492 ,	Oldies	UNIULT, $59.00	(Banner)	Goodrich(GREENVILLE)	
WOOD-F, 105.7, 265 KW @ 810 ,	Soft AC	, $54.00	(Katz)		
WKEZ-F, 98.1, 50 KW @ 492 ,	SAC/EZ	UNISUP, $23.00	(Patt)	(HOLLAND)	
WMUS-F, 106.9, 50 KW @ 479 ,	Country	ABC, $38.00	(HNWH)	(MUSKEGON)	
WSNX-F, 104.5, 50 KW @ 361 ,	CHR	UNIPWR, $30.00	(Banner)	Goodrich (MUSKEGON)	

Miscellaneous: WYXX-F to WKEZ-F and format from AC to SAC/EZ (May) . . . WJFM-F to WBCT-F and format from Classic AOR to Country (Aug.) . . .

American Radio Spring, 1992 Copyright 1992

GREEN BAY

Arbitron Rank/Pop (12+): 182/161,000
MSA Rank/Pop: 208/196,700
ADI # 67 (w/Appleton)
Average Person Ratings: 18.1
Market TSL: 23.75 hours

Stations: 16/7
Diaries: 585/275:1/59.2%
Sample Target: 610
% Below Line: 24.0
% Not Listed: 13.0

1991 Revenue: $8,000,000
HH Inc.: $30,872
Retail $: 1.8 Bil
Pop per Station: 23,000
#1 Biller: WIXX-F $2,300,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WIXX-F (CHR)	52/17.8	----	18.1	----	24.0	----	164/2232	878/42.1	0.0	45.6	D	WIXX-F
2. WQLH-F (SAC)	43/14.7	----	11.0	----	7.7	----	65/883	444/27.6	0.0	23.6	B	WQLH-F
3. WAPL-F (AOR)	36/12.3	----	13.8	----	18.1	----	156/1710	417/25.9	0.0	30.0		WAPL-F
4. WJLW-F (C)	30/10.3	----	5.0	----	4.2	----	49/543	277/17.2	0.0	13.2	B	WJLW-F
5. WGEE (C)	21/ 7.2	----	8.5	----	8.7	----	16/587	214/13.3	0.0	18.4	C	WGEE
6. WNFL (N/T)	17/ 5.8	----	7.1	----	5.2	----	25/434	322/20.0	0.0	17.4	B	WNFL
7. WDUZ (FS)	14/ 4.8	----	7.1	----	5.6	----	16/336	278/17.3	0.0	17.0	B	WDUZ
8. WNAM (C)	12/ 4.1	----	5.7	----	2.8	----	40/489	117/ 7.3	0.0	10.3		WNAM
9. WKFX-F (O)	9/ 3.1	----	3.9	----	4.9	----	19/320	177/11.0	0.0	13.0		WKFX-F
10.												

12+ FM SHARE (METRO): 72.83% (185 of 254) (SPG 91: 66.94%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIXX-F››	1 WIXX-F	1 WIXX-F	1 WIXX-F‹	1 WQLH-F‹	1 WQLH-F›	1 WIXX-F	1 WIXX-F	1 WIXX-F	1 WIXX-F››	1 WDUZ
2	2 WAPL-F›	2 WQLH-F‹	2 WQLH-F›	2 WIXX-F›	2 WGEE	2 WQLH-F	2 WQLH-F	2 WQLH-F	2 WAPL-F	2 WAPL-F
3	3 WQLH-F›	3 WAPL-F›	3 WAPL-F	3 WAPL-F	3 WJLW-F	3 WAPL-F	3 WAPL-F	3 WAPL-F	WJLW-F	3 WIXX-F
4	4 WJLW-F	4 WJLW-F	4 WJLW-F	4 WJLW-F	4 WNFL	4 WGEE ›	4 WJLW-F	4 WJLW-F››	4 WQLH-F	4
5	5	5	5	5	WDUZ	5	5 WNFL	5	5 WNFL ›	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIXX-F	1 WIXX-F›	1 WIXX-F›	1 WIXX-F	1 WQLH-F	1 WAPL-F››	1 WAPL-F››	1 WAPL-F	1 WAPL-F›	1 WAPL-F
2 WAPL-F	2 WQLH-F›	2 WQLH-F›	2 WQLH-F››	WIXX-F››	2 WJLW-F›	2 WIXX-F››	2 WIXX-F››	2 WIXX-F	2 WQLH-F
3 WQLH-F	3 WAPL-F	3 WJLW-F›	3 WAPL-F	3 WJLW-F	3 WIXX-F›	3 WJLW-F	3 WQLH-F	3 WQLH-F	3 WIXX-F
4	4 WJLW-F	4 WAPL-F	4 WJLW-F	4	4 WOZZ-F	4 WQLH-F	4	WJLW-F	4 WJLW-F

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		59 (2)	59 (2)	23.2	23.8
AOR/CLASSIC		41 (2)	41 (2)	16.1	19.0
AC/OLDIES	2 (1)	9 (1)	11 (2)	4.3	17.3
FULL SVC/VARIETY	15 (2)		15 (2)	5.9	16.1
COUNTRY	33 (2)	30 (1)	63 (3)	24.8	15.7
BLACK/URBAN					
SAC/EZ		43 (1)	43 (1)	16.9	
NEWS/TALK	17 (1)		17 (1)	6.7	
NOSTALGIA					6.5
RELIGION/GOSPEL		2 (1)	2 (1)	0.8	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	2 (1)	1 (1)	3 (2)	1.2	1.6
	69 (7)	185 (9)	254 (16)		

OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME
WHET-F	99.7	Sturgeon Bay	2.4/10.9/ 26/ 527
WAUN-F	92.7	Kewaunee	0.3/1.8/ 8/ 124
WOZZ-F	93.5	New London/Aplt	1.7/7.4/ 40/ 581
WQWW	1050	Kaukauna	0.7/3.4/ 13/ 214
WRJQ	1570	Appleton	0.7/2.0/ 13/ 214
WRVM-F	102.7	Suring	0.7/1.9/ 9/ 158
WTMJ	620	Milwaukee	0.3/1.6/ 6/ 217

RADIO STATIONS

WDUZ , 1400, 1 KW	, Full Service	MBS ABC,	$16.00	(Mc-Guild)		
WGEE , 1360, 5 KW (DA-N)	, Country	ABC,	$22.00	(Banner)	Midwest	
WNFL , 1440, 5 KW/500 W (DA-2),	News/Talk	CBS ABC,	$18.00	(Katz)	WinCom	
WHET-F, 99.7, 50 KW ● 610	, CHR	SMN,	$10.00	(HNWH)		(STURGEON BAY)
WIXX-F, 101.1, 100 KW ● 1079	, CHR	,	$53.00	(Banner)	Midwest	
WJLW-F, 95.9, 3 KW ● 298	, Country	MBS,	$20.00	(K & P)		(DE PERE)
WQLH-F, 98.5, 100 KW ● 500	, Soft AC	ABC,	$24.00	(Mc-Guild)		

Other ranked stations -- see Appleton-Oshkosh

American Radio Spring, 1992 Copyright 1992

GREENSBORO-WINSTON SALEM

Arbitron Rank/Pop (12+): 48/809,600

MSA Rank/Pop: 56/942,000
ADI # 48

Average Person Ratings: 17.4
Market TSL: 22.75 hours

Stations: 28/22
Diaries: 1328/610:1/52.6%
Sample Target: 1210
% Below Line: 6.3
% Not Listed: 14.1

1991 Revenue: $21,200,000
HH Inc.: $26,025
Retail $: 7.5 Bil
Pop per Station: 36,800
#1 Biller: WTQR-F $4,600,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WTQR-F (C)	266/18.9	17.0	16.3	17.3	17.6	17.4	464/4802	2685/33.2	28.1	30.0	F	WTQR-F
2. WKRR-F (AOR)	110/ 7.8	9.7	9.9	8.1	8.2	8.9	171/2310	1604/19.8	20.3	18.7	E	WKRR-F
WJMH-F (B)	110/ 7.8	5.0	5.5	7.3	6.7	6.4	187/2649	1562/19.3	15.6	15.8	C	WJMH-F
4. WKZL-F (CHR)	95/ 6.7	3.5	4.0	4.1	4.8	4.6	109/1757	1356/16.7	13.0	14.7	B	WKZL-F
5. WSJS (FS)	89/ 6.3	7.2	5.5	4.2	5.8	5.8	93/1114	1062/13.1	12.0	11.8	C	WSJS
6. WQMG-F (B)	83/ 5.9	4.9	5.6	6.4	6.2	5.7	100/1600	1114/13.8	12.0	13.2	C	WQMG-F
7. WMAG-F (AC)	68/ 4.8	5.0	5.9	6.6	5.2	5.6	99/1521	1040/12.8	13.9	12.9	E	WMAG-F
8. WWWB-F (AC)	57/ 4.0	5.8	5.3	4.9	5.1	5.0	89/1458	920/11.4	11.5	12.0	C	WWWB-F
9. WKSI-F (CHR)	37/ 2.6	4.2	3.4	4.0	3.6	3.5	69/1704	958/11.8	11.2	12.9	B	WKSI-F
10. WFMX-F (C)	36/ 2.6	2.5	2.0	1.6	2.2	2.2	101/1468	660/ 8.2	5.4	6.8		WFMX-F
11. WMKG-F (SAC)	24/ 1.7	1.5	2.6	2.3	1.4	2.0	27/591	425/ 5.2	6.3	5.4	A	WMKG-F
12. WWGL-F (REL)	23/ 1.6	1.7	2.4	1.4	1.5	1.8	37/576	359/ 4.4	5.7	3.3	A	WWGL-F
WHPE-F (REL)	23/ 1.6	1.2	1.7	1.9	1.4	1.6	37/342	342/ 4.2	4.2	3.4	A	WHPE-F
14. WQMG (B)	22/ 1.6	1.5	1.1	0.5	1.0	1.2	22/201	201/ 2.5	1.4	1.9	A	WQMG
WMQX-F (O)	22/ 1.6	3.9	4.6	3.0	4.4	3.3	47/1208	700/ 8.6	11.9	12.5	C	WMQX-F
16. WAAA (B)	21/ 1.5	0.6	1.1	1.1	2.6	1.1	21/255	255/ 3.1	2.3	3.7	A	WAAA
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 84.79% (1026 of 1210) (SPG 91: 82.50%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJMH-F››	1 WTQR-F	1 WTQR-F›	1 WTQR-F››	1 WTQR-F››	1 WTQR-F››	1 WTQR-F››	1 WTQR-F››	1 WTQR-F›	1 WJMH-F	1 WTQR-F››
2 WKSI-F	2 WKRR-F	2 WKRR-F	2 WKRR-F	2 WKRR-F	2 WSJS ›	2 WSJS ›	2 WKRR-F	2 WKRR-F	2 WTQR-F›	2 WSJS ››
3 WQMG-F›	3 WJMH-F	3 WJMH-F	3 WKZL-F	3 WKZL-F	3 WMAG-F	3 WKRR-F‹	3 WKZL-F	3 WJMH-F	3 WKRR-F	3 WJMH-F›
4 WKZL-F	4 WKZL-F›	4 WKZL-F	4 WJMH-F‹	4 WMAG-F‹	4 WWWB-F	4 WKZL-F	4 WSJS	4 WKZL-F	4 WSJS	4 WQMG-F›
5 WKRR-F	5 WQMG-F	5 WQMG-F	5 WMAG-F‹	5 WJMH-F‹	5	5 WJMH-F	5 WJMH-F	5 WMAG-F	WQMG-F›	5 WKRR-F
6	6	6 WMAG-F	6 WQMG-F	6 WQMG-F	6	6	6	6 WQMG-F	6	WKEW

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WTQR-F›	1 WTQR-F›	1 WTQR-F	1 WTQR-F›	1 WTQR-F››
2 WJMH-F	2 WKZL-F	2 WKZL-F	2 WKZL-F	2 WKZL-F
3 WKZL-F	3 WJMH-F	3 WJMH-F	3 WJMH-F‹	3 WMAG-F
4 WQMG-F	4 WQMG-F›	4 WQMG-F›	4 WMAG-F‹	4 WWWB-F
5 WKSI-F	5 WKRR-F	5 WKRR-F	5 WQMG-F	5 WQMG-F‹
WKRR-F	6	6 WWWB-F	6 WWWB-F	6 WJMH-F
7	7	WMAG-F	7	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKRR-F	1 WKRR-F	1 WKRR-F‹	1 WTQR-F	1 WTQR-F››
2 WJMH-F‹	2 WTQR-F›	2 WTQR-F››	2 WKRR-F›	2 WKRR-F›
3 WTQR-F›	3 WJMH-F	3 WJMH-F	3 WJMH-F	3 WJMH-F
4 WKZL-F	4 WKZL-F›	4 WKZL-F	4 WKZL-F	4 WQMG-F
5	5 WQMG-F	5 WQMG-F	5 WQMG-F	5 WKZL-F
6	6	6	6	6
7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		139 (3)	139 (3)	11.5	9.4
AOR/CLASSIC		121 (2)	121 (2)	10.0	10.2
AC/OLDIES		163 (4)	163 (4)	13.5	19.9
FULL SVC/VARIETY	89 (1)		89 (1)	7.4	6.5
COUNTRY		333 (4)	333 (4)	27.5	25.1
BLACK/URBAN	43 (2)	200 (3)	243 (5)	20.1	19.0
SAC/EZ		24 (1)	24 (1)	2.0	
NEWS/TALK					1.0
NOSTALGIA	29 (3)		29 (3)	2.4	3.6
RELIGION/GOSPEL	13 (2)	46 (2)	59 (4)	4.9	5.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	10 (1)		10 (1)	0.8	
	184 (9)	1026 (19)	1210 (28)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WGLD	1320	Greensboro	0.4/1.3/ 6/ 104
WKEW	1400	Greensboro	0.7/2.1/ 10/ 173
WMFR	1230	High Point	1.1/2.6/ 16/ 213
WPCM-F	101.1	Burlington	1.3/4.8/ 98/ 1394
WPET	950	Greensboro	0.4/0.8/ 6/ 96
WTNC	790	Thomasville	0.5/1.1/ 8/ 100
WTOB	1380	Winston-Salem	0.5/2.0/ 7/ 165
WDCG-F	105.1	Durham/Raleigh	0.5/3.1/ 56/ 910
WPEG-F	97.9	Concord	0.5/1.8/ 55/ 642
WRDX-F	106.5	Salisbury/Chrlt	1.1/3.2/ 25/ 452
WROV-F	96.3	Charlotte	0.8/1.9/ 38/ 582
WSOC-F	103.7	Charlotte	0.9/3.0/ 82/1068

American Radio Spring, 1992 Copyright 1992

RADIO STATIONS

WAAA ,	980,	1 KW/69 W ,	Black	NBN, $16.00	(---)	
WMFR ,	1230,	1 KW ,	Nostalgia	ABC APR, $21.00	(Christal)	Voyager
WSJS ,	600,	5 KW (DA-2) ,	Full Service	NBC MBS, $42.00	(Mc-Guild)	New Market
WHPE-F,	95.5,	100 KW @ 440 ,	Religion	, $15.00	(---)	
WJMH-F,	102.1,	106 KW @ 1204 ,	Black	, $43.00	(HNWH)	Beasley (REIDSVILLE)
WKRR-F,	92.3,	100 KW @ 1289 ,	Classic AOR	, $71.00	(Katz)	Dick
WKSI-F,	98.7,	100 KW @ 718 ,	CHR	, $38.00	(Eastman)	Bahakel
WKZL-F,	107.5,	100 KW @ 500 ,	CHR	ABC, $42.00	(Katz)	
WMAG-F,	99.5,	100 KW @ 1499 ,	AC	, $68.00	(Christal)	Voyager
WMKG-F,	94.5,	100 KW @ 981 ,	Country	UNIULT, $28.00	(Christal)	Ragan Henry (EDEN)
WMQX-F,	93.1,	100 KW @ 1099 ,	Oldies	, $38.00	(Durpetti)	EBE
WPCM-F,	101.1,	100 KW @ 1191 ,	Country	MBS, $24.00	(Durpetti)	(BURLINGTON)
WQMG-F,	97.1,	100 KW @ 1233 ,	Black	ABC CBS, $40.00	(Banner)	
WTQR-F,	104.1,	100 KW @ 1420 ,	Country	MBS, $97.00	(Mc-Guild)	New Market
WWGL-F,	94.1,	100 KW @ 485 ,	Religion	CNN, $17.00	(TN)	(LEXINGTON)
WWWB-F,	100.3,	100 KW @ 1046 ,	AC	UNISUP UNIULT, $44.00	(MMR)	Mann

Miscellaneous: WMKG changes from Soft AC to Country (August) . . .

American Radio Spring, 1992 Copyright 1992

GREENVILLE, NC

Arbitron Rank/Pop (12+): 81/443,300

MSA Rank/Pop: NA
ADI # 104

Average Person Ratings: 17.1
Market TSL: 22.50 hours

Stations: 25/19
Diaries: 939/472:1/51.3%
Sample Target: 900
% Below Line: 7.7
% Not Listed: 18.2

1991 Revenue: NA
HH Inc.: $27,695
Retail $: 3.3 Bil
Pop per Station: 23,331
#1 Biller: NA

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level
1. WRNS-F (C)	153/20.2	21.2	17.4	19.9	18.7	19.7	209/2182	1473/33.2	27.4	29.4	WRNS-F
2. WIKS-F (B)	87/11.5	14.2	14.3	16.1	18.5	14.0	130/1525	991/22.4	21.6	27.2	WIKS-F
3. WDLX-F (AC)	48/ 6.3	4.8	6.7	5.6	8.0	5.8	60/1128	900/20.3	18.3	18.6	WDLX-F
4. WNCT-F (SAC)	45/ 5.9	5.5	5.3	5.6	5.8	5.6	79/947	540/12.2	11.6	10.9	WNCT-F
5. WSFL-F (CL AOR)	43/ 5.7	5.4	4.8	----	----	4.0	44/626	593/13.4	12.0	0.0	WSFL-F
6. WKOO-F (O)	41/ 5.4	4.2	5.4	5.8	3.9	5.2	45/596	531/12.0	9.9	8.1	WKOO-F
7. WRHT-F (CHR)	30/ 4.0	4.6	2.6	3.2	3.2	3.6	30/441	427/ 9.6	8.3	8.3	WRHT-F
8. WVVY-F (AC)	27/ 3.6	3.5	3.7	4.0	2.2	3.7	34/492	382/ 8.6	9.1	9.7	WVVY-F
9. WTRG-F (O)	20/ 2.6	2.1	1.9	3.7	1.3	2.6	65/936	301/ 6.8	5.8	6.6	WTRG-F
10. WXQR-F (AOR)	18/ 2.4	2.6	3.1	2.3	2.3	2.6	21/301	263/ 5.9	7.2	4.6	WXQR-F
11. WRDU-F (AOR)	16/ 2.1	2.9	3.2	2.1	2.2	2.6	63/692	253/ 5.7	6.6	5.9	WRDU-F
12.											
13.											
14.											
15.											

12+ FM SHARE (METRO): 92.08% (570 of 619) (SPG 91: 91.11%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIKS-F>>	1 WRNS-F>	1 WRNS-F>>	1 WRNS-F>>	1 WRNS-F>>	1 WRNS-F>>	1 WRNS-F>>	1 WRNS-F>>	1 WRNS-F>>	1 WIKS-F>	1 WRNS-F
2 WRHT-F>>	2 WSFL-F<	2 WIKS-F>	2 WIKS-F	2 WIKS-F	2 WNCT-F	2 WIKS-F>	2 WNCT-F	2 WIKS-F>	2 WRNS-F>>	2 WIKS-F>
3 WRNS-F	3 WIKS-F	3 WSFL-F<	3 WDLX-F<	3 WKOO-F	3 WIKS-F	3 WDLX-F	WIKS-F	3 WDLX-F	3 WVVY-F<	3 WXQR-F>
WDLX-F	4 WDLX-F	4 WDLX-F	4 WKOO-F	4 WDLX-F>	4 WKOO-F	4 WNCT-F	4 WDLX-F	4 WSFL-F	4 WRHT-F	4 WSFL-F
5	5	5 WKOO-F	5 WSFL-F	5 WSFL-F	5	5	5 WSFL-F	5 WKOO-F	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WRNS-F	1 WRNS-F	1 WDLX-F	1 WRNS-F>	1 WRNS-F>
2 WIKS-F	WDLX-F>	2 WRNS-F>	2 WDLX-F	2 WDLX-F
WDLX-F>>	3 WIKS-F>>	3 WIKS-F>	3 WIKS-F>	3 WIKS-F
4 WSFL-F	4 WKOO-F	4 WKOO-F	4 WKOO-F	4 WKOO-F
5	5	5	5	5
6	6	6	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRNS-F>	1 WRNS-F>	1 WRNS-F>	1 WRNS-F>>	1 WRNS-F>>
2 WSFL-F>	2 WSFL-F>	2 WSFL-F	2 WSFL-F	2 WSFL-F
3 WXQR-F	3 WIKS-F>	3 WIKS-F>>	3 WIKS-F>	WIKS-F
WRHT-F>	4 WXQR-F	4 WVVY-F	4 WVVY-F	4 WKOO-F
5 WRDU-F	5	WNCT-F	5 WKOO-F	5 WVVY-F
WIKS-F	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP	4 (1)	45 (2)	49 (3)	7.9	3.8
AOR/CLASSIC		77 (3)	77 (3)	12.4	10.5
AC/OLDIES	14 (2)	141 (5)	155 (7)	25.0	21.8
FULL SVC/VARIETY	8 (2)		8 (2)	1.3	
COUNTRY	7 (1)	162 (2)	169 (3)	27.3	23.0
BLACK/URBAN		87 (1)	87 (1)	14.1	26.1
SAC/EZ		45 (1)	45 (1)	7.3	7.0
NEWS/TALK	9 (1)		9 (1)	1.5	1.7
NOSTALGIA					1.0
RELIGION/GOSPEL	7 (1)	10 (2)	17 (3)	2.7	4.0
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		3 (1)	3 (1)	0.5	1.0
	49 (8)	570 (17)	619 (25)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WELS	1010	Kinston	0.9/2.4/ 7/ 107
WHTE-F	103.7	Willmstn	0.9/4.0/ 16/ 320
WJNC	1240	Jacksonville	0.7/1.6/ 5/ 70
WKQT-F	103.3	Newport/AtlBch	2.0/7.8/ 17/ 368
WNOS	1450	New Bern	0.8/1.0/ 6/ 43
WOOW	1340	Greenville	1.1/2.6/ 8/ 117
WRNS	960	Kinston	0.5/1.1/ 4/ 57
WRQR-F	94.3	Farmville/Grnvl	0.7/2.3/ 5/ 119
WRRF	930	Washington	1.2/2.0/ 9/ 123
WTKF-F	107.3	Atlantic	0.4/1.2/ 3/ 51
WORP-F	98.9	Windsor/Wlmnstn	0.4/1.3/ 8/ 141
WGTM	590	Wilson	0.9/3.0/ 20/ 312
WKTC-F	96.9	Tarboro/Rky Mnt	1.2/4.2/ 89/1155
WPTF	680	Raleigh/Durham	0.4/1.2/ 17/ 239

RADIO STATIONS

WELS, 1010, 1 KW/500 W (DA-N), COUNTRY , $ 9.00 (---) (KINSTON)

WIKS-F, 101.9, 100 KW @ 981, BLACK ABC, UNIULT, $ 33.00 (HNWH) Taylor (NEW BERN)
WKOO-F, 98.7, 100 KW @ 298, OLDIES NBS, $ 19.00 (Durpetti) (JACKSONVILLE)
WKQT-F, 103.3, 100 KW @ 459, CHR ABC, $ 15.00 (Christal) (NEWPORT)
WNCT-F, 107.9, 100 KW @ 1699, EZ ABC, $ 22.00 (HMR) Park (GREENVILLE)
WDLX-F, 93.3, 100 KW @ 1781, AC ABC, $ 30.00 (Banner) (WASHINGTON)
WQDW-F, 97.7, 3 KW @ 249, BLACK , $ 13.00 (Republic) (KINSTON)

WRHT-F, 96.3, 50 KW @ 472, CHR CNN, $ 18.00 (---) (MOREHEAD)
WRNS-F, 95.1, 100 KW @ 1499, COUNTRY ABC UNIULT, $ 40.00 (McGuild) Pinnacle (KINSTON)
WRQR-F, 94.3, 2 KW @ 407, AC , $ 12.00 (TN) (FARMVILLE)
WSFL-F, 106.5, 100 KW @ 915, CLASSIC AOR UNIPWR, $ NA (Eastman) (NEW BERN)
WVVY-F, 99.5, 17 KW @ 843, AC , $ 19.00 (---) Willis (GRIFTON)
WXQR-F, 105.5, 3 KW @ 298, AOR ABC, $ 14.00 (TN) (JACKSONVILLE)

OTHER RANKED STATIONS -- See Raleigh

American Radio Spring, 1992 Copyright 1992

GREENVILLE-SPARTANBURG

Arbitron Rank/Pop (12+): 58/670,800
MSA Rank/Pop: 81/633,000
ADI # 35 (w/Asheville)
Average Person Ratings: 16.4
Market TSL: 21.75 hours

Stations: 26/19
Diaries: 1127/595:1/48.6%
Sample Target: 1120
% Below Line: 6.5
% Not Listed: 16.0

1991 Revenue: $20,000,000
HH Inc.: $26,955
Retail $: 4.9 Bil
Pop per Station: 35,305
#1 Biller: WMYI-F $4,000,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WSSL-AF (C)	187/17.1	13.8	15.7	9.9	11.6	14.1	305/3483	1986/29.6	25.6	24.3	E	WSSL-AF
2. WESC-F (C)	116/10.6	12.0	12.7	12.2	15.4	11.9	250/3421	1583/23.6	24.4	27.7	E	WESC-F
3. WMYI-F (AC)	113/10.3	8.5	9.5	11.8	12.8	10.0	174/2608	1455/21.7	21.6	26.6	F	WMYI-F
4. WFBC-F (O)	77/ 7.0	4.6	4.3	5.6	6.0	5.4	111/1668	951/14.2	14.7	14.7	D	WFBC-F
5. WLWZ-F (B)	62/ 5.7	5.9	4.9	4.6	6.0	5.3	62/675	655/ 9.8	9.1	10.8	C	WLWZ-F
6. WSPA-F (SAC)	54/ 4.9	8.0	7.6	7.6	6.5	7.0	112/1756	922/13.7	15.2	14.6	C	WSPA-F
7. WROQ-F (AOR)	52/ 4.7	8.5	8.0	8.5	6.7	7.4	77/1456	886/13.2	16.7	14.8	C	WROQ-F
8. WBBO-F (CHR)	43/ 3.9	3.0	3.9	3.7	4.1	3.6	64/1421	817/12.2	12.0	9.8	B	WBBO-F
9. WFBC (N/T)	33/ 3.0	2.8	2.5	2.4	1.5	2.7	34/392	344/ 5.1	6.2	3.7	A	WFBC
10. WCKZ-F (B)	18/ 1.6	1.3	1.3	1.1	2.2	1.3	32/685	407/ 6.1	6.3	6.0		WCKZ-F
WSPA (FS)	18/ 1.6	2.8	1.0	1.9	1.7	1.8	19/326	264/ 3.9	3.3	4.6	A	WSPA
12. WMUU-F (SAC)	17/ 1.5	3.0	2.7	2.7	1.2	2.5	30/574	369/ 5.5	6.2	5.3	A	WMUU-F
13. WPEG-F (B)	14/ 1.3	1.9	0.8	0.9	1.7	1.2	42/477	214/ 3.2	3.0	3.2		WPEG-F
WRIX-F (C)	14/ 1.3	0.6	0.7	0.6	0.6	0.8	14/193	180/ 2.7	2.2	2.2		WRIX-F
WPJM (G)	14/ 1.3	0.4	1.2	1.6	0.7	1.1	14/158	158/ 2.4	2.5	1.8		WPJM
16. WESC (C)	13/ 1.2	1.2	0.9	1.0	0.3	1.1	25/330	222/ 3.3	1.7	2.1		WESC
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 89.69% (826 of 921) (SPG 91: 90.28%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WSSL-AF>	1 WSSL-AF>	1 WSSL-AF>	1 WMYI-F<	1 WSSL-AF<	1 WSSL-AF	1 WSSL-AF	1 WSSL-AF>	1 WSSL-AF>	1 WSSL-AF>>	1 WSSL-F
2 WBBO-F	2 WMYI-F>	2 WMYI-F>	2 WSSL-AF>	2 WMYI-F>	2 WESC-F	2 WMYI-F	2 WMYI-F<	2 WMYI-F	2 WLWZ-F	2 WLWZ-F
3 WLWZ-F>	3 WESC-F<	3 WESC-F	3 WFBC-F	3 WFBC-F	3 WFBC-F	3 WESC-F>	3 WESC-F>	3 WESC-F>	3 WESC-F	3 WFBC-F>
4 WESC-F	4 WLWZ-F	4 WFBC-F	4 WESC-F>	4 WESC-F>	4 WMYI-F	4 WFBC-F>	4 WFBC-F	4 WFBC-F	4 WMYI-F	4 WESC-F
5	5 WROQ-F	5 WROQ-F	5 WLWZ-F	5 WLWZ-F	5 WSPA-F	5 WSPA-F	5 WSPA-F	5	5	
6	6 WBBO-F	WLWZ-F	6 WROQ-F	6 WROQ-F	6	6	6 WFBC	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WSSL-AF>>	1 WMYI-F<	1 WMYI-F>	1 WMYI-F	1 WMYI-F>
2 WMYI-F	2 WSSL-AF	2 WLWZ-F>	2 WSSL-AF>	2 WSSL-AF>
WBBO-F	3 WLWZ-F>>	3 WSSL-AF	3 WLWZ-F>	3 WLWZ-F
4 WLWZ-F	4 WESC-F	4 WESC-F>	4 WFBC-F	4 WFBC-F
5 WROQ-F	5 WBBO-F	5	WESC-F	5 WESC-F>
6	6 WROQ-F	6	6	6 WSPA

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WSSL-AF>>	1 WSSL-AF>>	1 WSSL-AF>	1 WSSL-AF>	1 WSSL-AF>
2 WROQ-F	2 WESC-F	2 WMYI-F	2 WESC-F	2 WFBC-F
3 WESC-F	3 WROQ-F	3 WESC-F	3 WROQ-F	3 WESC-F
4 WBBO-F>>	4 WMYI-F	4 WROQ-F>	4 WFBC-F	4 WMYI-F
5 WLWZ-F	5 WBBO-F	5 WFBC	5 WMYI-F	5 WROQ-F>
6	6	6	6	6 WFBC

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		49 (2)	49 (2)	5.3	5.5
AOR/CLASSIC		52 (1)	52 (1)	5.6	7.7
AC/OLDIES		206 (4)	206 (4)	22.4	32.1
FULL SVC/VARIETY	18 (1)		18 (1)	2.0	1.9
COUNTRY	14 (2)	325 (4)	339 (6)	36.8	31.8
BLACK/URBAN	6 (1)	94 (3)	100 (4)	10.9	14.5
SAC/EZ		82 (3)	82 (3)	8.9	1.9
NEWS/TALK	43 (2)		43 (2)	4.7	2.0
NOSTALGIA					
RELIGION/GOSPEL	14 (1)	8 (1)	22 (2)	2.4	2.0
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		10 (1)	10 (1)	1.1	0.6
	95 (7)	826 (19)	921 (26)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAGI-F	105.3	Gaffney/Sprtnbr	0.8/1.5/ 13/ 203
WHYZ	1070	Greenville	0.5/2.9/ 7/ 255
WORD	910	Spartanburg	0.9/2.5/ 13/ 195
WWNH-F	107.3	Anderson	1.1/5.6/ 17/ 575
WBFM-F	98.1	Seneca	1.0/2.1/ 20/ 253
WBT -F	107.9	Charlotte	0.4/2.6/ 8/ 284
WKSF-F	99.9	Asheville/Hndrs	0.5/3.2/ 75/1322
WMIT-F	106.9	Black Mountain	0.7/2.4/ 36/ 514
WMTY-F	103.5	Greenwood	0.9/2.0/ 26/ 265

American Radio Spring, 1992 Copyright 1992

GREENVILLE-SPARTANBURG

RADIO STATIONS

WESC ,	660,	50 KW (DAYS, DA),	SEE WESC-FM				
WFBC ,	1330,	5 KW (DA-N) ,	News/Talk	NBC SUN,	$21.00	(Katz)	Multimedia
WHYZ ,	1070,	50 KW/1.5 KW (DA-1)	Black	,	$19.00	(K & P)	
WPJM ,	800,	1 KW/438 W ,	Gospel	,	$15.00	(Keystone)	(GREER)
WSPA ,	950,	5 KW (DA-N) ,	Full Serivce	CBS,	$17.00	(Christal)	
WBBO-F,	93.3,	93 KW @ 2030 ,	CHR	,	$29.00	(Torbet)	(FOREST CITY)
WESC-F,	92.5,	100 KW @ 2001 ,	Country	ABC,	$90.00	(Banner)	
WFBC-F,	93.7,	100 KW @ 1850 ,	Oldies	ABC,	$56.00	(Katz)	Multimedia
WLWZ-F,	103.9,	3 KW @ 328 ,	Black	,	$30.00	(HNWH)	Voyager (EASLEY)
WMUU-F,	94.5,	100 KW @ 1200 ,	EZ	APR,	$18.00	(---)	
WMYI-F,	102.5,	20 KW @ 1778 ,	AC	,	$87.00	(Eastman)	AmCom (HNDRSNVLE)
WROQ-F,	101.1,	100 KW @ 987 ,	AOR	ABC,	$40.00	(Banner)	ABS (ANDERSON)
WSPA-F,	98.9,	100 KW @ 1909 ,	Soft AC/EZ	,	$39.00	(Christal)	
WSSL-F,	100.5,	100 KW @ 1240 ,	Country	MBS UNIPWR,	$71.00	(Mc-Guild)	CF (GRAY COURT)
WWNN-F,	107.3,	100 KW @ 1010 ,	AC	ABC,	$32.00	(Chrirstal)	(ANDERSON)

American Radio Spring, 1992 Copyright 1992

HARRISBURG

Arbitron Rank/Pop (12+): 75/500,200
MSA Rank/Pop: 89/597,000
ADI #48 (w/York & Lancaster)
Average Person Ratings: 17.9
Market TSL: 23.25 hours

Stations: 28/16
Diaries: 986/506:1/51.9%
Sample Target: 970
% Below Line: 17.4
% Not Listed: 14.5

1991 Revenue: $14,100,000
HH Inc.: $34,026
Retail $: 5.0 Bil
Pop per Station: 31,263
#1 Biller: WNNK-AF $4,700,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WNNK-AF (CHR)	104/11.6	10.5	14.8	11.3	13.3	12.1	121/1984	1524/30.5	30.7	29.8	F	WNNK-AF
2. WRKZ-F (C)	64/ 7.1	7.4	9.3	7.9	9.5	7.9	165/1937	737/14.7	15.1	17.4	E	WRKZ-F
3. WRVV-F (AC)	63/ 7.0	4.1	3.3	3.3	3.2	4.4	90/1278	790/15.8	7.8	8.9	B	WRVV-F
4. WHP (FS)	62/ 6.9	6.5	7.9	6.3	5.3	6.9	73/977	719/14.4	13.2	12.0	C	WHP
5. WWKL-F (O)	57/ 6.4	7.4	8.5	10.0	7.2	8.1	97/1599	899/18.0	16.2	14.7	D	WWKL-F
6. WTPA-F (AOR)	56/ 6.3	10.6	8.2	10.6	12.4	8.9	94/1470	808/16.2	16.7	19.5	D	WTPA-F
7. WIMX-F (AC)	53/ 5.9	5.9	5.5	4.5	5.0	5.4	55/928	768/15.4	15.1	11.0	B	WIMX-F
8. WQXA-AF (CHR)	46/ 5.1	8.2	7.0	9.8	9.0	7.5	104/1627	708/14.2	28.2	27.0		WQXA-AF
9. WHYL-F (C)	37/ 4.1	4.2	2.5	4.3	5.0	3.8	41/466	353/ 7.1	6.4	7.8	B	WHYL-F
10. WNCE-F (SAC)	34/ 3.8	2.7	3.4	4.4	3.0	3.6	107/1581	513/10.3	9.6	8.1		WNCE-F
WLBR (FS)	34/ 3.8	2.4	2.9	1.4	2.3	2.6	34/540	454/ 9.1	6.4	6.5	A	WLBR
12. WHYL (BB)	31/ 3.5	5.4	2.4	5.3	3.8	4.2	47/612	382/ 7.6	6.3	7.8	A	WHYL
13.												
14.												
15.												

12+ FM SHARE (METRO): 78.98% (605 of 766) (SPG 91: 84.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNNK-AF	1 WTPA-F<	1 WNNK-AF>	1 WNNK-AF	1 WNNK-AF	1 WHP	1 WNNK-AF>	1 WNNK-AF<	1 WNNK-AF>	1 WNNK-AF	1 WLBR
WQXA-AF	2 WNNK-AF>	2 WRVV-F<	2 WRVV-F	2 WWKL-F<	2 WRKZ-F	2 WTPA-F	2 WRVV-F	2 WRKZ-F	2 WQXA-AF	2 WNCE-F
3	3 WRVV-F	3 WTPA-F	3 WWKL-F	3 WRVV-F	3 WNNK-AF	3 WWKL-F	3 WHP	3 WRVV-F	3 WHP	3 WHP >
4	4 WQXA-AF	4 WWKL-F	4 WIMX-F	4 WRKZ-F	4 WWKL-F>	4 WRKZ-F<	4 WTPA-F	4 WWKL-F	4 WRKZ-F	4 WRKZ-F
5	5 WIMX-F	5 WIMX-F	5 WRKZ-F<	5 WIMX-F	5 WNCE-F	5 WRVV-F	WIMX-F	5 WHP <	5 WIMX-F<	WNNK-F
6	6 WRKZ-F	6 WRKZ-F	6 WTPA-F	6 WTPA-F	WRVV-F	WLBR	6 WWKL-F	6 WTPA-F	6 WTPA-F	6 WWKL-F
7	7	7	7	7	WLBR	7 WHP <	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WNNK-AF	1 WNNK-AF>	1 WNNK-AF	1 WNNK-AF>	1 WNNK-AF>
2 WTPA-F>	2 WTPA-F	2 WIMX-F	2 WRVV-F	2 WWKL-F
3 WQXA-AF	3 WRVV-F	3 WRVV-F	3 WIMX-F	WRVV-F
WYCR-F	4 WIMX-F	4 WTPA-F>	4 WWKL-F	WIMX-F
5 WRVV-F	5 WQXA-AF	5 WQXA-AF	5 WTPA-F	5 WRKZ-F
6	6	WWKL-F	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WQXA-AF	1 WTPA-F>	1 WTPA-F>	1 WNNK-AF	1 WWKL-F<
2 WTPA-F	2 WNNK-AF	2 WRVV-F	WTPA-F	2 WRVV-F<
3 WNNK-AF>>3	WQXA-AF	3 WNNK-AF	3 WRVV-F	3 WNNK-AF
4 WRVV-F	WRVV-F	4 WRKZ-F>	4 WRKZ-F<	4 WTPA-F
WRKZ-F	5 WRKZ-F	5 WHYL-F	5 WWKL-F	5 WRKZ-F>
6 WIMX-F	6	6 WQXA-AF	6	6 WIMX-F
		WWKL-F		

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP	4 (2)	166 (5)	170 (7)	22.2	23.6
AOR/CLASSIC		77 (3)	77 (3)	10.1	17.2
AC/OLDIES	16 (1)	173 (3)	189 (4)	24.7	16.5
FULL SVC/VARIETY	96 (2)		96 (2)	12.5	9.9
COUNTRY		114 (4)	114 (4)	14.9	18.2
BLACK/URBAN					
SAC/EZ		59 (4)	59 (4)	7.7	7.0
NEWS/TALK					1.4
NOSTALGIA	31 (1)		31 (1)	4.0	4.3
RELIGION/GOSPEL	14 (1)	9 (1)	23 (2)	3.0	1.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		7 (1)	7 (1)	0.9	
	161 (7)	605 (21)	766 (28)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WIMX	1460	Harrisburg	1.8/5.9/ 16/ 340
WQLV-F	98.9	Hllrsbrg/Nwprt	0.8/2.1/ 7/ 118
WUFM-F	100.1	Lebanon	0.7/2.7/ 10/ 176
WWII	720	Shirmnstwn/Hrsb	1.6/3.2/ 17/ 223
WYGL-F	100.5	Elizabeth	0.7/1.7/ 21/ 236
WARM-F	103.3	York	1.5/5.4/159/1851
WDAC-F	94.5	Lancaster	1.0/4.4/ 65/ 889
WGRX-F	100.7	Westmnstr	0.6/3.5/ 35/ 662
WGTY-F	107.7	Gettysburg	0.8/2.5/ 75/ 745
WHTF-F	92.7	Starview	1.8/6.6/ 73/1297
WLAN-F	96.9	Lancaster	0.3/2.8/ 41/ 917
WQXA	1250	York	0.1/0.0/ 0/ 0
WREV-F	102.5	Reading	0.6/1.1/ 36/ 544
WWMD-F	104.7	Hagerstown	0.7/1.3/ 19/ 257
WYCR-F	98.5	York/Hanover	1.3/4.8/ 80/1389

RADIO STATIONS

WHP , 580, 5 KW (DA-N) ,	Full Service	CBS, NBC-T, $28.00	(MMR)	Dame	
WHYL , 960, 5 KW/22 W (DA-1),	Nostalgia	UNIULT, $16.00	(---)		(CARLISLE)
WKBO , 1230, 1 KW ,	Talk/News	UNISUP CNN, $14.00	(Banner)		
WLBR , 1270, 5 KW/1 KW (DA-2) ,	Full Service	ABC, $15.00	(K & P)		(LEBANON)
WRVV-F, 97.3, 17 KW @ 840 ,	Classic AOR	CBS, $27.00	(MMR)	Dame	
WHYL-F, 102.3, 3 KW @ 328 ,	Country	CNN, $25.00	(---)		(CARLISLE)
WIMX-F, 99.3, 3 KW @ 328 ,	AC	UNIPWR, $28.00	(Mc-Guild)		
WNNK-F, 104.1, 23 KW @ 725 ,	CHR	APR, $38.00	(Christal)	Keymarket	
WRKZ-F, 106.7, 14 KW @ 827 ,	Country	ABC, $75.00	(Torbet)	TMZ	(HERSHEY)
WTPA-F, 93.5, 1.8 KW @ 620 ,	AOR	ABC, $56.00	(Banner)		
WWKL-F, 94.9, 25 KW @ 699 ,	Oldies	UNIULT, $58.00	(Katz)	Barnstable	

Other Ranked Stations -- See York or Lancaster

Miscellaneous: WHP-F to WRVV-F (Mar) and format to CL, AOR . . . WCMB to WIMX . . .

American Radio Spring, 1992 Copyright 1992

HARTFORD

Arbitron Rank/Pop (12+): 41/990,500

MSA Rank/Pop: 44/1,130,000
ADI # 24 (w/New Haven)

Average Person Ratings: 17.4
Market TSL: 22.75 hours

Stations: 28/16
Diaries: 1368/724:1/51.3%
Sample Target: 1360
% Below Line: 18.7
% Not Listed: 15.6

1991 Revenue: $37,400,000
HH Inc.: $42,925
Retail $: 9.6 Bil
Pop per Station: 61,906
#1 Biller: WTIC $7,900,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WTIC	(FS)	232/13.5	16.1	15.2	15.7	16.2	15.1	292/3594	2690/27.2	28.0	30.0	H	WTIC
2. WTIC-F	(CHR)	133/ 7.7	8.1	7.7	9.1	8.8	8.1	233/4491	2527/25.5	24.8	26.2	F	WTIC-F
WRCH-F	(SAC)	133/ 7.7	6.4	7.3	6.3	7.8	6.9	204/2942	1741/17.6	15.9	16.7	D	WRCH-F
4. WWYZ-F	(C)	129/ 7.5	7.4	7.8	7.1	5.6	7.4	244/2746	1425/14.4	18.2	12.8	E	WWYZ-F
5. WZMX-F	(AC)	111/ 6.4	5.1	4.5	4.6	4.6	5.2	165/2498	1599/16.1	13.1	12.8	C	WZMX-F
6. WKSS-F	(CHR)	88/ 5.1	4.1	5.1	5.4	5.4	4.9	174/3968	1805/18.2	17.5	19.0	D	WKSS-F
7. WHCN-F	(AOR)	81/ 4.7	6.5	6.1	6.9	5.6	6.1	130/2590	1440/14.5	15.6	16.5	F	WHCN-F
8. WDRC-F	(O)	78/ 4.5	5.6	6.6	5.7	4.3	5.6	171/3096	1374/13.9	16.2	15.5	F	WDRC-F
9. WCCC-AF	(AOR)	74/ 4.3	5.4	5.4	4.7	5.4	4.9	135/2551	1424/14.4	16.3	16.8	D	WCCC-AF
10. WIOF-F	(AC)	64/ 3.7	3.7	3.0	3.5	4.2	3.5	94/1793	1101/11.1	11.5	12.2	D	WIOF-F
11. WDRC	(BB)	60/ 3.5	3.1	3.3	1.1	0.6	2.8	67/901	797/ 8.0	6.5	3.5		WDRC
12. WAQY-F	(AOR)	50/ 2.9	2.2	1.8	2.2	2.1	2.3	159/2586	976/ 9.9	9.9	8.5		WAQY-F
13. WPOP	(N/T)	43/ 2.5	2.4	3.1	2.4	2.8	2.6	47/1014	903/ 9.1	10.3	8.5	C	WPOP
14.													
15.													

12+ FM SHARE (METRO): 72.45% (1052 of 1452) (SPG 91: 71.80%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTIC-F››	1 WTIC-F	1 WZMX-F	1 WZMX-F	1 WZMX-F‹	1 WTIC ››	1 WTIC ››	1 WRCH-F	1 WTIC	1 WTIC ›	1 WTIC ››
2 WKSS-F››	2 WZMX-F‹	WTIC-F	2 WHCN-F	2 WRCH-F	2 WRCH-F	2 WTIC-F	2 WTIC	2 WRCH-F	2 WZMX-F	2 WTIC-F
3 WZMX-F	3 WKSS-F	3 WWYZ-F‹	3 WWYZ-F	3 WWYZ-F	3 WWYZ-F›	3 WWYZ-F	3 WWYZ-F	3 WWYZ-F	3 WTIC-F	3 WRCH-F
4	4 WCCC-AF	4 WHCN-F	WRCH-F‹	4 WTIC	4 WDRC ‹	4 WRCH-F	WZMX-F‹	4 WZMX-F‹	4 WKSS-F	4 WPOP ‹
5	5 WHCN-F	5 WRCH-F	5 WDRC-F‹	WHCN-F‹	5 WDRC-F	5 WCCC-AF	5 WTIC-F›	5 WTIC-F	5 WWYZ-F‹	5 WHCN-F
6	6 WWYZ-F	WKSS-F‹	6 WTIC-F	6 WDRC-F	6	6 WHCN-F	6 WHCN-F	6 WKSS-F	6 WRCH-F	6 WKSS-F
7	7 WAQY-F	7 WCCC-AF	7 WTIC	7 WTIC-F	7	7	7 WDRC-F	7 WHCN-F	7	7 WIOF-F›
8	8	8 WDRC-F›	8	8 WIOF-F	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WTIC-F›	1 WTIC-F›	1 WZMX-F‹	1 WTIC-F	1 WRCH-F
2 WKSS-F›	2 WZMX-F	2 WTIC-F	2 WZMX-F	2 WZMX-F
3 WZMX-F	WKSS-F›	3 WHCN-F	3 WRCH-F	3 WTIC-F
4 WAQY-F	4 WHCN-F	4 WRCH-F	4 WKSS-F	4 WWYZ-F
5	5 WAQY-F‹	WKSS-F	5 WWYZ-F	5 WTIC
6	6 WWYZ-F	6 WWYZ-F	6 WDRC-F	6 WIOF-F
7	WRCH-F	7 WAQY-F	7	7 WDRC-F
8	8	8	8	8

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WCCC-AF	1 WCCC-AF›	1 WCCC-AF	1 WCCC-AF	1 WHCN-F
2 WKSS-F›	2 WHCN-F	WHCN-F	2 WHCN-F	2 WWYZ-F
3 WWYZ-F	3 WWYZ-F	3 WZMX-F›	3 WWYZ-F	3 WDRC-F
4 WTIC-F›	WZMX-F‹	4 WAQY-F	4 WZMX-F	4 WZMX-F
5 WHCN-F	5 WKSS-F	5 WWYZ-F	5 WDRC-F	5 WCCC-AF
6 WAQY-F	6 WAQY-F	6 WPLR-F	6 WTIC-F	WTIC
WZMX-F	7	7 WTIC-F	7 WTIC	7
8	8	8	WKSS-F	8

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		247 (3)	247 (3)	17.0	18.8
AOR/CLASSIC	1 (1)	255 (6)	256 (7)	17.6	19.2
AC/OLDIES		276 (5)	276 (5)	19.0	17.7
FULL SVC/VARIETY	237 (2)		237 (2)	16.3	20.4
COUNTRY		141 (2)	141 (2)	9.7	7.5
BLACK/URBAN					
SAC/EZ		133 (1)	133 (1)	9.2	9.3
NEWS/TALK	69 (3)		69 (3)	4.8	5.2
NOSTALGIA	60 (1)		60 (1)	4.1	0.9
RELIGION/GOSPEL	7 (1)		7 (1)	0.5	
SPANISH	11 (1)		11 (1)	0.8	1.0
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	15 (2)		15 (2)	1.0	
	400 (11)	1052 (17)	1452 (28)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCNX	1150	MIDDLETOWN	0.4/1.2/ 10/ 154
WLAT	1230	Manchester	0.6/1.3/ 11/ 127
WLVX	1550	Blmfld/Hrtfrd	0.4/0.8/ 7/ 83
WMMW	1470	Meriden	0.5/1.3/ 11/ 204
WCBS	880	New York	0.3/2.6/ 47/1064
WFAN	660	New York	1.2/5.6/ 94/1709
WHYN	560	Springfield	0.3/1.3/ 82/1078
WHYN-F	93.1	Springfield	0.4/2.5/ 91/1390
WKCI-F	101.3	Hamden	1.5/6.7/109/2390
WMAS-F	94.7	Springfield	0.9/2.0/ 83/1152
WPKX-F	97.9	Enfield	0.7/2.2/ 89/1066
WPLR-F	99.1	New Haven	1.9/7.7/132/2280
WRKI-F	95.1	Brookfield	0.3/1.2/ 42/ 711
WWRX-F	103.7	Westerly/Prvdnc	0.8/2.8/ 60/1056

American Radio Spring, 1992 Copyright 1992

HARTFORD

RADIO STATIONS

WDRC, 1300,	5 KW (DA-N)	, Nostalgia		, $ NA	(Mc-Guild)	Buckley	
WNEZ, 910,	5 KW (DA-N)	, EZ		, $ 22.00	(Banner)	DeDominicus	
WPOP, 1410,	5 KW (DA-2)	, NEWS/TALK	ABC	, $ 35.00	(Eastman)	Merv Griffin	
WTIC, 1080,	50 KW (DA-N)	, FULL SERVICE	CBS	, $ 160.00	(CBS)	Chase	
WCCC-F, 106.9,	23 KW @ 731, AOR		ABC, SOURCE	, $ 40.00	(Durpetti)		
WDRC-C, 102.9,	20 KW @ 810, OLDIES			, $ 95.00	(McGuild)	Buckley	
WHCN-F, 105.9,	16 KW @ 869, AOR		ABC	, $ 77.00	(Christal)	Beck-Ross	
WIOF-F, 104.1.	18 KW @ 836, AC		CBS	, $ 61.00	(Eastman)	Merv Griffin	(WATERBURY)
WKSS-F, 95.7.	17 KW @ 879, CHR		APR	, $ 57.00	(MMR)	Precision	
WRCH-F, 100.5,	8 KW @ 1250, SOFT AC			, $ 57.00	(Banner)	DeDominicus	
WTIC-F, 96.5,	20 KW @ 810, CHR			, $ 105.00	(HNWH)	Chase	
WWYZ-F, 92.5,	18 KW @ 859, COUNTRY		UNIULT	, $ 65.00	(Banner)		(WATERBURY)
WZMX-F, 93.7,	21 KW @ 774, AC			, $ 52.00	(Torbet)		

Miscellaneous: WDRC reclassified as Nostalgia (Feb) . . .

American Radio Spring, 1992 Copyright 1992

HONOLULU

Arbitron Rank/Pop (12+): 56/704,500

MSA Rank/Pop: 63/860,000
No ADI

Average Person Ratings: 17.2
Market TSL: 22.75 hours

Stations: 26/26
Diaries: 1144/616:1/52.0%
Sample Target: 1150
% Below Line: 0.0
% Not Listed: 6.3

1991 Revenue: $19,400,000
HH Inc.: $42,864
Retail $: 8.7 Bil
Pop per Station: 27,096
#1 Biller: KSSK $3,800,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KSSK-F (AC)	151/12.5	11.8	11.8	9.3	9.7	11.4	151/2116	2116/30.0	25.8	24.6	C	KSSK-F
2. KIKI-F (CHR)	134/11.1	10.0	8.2	10.3	12.7	9.9	134/1777	1777/25.2	23.0	27.2	C	KIKI-F
3. KUMU-AF (SAC)	119/ 9.8	9.5	8.9	8.1	8.8	9.1	119/1249	1249/17.7	17.5	17.6	C	KUMU-AF
4. KQMQ-AF (CHR)	116/ 9.6	8.3	8.1	9.6	6.6	8.9	116/1767	1767/25.1	25.0	24.3	D	KQMQ-AF
5. KSSK (FS)	102/ 8.4	9.3	11.0	6.6	10.5	8.8	102/1254	1254/17.8	18.6	21.8	E	KSSK
6. KCCN-F (E)	81/ 6.7	9.9	11.4	13.3	10.9	10.3	81/1192	1192/16.9	21.4	22.0	C	KCCN-F
7. KRTR-F (AC)	65/ 5.4	4.3	4.6	5.8	4.8	5.0	65/1110	1110/15.8	14.7	16.7	C	KRTR-F
8. KGU (N/T)	52/ 4.3	4.2	5.1	2.3	3.8	4.0	52/729	729/10.3	13.6	10.8	B	KGU
9. KINE-F (O)	47/ 3.9	2.2	1.6	2.5	3.5	2.5	47/654	654/ 9.3	6.0	8.9	B	KINE-F
10. KDEO-F (C)	32/ 2.6	2.0	2.6	2.6	2.0	2.4	32/506	506/ 7.2	5.8	5.6	A	KDEO-F
11. KPOI-F (AOR)	31/ 2.6	4.4	3.6	3.6	5.1	3.5	31/555	555/ 7.9	11.0	13.2	C	KPOI-F
12. KCCN (E)	29/ 2.4	2.5	2.9	3.5	2.3	2.8	29/494	494/ 7.0	7.5	7.1		KCCN
13. KHHH-F (AOR)	27/ 2.2	3.3	2.0	1.8	1.6	2.3	27/409	409/ 5.8	5.7	4.9		KHHH-F
14. KIKI (O)	25/ 2.1	1.9	2.1	3.6	3.3	2.4	25/508	508/ 7.2	5.7	7.9		KIKI
15. KHVH (N/T)	24/ 2.0	2.6	2.7	2.4	3.2	2.4	24/655	655/ 9.3	9.3	10.5	B	KHVH
16. KOHO (E)	22/ 1.8	0.9	1.2	0.7	0.7	1.1	22/156	156/ 2.2	2.6	2.2	A	KOHO
17. KDEO (C)	21/ 1.7	1.9	0.7	2.5	0.7	1.7	21/308	308/ 4.4	3.1	2.7	A	KDEO
18.												
19.												
20.												

12+ FM SHARE (METRO): 67.31% (764 of 1135) (SPG 91: 68.48%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KIKI-F>>	1 KIKI-F>	1 KSSK-F	1 KSSK-F>	1 KSSK-F>	1 KUMU-AF	1 KSSK-F>	1 KSSK-F	1 KIKI-F<	1 KIKI-F>	1 KSSK-F
2 KQMQ-AF>>	2 KSSK-F<	2 KIKI-F	2 KQMQ-AF	2 KQMQ-AF	2 KSSK	2 KSSK	2 KUMU-AF	2 KSSK-F	2 KQMQ-AF<	2 KSSK >
3 KCCN-F	3 KQMQ-AF	3 KQMQ-AF>	3 KIKI-F	3 KSSK	3 KSSK-F>>	3 KQMQ-AF	3 KIKI-F	3 KQMQ-AF	3 KRTR-F	3 KIKI-F
4	4 KCCN-F>	4 KCCN-F	4 KCCN-F	4 KUMU-AF	4 KGU	4 KIKI-F	4 KQMQ-AF	4 KUMU-AF	4 KUMU-AF	4 KQMQ-F
5	5 KRTR-F	5 KRTR-F	5 KSSK	5 KIKI-F<	5	5 KUMU-AF>	5 KSSK	5 KCCN-F	5 KSSK-F	5 KRTR-F
6	6 KDEO-F	6 KSSK	6 KRTR-F	6 KCCN-F	6	6 KCCN-F	6 KCCN-F>	6 KSSK	6 KCCN-F	6 KHVH
7	7	7 KUMU-AF	7 KUMU-AF	7 KRTR-F	7	7	7	7 KRTR-F>	7	7 KPOI-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KIKI-F>>	1 KIKI-F>	1 KIKI-F	1 KSSK-F<	1 KSSK-F
2 KQMQ-AF	2 KQMQ-AF<	2 KQMQ-AF	2 KQMQ-AF<	2 KQMQ-AF
3 KSSK-F	3 KSSK-F>	KSSK-F>	3 KIKI-F>	3 KUMU-AF
4 KDEO-F>	4 KRTR-F	4 KRTR-F>	4 KUMU-AF	4 KSSK
5 KCCN-F	KDEO-F	5 KCCN-F	5 KSSK <	5 KIKI-F>
6 KRTR-F	6 KCCN-F	6 KUMU-AF	6 KRTR-F	6 KRTR-F
7	7	7	7	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KIKI-F>>	1 KIKI-F	1 KSSK-F<	1 KSSK-F	1 KSSK-F>
2 KQMQ-AF>	2 KCCN-F<	2 KCCN-F>	2 KIKI-F<	2 KCCN-F>
3 KCCN-F	3 KSSK-F	3 KQMQ-AF	3 KCCN-F	3 KSSK
4 KSSK-F	4 KQMQ-AF>	4 KRTR-F	4 KQMQ-AF	4 KRTR-F
5 KRTR-F	5 KRTR-F	5 KIKI-F	5 KRTR-F	5 KGU
KHHH-F	6 KHHH-F	6 KGU	6 KSSK	6 KQMQ-AF
7 KDEO-F	7 KPOI-F	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP	23 (1)	227 (2)	250 (3)	22.0	20.8
AOR/CLASSIC		58 (2)	58 (2)	5.1	9.3
AC/OLDIES	40 (2)	263 (3)	303 (5)	26.7	19.7
FULL SVC/VARIETY	102 (1)		102 (1)	9.0	11.3
COUNTRY	21 (1)	32 (1)	53 (2)	4.7	2.8
BLACK/URBAN					16.7
SAC/EZ	24 (1)	95 (1)	119 (2)	10.5	9.5
NEWS/TALK	83 (3)		83 (3)	7.3	7.5
NOSTALGIA					
RELIGION/GOSPEL	12 (2)	8 (1)	20 (3)	1.8	0.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					1.8
UNKNOWN/OTHERS	66 (4)	81 (1)	147 (5)	13.0	
	371 (15)	764 (11)	1135 (26)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KAIM-F	95.5	Honolulu	0.7/2.6/ 8/ 183
KHNR	650	Honolulu	0.3/3.3/ 4/ 229
KLHT	1040	Honolulu	0.3/1.7/ 4/ 122
KNDI	1270	Honolulu	0.7/1.4/ 8/ 96
KULA	1460	Maunawili	1.2/3.8/ 15/ 266
KWAI	1080	Honolulu	0.6/1.4/ 7/ 100
KZOO	1210	Honolulu	0.9/2.3/ 11/ 165

American Radio Spring, 1992 Copyright 1992

HONOLULU

RADIO STATIONS

KCCN	1420, 5 KW	Ethnic	$ NA	(K & P)		
KDEO	940, 10 KW	-- See KDEO-FM				
KGU	760, 10 KW	News/Talk	NBC-T ABC, $26.00	(Banner)	Givens	
KHVH	990, 5 KW	News/Talk	NBC ABC, $20.00	(HNWH)		
KIKI	830, 10 KW	Oldies	UNISUP UNIULT, $19.00	(Christal)		
KSSK	590, 7.5 KW	Full Service	$82.00	(Eastman)	Bedford	
KAIM-F	95.5, 100 KW @ -23	Religion	$13.00	(---)	Billy Graham	
KCCN-F	100.3, 100 KW @ 1965	Ethnic	$38.00	(K & P)		
KDEO-F	102.7, 61 KW @ 1893	Country	MBS, $22.00	(K & P)	(WAIPAHU)	
KHFX-F	105.1, 100 KW @ 1948	Oldies	$20.00	(MMR)		
KINE-F	98.5, 100 KW @ 1073	AOR	SMN, $22.00	(HNWH)		
KIKI-F	93.9, 100 KW @ -144	CHR	$40.00	(Christal)		
KPOI-F	97.5, 80 KW @ 46	AOR	$38.00	(Banner)		
KQMQ-F	93.1, 54 KW @ -118	CHR	$59.00	(Katz)		
KRTR-F	96.3, 75 KW @ 2139	AC	$31.00	(Katz)		
KSSK-F	92.3, 100 KW @ 1948	AC	$43.00	(Eastman)	Mt. Wilson (KAILUA)	
KUMU-F	94.7, 100 KW @ 79	EZ	$40.00	(Banner)	Bedford (WAIPAHU)	

Miscellaneous: KHTX to KINE-F (Feb) . . .

FORMAT CODES

- AC - Adult Contemporary
- AOR - Album Oriented Rock
- B - Black (audience predominately black - over 75%)
- BB - Big Band, Nostalgia
- C - Country
- CHR - Contemporary Hit Radio, Top 40, Contemporary
- CL - Classical
- CL AOR - Classic AOR, Classic Rock
- E - Ethnic
- EZ - EZ Listening, Beautiful Music, Some Very soft AC
- G - Gospel
- J/NAC- Jazz and New Adult Contemporary
- M/FS - Middle of Road, (MOR) Full Service
- N - News
- O - Oldies (1955 to current)
- REL - Religion, Christian
- SAC - Soft Adult Contemporary
- SP - Hispanic/Spanish
- T - Talk
- U - Urban (majority of audience is non-white)
- ? - Others or Unknown

REVENUE LEVEL CODES

- A - Less than $ 500,000
- B - $ 500,000 to $ 999,999
- C - $ 1,000,000 to $ 1,999,999
- D - $ 2,000,000 to $ 2,999,999
- E - $ 3,000,000 to $ 3,999,999
- F - $ 4,000,000 to $ 4,999,999
- G - $ 5,000,000 to $ 6,999,999
- H - $ 7,000,000 to $ 9,999,999
- I - $ 10,000,000 to $14,999,999
- J - $ 15,000,000 to $19,999,999
- K - $ 20,000,000 +

American Radio Spring, 1992 Copyright 1992

HOUSTON

Arbitron Rank/Pop (12+): 10/3,015,300

MSA Rank/Pop: 8/3,700,000
ADI # 10

Average Person Ratings: 17.7
Market TSL: 23.25 hours

Stations: 31/31
Diaries: 2441/1235:1/42.6%
Sample Target: 2330
% Below Line: 0.0
% Not Listed: 12.9

1991 Revenue: $126,000,000
HH Inc.: $33,870
Retail $: 27.6 Bil
Pop per Station: 97,267
#1 Biller: KILT-AF $15,300,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KILT-F (C)	431/ 8.1	8.7	8.9	8.2	9.5	8.5	467/6578	5920/19.6	20.7	21.3	J	KILT-F
2. KIKK-F (C)	399/ 7.5	7.1	6.6	8.1	7.0	7.3	458/6822	6012/19.9	17.7	18.5	I	KIKK-F
3. KLOL-F (AOR)	364/ 6.8	5.8	5.4	5.1	5.1	5.8	390/5477	4996/16.6	12.6	14.3	I	KLOL-F
4. KRBE-AF (CHR)	276/ 5.2	4.7	4.0	4.2	3.8	4.5	285/5401	5067/16.8	15.4	16.3	F	KRBE-AF
5. KODA-F (SAC)	269/ 5.0	4.7	5.7	5.8	5.5	5.3	277/4482	4250/14.1	14.6	15.8	H	KODA-F
6. KMJQ-F (B)	248/ 4.7	3.8	4.1	5.1	7.0	4.4	266/3822	3534/11.7	11.8	13.9	I	KMJQ-F
7. KBXX-F (CHR)	245/ 4.6	4.7	6.1	4.8	3.6	5.1	264/4253	3909/13.0	13.3	9.4	D	KBXX-F
8. KHMX-F (AC)	244/ 4.6	4.9	6.2	4.9	5.3	5.2	249/4617	4416/14.6	15.0	16.7	H	KHMX-F
9. KTRH (N/T)	216/ 4.1	4.8	5.3	4.7	4.4	4.7	262/5128	4447/14.7	18.2	15.8	I	KTRH
KQUE-F (BB)	216/ 4.1	4.6	3.4	4.5	3.8	4.2	237/2581	2380/ 7.9	6.9	8.2	E	KQUE-F
11. KLDE-F (O)	213/ 4.0	3.8	3.8	4.1	3.7	3.9	240/4234	3859/12.8	13.0	11.9	H	KLDE-F
12. KPRC (T)	191/ 3.6	2.2	2.7	2.9	3.1	2.8	196/2998	2885/ 9.6	7.8	10.0	E	KPRC
KHYS-F (B)	191/ 3.6	3.4	2.7	2.6	2.3	3.1	247/2782	2293/ 7.6	6.1	7.8	C	KHYS-F
14. KZFX-F (CL AOR)	171/ 3.2	3.3	2.6	3.9	3.5	3.3	182/3497	3245/10.8	9.1	10.8	G	KZFX-F
15. KLTR-F (AC)	146/ 2.7	3.5	2.6	2.5	3.3	2.8	151/3339	3236/10.7	8.8	10.0	G	KLTR-F
16. KKBQ-F (C)	120/ 2.3	2.7	2.2	2.4	3.4	2.4	130/2735	2512/ 8.3	10.3	16.0	G	KKBQ-F
17. KSEV (T)	109/ 2.0	1.5	1.4	0.7	1.0	1.4	114/1505	1402/ 4.6	3.3	2.8	B	KSEV
18. KQQK-F (SP)	102/ 1.9	1.9	2.3	1.3	1.2	1.8	105/1544	1488/ 4.9	6.0	3.7	C	KQQK-F
19. KXYZ (SP)	89/ 1.7	1.2	1.5	1.0	0.8	1.4	89/1106	1089/ 3.6	3.9	2.5	C	KXYZ
20. KLAT (SP)	77/ 1.4	1.5	1.2	1.5	1.7	1.4	77/1133	1133/ 3.8	3.9	3.3	D	KLAT

12+ FM SHARE (METRO): 79.39% (3686 of 4643) (SPG 91: 80.99%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBXX-F	1 KLOL-F>	1 KLOL-F	1 KILT-F<	1 KILT-F	1 KILT-F	1 KILT-F	1 KILT-F	1 KIKK-F<	1 KMJQ-F	1 KTRH >>
2 KRBE-AF>	2 KRBE-AF	2 KILT-F	2 KLOL-F	2 KIKK-F<	2 KIKK-F	2 KLOL-F	2 KIKK-F	2 KILT-F	2 KBXX-F	2 KILT-F>>
3 KMJQ-F>	3 KILT-F<	3 KIKK-F	3 KIKK-F	3 KLOL-F	3 KQUE-F	3 KIKK-F	3 KLOL-F	3 KLOL-F	3 KRBE-AF	3 KIKK-F
4 KIKK-F	4 KHMX-F<	4 KHMX-F	4 KODA-F	4 KODA-F	4 KTRH >	4 KTRH >	4 KODA-F	4 KBXX-F<	4 KLOL-F<	4 KMJQ-F>>
5	5 KIKK-F<	5 KODA-F	5 KLDE-F<	5 KLDE-F	5 KPRC <	5 KODA-F<	5 KHMX-F<	5 KRBE-AF<	5 KIKK-F<	5 KPRC <
6	6 KMJQ-F	6 KRBE-AF<	6 KHMX-F	6 KHYS-F	6 KODA-F	6 KMJQ-F	6 KQUE-F	6 KHMX-F<	6 KILT-F	6 KLOL-F<
7	7 KODA-F<	7 KMJQ-F	7 KHYS-F	KHMX-F	7 KLDE-F	7	7 KLDE-F<	7 KODA-F	7 KPRC	7 KRBE-F
8	8 KZFX-F	KLDE-F	8 KZFX-F	8	8	8	8 KSEV	KLDE-F	KHYS-F>	KODA-F
9	KBXX-F	9	9	9	9	9	9	9 KMJQ-F	9	KHYS-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KRBE-AF	1 KHMX-F	1 KODA-F	1 KILT-F<	1 KIKK-F
2 KILT-F	2 KRBE-AF<	2 KHMX-F<	2 KIKK-F	2 KODA-F
3 KMJQ-F	3 KIKK-F<	3 KIKK-F>	3 KHMX-F<	3 KILT-F
4 KHMX-F	4 KILT-F<	4 KMJQ-F	4 KODA-F	4 KHMX-F
5 KLOL-F	5 KODA-F	5 KRBE-AF	5 KRBE-AF<	5 KLDE-F>
KIKK-F	6 KMJQ-F	KILT	6 KMJQ-F<	6 KHYS-F
7 KBXX-F	7 KLOL-F	KILT-F<	7 KLDE-F	7 KMJQ-F<
8	8 KLTR-F	8 KLOL-F	8 KLTR-F<	8 KLTR-F
9	9	9	9 KLOL-F	9

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KLOL-F>	1 KLOL-F>>	1 KLOL-F>>	1 KLOL-F>	1 KLOL-F
2 KBXX-F	2 KRBE-AF	2 KILT-F	2 KILT-F	2 KILT-F>
3 KRBE-AF>	3 KILT-F	3 KZFX-F	3 KZFX-F	3 KHYS-F<
4 KHMX-F	4 KMJQ-F	4 KMJQ-F<	KIKK-F	4 KIKK-F<
5 KMJQ-F	5 KZFX-F	5 KIKK-F	5 KHYS-F	5 KZFX-F<
6 KIKK-F	KIKK-F<	6	6 KRBE-AF	6 KLDE-F
7	7 KBXX-F<	7	KHMX-F	7 KTRH
8	8 KHYS-F	8	8	KPRC
9	9	9	9	9

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP	4 (1)	517 (2)	521 (3)	11.2	12.4
AOR/CLASSIC		535 (2)	535 (2)	11.5	9.7
AC/OLDIES	16 (1)	603 (3)	619 (4)	13.3	20.2
FULL SVC/VARIETY					
COUNTRY	44 (2)	950 (3)	994 (5)	21.4	20.7
BLACK/URBAN	66 (2)	439 (2)	505 (4)	10.9	12.6
SAC/EZ		269 (1)	269 (1)	5.8	
NEWS/TALK	516 (3)		516 (3)	11.1	9.5
NOSTALGIA		216 (1)	216 (1)	4.7	4.3
RELIGION/GOSPEL	43 (1)		43 (1)	0.9	2.3
SPANISH	268 (4)	102 (1)	370 (5)	8.0	6.3
CLASSICAL		35 (1)	35 (1)	0.8	
JAZZ/NEW AGE					2.0
UNKNOWN/OTHERS		20 (1)	20 (1)	0.4	
	957 (14)	3686 (17)	4643 (31)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KCOH	1430	Houston	0.8/2.0/ 42/ 595
KEYH	850	Houston	1.1/2.3/ 56/ 694
KIKK	650	Pasadena	0.4/1.3/ 22/ 435
KILT	610	Houston	0.5/2.1/ 29/ 726
KKHU-F	106.9	Conroe/Houston	0.4/1.8/ 26/ 750
KLVL	1480	Pasadena/Houstn	0.8/2.0/ 46/ 593
KNUZ	1230	Houston	0.3/0.7/ 18/ 211
KRTS-F	92.1	Seabrook/Houstn	0.7/3.0/ 35/ 920
KWWJ	1360	Baytown	0.8/2.1/ 43/ 630
KYOK	1590	Houston	0.5/2.1/ 24/ 620

American Radio Spring, 1992 Copyright 1992

HOUSTON

RADIO STATIONS

AM STATIONS

KCOH, 1430, 5 KW/55W	, BLACK	SBN, NBN,	$ 45.00	(Roslin)	
KEYH, 850, 10 KW (DAYS)	, HISPANIC	,	$ 44.00	(---)	
KIKK, 650, 250 W (DAYS)	, COUNTRY OLDIES	,	$ N/A	(Torbet)	Viacom
KILT, 610, 5 KW (DA-2)	, COUNTRY OLDIES	UNISUP,	$ N/A	(Group W)	Westinghouse
KLAT, 1010, 5 KW (DA-2)	, HISPANIC	,	$ 61.00	(Katz Hisp)	Tichenor
KNUZ, 1230, 1 KW	, OLDIES	,	$ N/A	(Banner)	
KPRC, 950, 5 KW (DA-N)	, TALK	CBS,	$ 75.00	(Banner)	
KSEV, 700,2.6 KW/1 KW (DA-1)	, TALK	NBC, BRN,	$ 40.00	(Banner)	
KTRH, 740, 50 KW (DA-1)	, NEWS	ABC, MBS,	$ 181.00	(CBS)	Rusk
KXYZ, 1320, 5 KW (DA-N)	, HISPANIC	,	$ 43.00	(Caballero)	Infinity
KYOK, 1590, 5 KW (DA-N)	, BLACK	SMN,	$ 46.00	(McGuild)	Noble

FM STATIONS

KBXX, 97.9, 100 KW @ 1919, CHR		,	$ 100.00	(Katz)	Cook Inlet
KHCB, 105.7, 100 KW @ 1614, RELIGION		,	$ 33.00	(---)	
KHMX, 96.5, 97 KW @ 1919, AC		,	$ 145.00	(Mc-Guild)	Nationwide
KHYS, 98.5, 100 KW @ 417, BLACK AC		UNIPWR, CBS,	$ 65.00	(Christal)	Clear Channel (BEAUMONT)
KIKK, 95.7, 95 KW @ 1919, COUNTRY		,	$ 225.00	(Torbet)	Viacom
KILT, 100.3, 100 KW @ 1919, COUNTRY		UNISUP ,	$ 225.00	(Group W)	Westinghouse
KKHU, 106.9, 100 KW @ 1125, ?		,	$ 50.00	(Banner)	(CONROE)
KKBQ, 92.9, 97 KW @ 1919, COUNTRY		,	$ 120.00	(McGuild)	Gannett
KLDE, 94.5, 95 KW @ 1919, OLDIES		UNIULT ,	$ 160.00	(Durpetti)	Entercom
KLOL, 101.1, 95 KW @ 1919, AOR		SOURCE ,	$ 192.00	(CBS)	Rusk
KLTR, 93.7, 100 KW @ 1719, AC		CBS ,	$ 136.00	(CBS)	CBS
KMJQ, 102.1, 100 KW @ 1719, BLACK		,	$ 191.00	(Mc-Guild)	Noble
KODA, 99.1, 100 KW @ 1919, SOFT AC		,	$ 154.00	(MMR)	Legacy
KQUE, 102.9, 100 KW @ 971, NOSTALGIA		ABC,	$ 75.00	(Banner)	
KRBE, 104.1, 100 KW @ 1909, CHR		,	$ 130.00	(Eastman)	Susquehanna
KRTS, 92.1, 33 KW @ 604, CLASSICAL		,	$ 70.00	(CMBS)	(SEABROOK)
KZFX, 107.5, 95 KW @ 1971, CLASSIC AOR		,	$ 140.00	(Katz)	Shamrock
KQQK, 106.5, 100 KW @ 699, HISPANIC		,	$ 60.00	(Caballero)	(GALVESTON)

Miscellaneous: KJZS-F to KKHU-F (March) . . .

American Radio Spring, 1992 Copyright 1992

HUNTINGTON, WV

Arbitron Rank/Pop (12+): 135/260,500
MSA Rank/Pop: 153/310,000
ADI # 55 (w/Charleston)
Average Person Ratings: 15.4
Market TSL: 20.75 hours

Stations: 19/14
Diaries: 844/309:1/54.2%
Sample Target: 750
% Below Line: 9.7
% Not Listed: 14.5

1991 Revenue: $6,000,000
HH Inc.: $23,741
Retail $: 1.9 Bil
Pop per Station: 18,607
#1 Biller: WTCR-AF $2,700,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WTCR-AF (C)	128/31.9	35.7	29.2	30.1	30.9	----	161/1717	1257/48.3	51.1	41.9	D	WTCR-AF
2. WKEE-F (CHR)	59/14.7	15.0	16.1	18.2	20.6	----	90/1368	786/30.2	31.3	33.9	C	WKEE-F
3. WRVC-F (AC)	30/ 7.5	7.8	11.1	10.2	11.4	----	54/894	504/19.3	22.6	27.3	C	WRVC-F
4. WEMM-F (REL)	19/ 4.7	3.8	3.0	5.5	5.4	----	25/505	328/12.6	10.2	9.8	B	WEMM-F
5. WXVK-F (AC)	18/ 4.5	2.4	2.5	0.7	0.9	----	18/294	275/10.6	6.0	7.6	A	WXVK-F
6. WPAY-F (C)	14/ 3.5	4.8	2.5	2.5	1.8	----	53/805	201/ 7.7	11.4	7.3		WPAY-F
WKLC-F (AOR)	14/ 3.5	5.9	5.5	5.5	4.7	----	39/648	273/10.5	11.6	12.9		WKLC-F
8. WTKZ (T)	11/ 2.7	2.7	1.5	0.7	1.1	----	11/189	172/ 6.6	6.0	6.5	A	WTKZ
9. WLGC-F (C)	10/ 2.5	1.1	1.8	1.2	1.1	----	24/292	165/ 6.3	5.3	4.8	A	WLGC-F
10.												

12+ FM SHARE (METRO): 88.34% (303 of 343) (SPG 91: 91.27%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKEE-F>>	1 WTCR-AF	1 WTCR-AF>>1	WTCR-AF>>1	WTCR-AF>>1	WTCR-AF>>1	WTCR-AF>>1	WTCR-AF>>1	WTCR-AF>>1	WTCR-AF>	1 WTCR-F>>
2 WTCR-AF	2 WKEE-F>	2 WKEE-F	2 WRVC-F	2 WRVC-F	2	2 WKEE-F>	2 WKEE-F	2 WKEE-F>>	2 WKEE-F>	2
3	3 WRVC-F	3 WRVC-F	3 WKEE-F	WKEE-F	3	3 WRVC-F>>	3 WRVC-F>	3 WRVC-F	3 WEMM-F>	3
4	4 WKLC-F>	4	4	4	4	4	4 WXVK-F>	4 WXVK-F>	4 WTKZ	4
5	5 WXVK-F	5	5	5	5	5	5	5	5 WRVC-F	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKEE-F	1 WTCR-AF	1 WTCR-AF>	1 WTCR-AF>>1	WTCR-AF>>	1 WKEE-F	1 WTCR-AF>>1	WTCR-AF>>1	WTCR-AF>>1	WTCR-AF>>
2 WTCR-AF>>	2 WKEE-F>	2 WRVC-F	2 WKEE-F	2 WRVC-F	2 WTCR-AF	2 WKEE-F	2 WXVK-F	2 WKEE-F	2 WRVC-F
3 WKLC-F	3 WRVC-F	WKEE-F	3 WRVC-F	WKEE-F	3 WKLC-F>>	3 WKLC-F	WKEE-F	3 WRVC-F	WKEE-F
WRVC-F	4	4	4		4 WXVK-F	4 WXVK-F>	4 WKLC-F	4 WKLC-F	4 WXVK-F
5	5	5	5	5	5	5 WRVC-F	WRVC-F	WXVK-F	5

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		59 (1)	59 (1)	17.2	19.3
AOR/CLASSIC		14 (1)	14 (1)	4.1	8.4
AC/OLDIES	3 (1)	53 (3)	56 (4)	16.3	22.3
FULL SVC/VARIETY	4 (1)		4 (1)	1.2	
COUNTRY	14 (2)	150 (5)	164 (7)	47.8	39.2
BLACK/URBAN					
SAC/EZ		8 (1)	8 (1)	2.3	3.6
NEWS/TALK	11 (1)		11 (1)	3.2	1.8
NOSTALGIA					
RELIGION/GOSPEL		19 (1)	19 (1)	5.5	4.2
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	8 (2)		8 (2)	2.3	1.2
	40 (7)	303 (12)	343 (19)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAEZ-F	106.3	Milton/Hntngtn	2.0/5.4/ 15/ 250
WCMI-F	92.7	Ashland	1.2/5.4/ 5/ 146
WGOH	1370	Grayson	1.2/2.5/ 5/ 77
WIRO	1230	Ironton/Ashland	0.7/3.6/ 3/ 95
WKEE	800	Huntington	0.7/5.3/ 3/ 153
WTCV	1520	Greenup	1.2/1.7/ 5/ 45
WLW	700	Cincinnati	1.0/2.5/ 8/ 220
WQBE-F	97.5	Charleston	1.2/3.5/ 56/ 605
WVAF-F	99.9	Charleston	0.5/1.4/ 10/ 196

RADIO STATIONS

WKEE , 800, 5 KW/185 W (DA-2) ,	Oldies	UNIULT CNN, $ NA	(Durpetti)	Adventure	
WTCR , 1420, 5 KW/500 W (DA-N) ,	Country	ABC, $ NA	(Katz)	CRB	
WTKZ , 930, 5 KW/1 KW (DA-N) ,	Talk	NBC, $11.00	(Banner)		
WAEZ-F, 106.3, .5 KW @ 1092 ,	Soft AC/EZ	UNIULT, $10.00	(---)		(MILTON)
WEMM-F, 107.9, 50 KW @ 500 ,	Religion	, $16.00	(---)	Mortenson	
WKEE-F, 100.5, 53 KW @ 561 ,	CHR	ABC, $38.00	(Durpetti)	Adventure	
WLGC-F, 105.7, 12 KW @ 479 ,	Country	, $11.00	(HNWH)		(GREENUP)
WRVC-F, 93.7, 100 KW @ 738 ,	AC	NBC, $24.00	(Banner)		(ASHLAND)
WTCR-F, 103.3, 50 KW @ 492 ,	Country	ABC, $51.00	(Katz)	CRB	
WXVK-F, 97.1, 1.3 KW @ 495 ,	AC	, $16.00	(---)		(COAL GROVE, OH)
WPAY-F, 104.1, 100 KW @ 840 ,	Country	UNIULT, $ NA	(Regional)	Braden	(PORTSMOUTH)

WKLC-F -- see Charleston

Miscellaneous: WRVC to WTKZ and format from AC to Talk (Sep 91) . . .

American Radio Spring, 1992 Copyright 1992

HUNTSVILLE

Arbitron Rank/Pop (12+): 109/335,800
MSA Rank/Pop: 181/356,000 (E)
ADI # 88 (w/Decatur)
Average Person Ratings: 16.8
Market TSL: 22.00 hours

Stations: 20/14
Diaries: 856/392:1/51.4%
Sample Target: 800
% Below Line: 6.2
% Not Listed: 17.6

1991 Revenue: $9,800,000
HH Inc.: $31,600
Retail $: 2.9 Bil
Pop per Station: 23,986
#1 Biller: WDRM-AF $3,300,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WDRM-F	(C)	134/23.8	24.8	21.7	25.3	24.7	23.9	237/2538	1367/40.7	33.5	38.2	E	WDRM-F
2. WZYP-F	(CHR)	71/12.6	14.6	12.4	12.9	13.5	13.1	97/1436	919/27.4	34.1	34.3	D	WZYP-F
3. WAHR-F	(AC)	47/ 8.3	8.4	6.5	5.7	8.0	7.2	56/761	618/18.4	17.0	17.1	C	WAHR-F
4. WRSA-F	(SAC)	41/ 7.3	10.9	10.2	7.2	9.5	8.9	63/868	501/14.9	18.3	17.0	B	WRSA-F
5. WTAK	(AOR)	31/ 5.5	4.8	8.0	7.8	6.7	6.5	35/288	229/ 6.8	8.4	9.2	B	WTAK
6. WEUP	(B)	28/ 5.0	2.9	4.8	6.3	6.4	4.8	28/319	319/ 9.5	10.2	10.7	A	WEUP
7. WENN-F	(B)	21/ 3.7	3.9	3.9	3.0	2.9	3.6	21/271	239/ 7.1	9.2	6.3		WENN-F
8. WBHP	(C)	20/ 3.6	3.8	3.2	2.4	3.8	3.3	20/317	282/ 8.4	9.5	9.7	B	WBHP
9. WHVK-F	(C)	19/ 3.4	1.8	3.4	1.3	2.2	2.5	46/505	320/ 9.5	8.3	8.6	A	WHVK-F
10. WQLT-F	(AC)	12/ 2.1	1.8	2.3	3.9	1.4	2.5	46/777	279/ 8.3	9.4	8.6	A	WQLT-F
11. WVNN	(T)	8/ 1.4	1.6	3.0	1.3	1.4	1.8	8/180	175/ 5.2	8.5	6.9		WVNN
WKGL	(?)	8/ 1.4	0.5	----	0.7	0.7	0.6	8/116	116/ 3.5	0.0	3.8	A	WKGL
13.													
14.													
15.													

12+ FM SHARE (METRO): 78.66% (365 of 464) (SPG 91: 75.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZYP-F>>	1 WDRM-F	1 WDRM-F>	1 WDRM-F>	1 WDRM-F>>	1 WDRM-F>>	1 WDRM-F>>	1 WDRM-F>>	1 WDRM-F>>	1 WDRM-F	1 WDRM-F>
2 WDRM-F>>	2 WZYP-F>	2 WZYP-F	2 WAHR-F	2 WAHR-F	2 WRSA-F>	2 WZYP-F	2 WAHR-F<	2 WZYP-F>	2 WZYP-F>	2 WRSA-F>
3 WENN-F	3 WAHR-F	3 WAHR-F>	3 WZYP-F>	3 WZYP-F>	3 WAHR-F>	3 WAHR-F>	3 WZYP-F>	3 WAHR-F>	3 WENN-F	3 WZYP-F
4	4 WTAK	4 WTAK	4 WTAK	4 WTAK <	4 WZYP-F	4 WRSA-F	4 WRSA-F>	4 WRSA-F	4 WAHR-F	4 WENN-F
5	5 WENN-F	5	5	5 WRSA-F	WEUP	5 WBHP	5	5 WTAK >	5 WRSA-F	5
6	6	6	6	6	6 WBHP	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WZYP-F	1 WDRM-F	1 WDRM-F>	1 WDRM-F	1 WDRM-F
WDRM-F>	2 WZYP-F>	2 WZYP-F	2 WAHR-F>	2 WAHR-F>
3 WENN-F	3 WAHR-F>	3 WAHR-F>	3 WZYP-F>	3 WZYP-F>
4 WAHR-F>	4 WENN-F	4 WHVK-F	4 WEUP	4 WRSA-F
5 WEUP	5 WHVK-F	5	5	5 WEUP
6	WEUP	6	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WDRM-F	1 WDRM-F>	1 WDRM-F>	1 WDRM-F>>	1 WDRM-F>>
2 WZYP-F>	2 WZYP-F	2 WZYP-F	2 WZYP-F	2 WZYP-F
3 WTAK >	3 WTAK >	WTAK >	3 WTAK >	3 WTAK
4 WENN-F>>	4 WENN-F	4 WAHR-F>	4 WAHR-F>	4 WAHR-F
5 WAHR-F	WAHR-F	5 WZRR-F	5 WHVK-F	5
6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		73 (2)	73 (2)	15.7	16.0
AOR/CLASSIC	31 (1)	7 (2)	38 (3)	8.2	9.0
AC/OLDIES	2 (1)	61 (3)	63 (4)	13.6	10.8
FULL SVC/VARIETY					
COUNTRY	22 (2)	156 (3)	178 (5)	38.4	36.0
BLACK/URBAN	28 (1)	21 (1)	49 (2)	10.6	10.8
SAC/EZ		41 (1)	41 (1)	8.8	11.0
NEWS/TALK	8 (1)		8 (1)	1.7	1.6
NOSTALGIA					
RELIGION/GOSPEL		6 (1)	6 (1)	1.3	3.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	8 (1)		8 (1)	1.7	1.2
	99 (7)	365 (13)	464 (20)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAJF	1490	Decatur	0.4/2.2/ 2/ 79
WJRA	1310	Pricevlle/Dctr	0.4/1.4/ 2/ 64
WNDA-F	95.1	Huntsville	1.1/4.6/ 6/ 164
WAPI-F	94.5	Birmingham	0.4/2.7/ 33/ 333
WCRQ-F	92.7	Arab/Gntrsvlle	0.4/1.4/ 5/ 120
WKDF-F	103.3	Nashville	0.4/1.5/ 18/ 307
WQSB-F	105.1	Albrtvle/Gdsdn	0.5/2.3/ 56/ 634
WZRR-F	99.5	Birmingham	0.9/1.9/ 15/ 283

RADIO STATIONS

WBHP, 1230, 1 KW , COUNTRY	ABC	, $ 25.00 (Katz)		
WEUP, 1600, 5 KW/500 W (DA-N), BLACK	SBN	, $ 13.00 (---)		
WTAK, 1000, 10 KW (DAYS,DA) , AOR		, $ 21.00 (Regional)		
WVNN, 770, 10 KW/250 W (DA-N), TALK	ABC BRN	, $ 12.00 (Christal)	Athens (ATHENS)	
WAHR-F, 99.1, 100 KW @ 984, AC	NBC	, $ 30.00 (Torbet)		
WDRM-F, 102.1, 100 KW @ 728, COUNTRY		, $ 70.00 (Katz)	(DECATUR)	
WHVK-F, 93.3, 100 KW @ 984, COUNTRY	ABC	, $ 15.00 (Christal)	(TULLAHOMA, TN)	
WNDA-F, 95.1, 50 KW @ 112, RELIGION		, $ 11.00 (---)		
WQLT-F, 107.3, 100 KW @ 1000, AC/OLDIES	ABC	, $ 14.00 (Torbet)	(FLORENCE)	
WRSA-F, 96.9, 100 KW @ 830, EZ/SOFT AC	CBS	, $ 20.00 (---)	(DECATUR)	
WZYP-F, 104.3, 100 KW @ 1115, CHR	ABC	, $ 47.00 (Christal)	Athens (ATHENS)	

American Radio Spring, 1992 Copyright 1992

INDIANAPOLIS

Arbitron Rank/Pop (12+): 37/1,035,500

MSA Rank/Pop: 40/1,260,000
ADI # 26

Average Person Ratings: 17.5
Market TSL: 23.25 hours

Stations: 21/19
Diaries: 1637/633:1/52.3%
Sample Target: 1650
% Below Line: 1.1
% Not Listed: 9.7

1991 Revenue: $47,000,000
HH Inc.: $32,434
Retail $: 11.0 Bil
Pop per Station: 54,500
#1 Biller: WFBQ-F $10,000,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WFBQ-F	(AOR)	259/14.3	2.0	2.0	1.5	1.5	4.9	440/5095	2862/27.6	6.8	5.3	I	WFBQ-F
2. WFMS-F	(C)	230/12.7	14.1	10.8	12.4	11.0	12.5	290/3392	2416/23.3	21.9	21.6	G	WFMS-F
3. WIBC	(FS)	220/12.2	12.0	12.4	11.5	14.9	12.0	250/2815	2311/22.3	24.6	24.2	H	WIBC
4. WZPL-F	(CHR)	167/ 9.2	9.8	10.2	9.8	10.4	9.8	265/3585	2338/22.6	24.2	24.9	F	WZPL-F
5. WENS-F	(AC)	124/ 6.9	7.0	6.7	6.9	7.4	6.9	171/2380	1743/16.8	17.8	20.0	F	WENS-F
6. WKLR-F	(O)	97/ 5.4	4.1	4.8	7.2	5.9	5.4	141/2542	1663/16.1	14.5	15.1	E	WKLR-F
7. WHHH-F	(CHR/U)	89/ 4.9	5.0	2.2	----	----	3.0	90/1249	1211/11.7	4.4	0.0	A	WHHH-F
8. WTPI-F	(SAC)	88/ 4.9	6.4	5.6	6.5	6.3	5.8	99/1479	1178/11.4	12.1	13.3	E	WTPI-F
9. WTLC-F	(B)	78/ 4.3	5.5	6.6	8.2	7.4	6.2	86/1123	942/ 9.1	12.2	13.0	E	WTLC-F
WFXF-F	(CL AOR)	78/ 4.3	3.5	4.4	5.1	4.7	4.3	108/1971	1430/13.8	12.9	12.8	D	WFXF-F
11. WTUX	(BB)	61/ 3.4	3.6	4.4	3.5	3.8	3.7	68/907	699/ 6.8	7.7	6.3	B	WTUX
12. WNDE	(T)	38/ 2.1	2.0	2.0	1.5	1.5	1.9	46/864	686/ 6.6	6.8	5.3	B	WNDE
13.													
14.													
15.													

12+ FM SHARE (METRO): 78.49% (1281 of 1632) (SPG 91: 76.64%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZPL-F››	1 WFBQ-F››	1 WFBQ-F›	1 WFBQ-F›	1 WFBQ-F	1 WIBC ›	1 WFBQ-F	1 WFBQ-F	1 WFBQ-F	1 WZPL-F›	1 WIBC ››
2 WHHH-F››	2 WZPL-F‹	2 WFMS-F›	2 WFMS-F›	2 WFMS-F›	2 WFMS-F››	2 WIBC ›	2 WFMS-F›	2 WFMS-F	2 WFBQ-F	2 WFMS-F››
3 WFBQ-F	3 WFMS-F	3 WENS-F	3 WENS-F	3 WENS-F	3 WTPI-F‹	3 WFMS-F››	3 WIBC	3 WZPL-F	3 WIBC ‹	3 WTPI-F
4	4 WENS-F›	4 WZPL-F›	4 WKLR-F	4 WKLR-F	4 WFBQ-F‹	4 WZPL-F	4 WENS-F‹	4 WIBC	4 WHHH-F‹	4 WFBQ-F‹
5	5 WFXF-F	5 WKLR-F	5 WZPL-F‹	5 WIBC	5 WKLR-F	5 WENS-F	5 WZPL-F	5 WENS-F	5 WFMS-F	5 WENS-F‹
6	6 WHHH-F	6 WFXF-F	6 WIBC	6 WZPL-F	6 WTUX	6	6 WKLR-F	6 WKLR-F	6 WENS-F	6 WTLC-F
7	7 WTLC-F	7 WIBC	7 WFXF-F	7 WTPI-F	7 WENS-F	7	7 WTPI-F	7	7 WTLC-F	7
8	8	8 WHHH-F	8 WTPI-F	8 WFXF-F	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WZPL-F›	1 WZPL-F‹	1 WENS-F	1 WENS-F	1 WFMS-F
2 WENS-F	2 WENS-F	2 WFBQ-F	2 WFMS-F‹	2 WENS-F›
3 WFBQ-F	3 WFBQ-F	3 WZPL-F‹	3 WZPL-F	3 WFBQ-F
4 WFMS-F›	4 WFMS-F›	4 WFMS-F››	4 WFBQ-F›	4 WZPL-F
5 WHHH-F›	5 WHHH-F	5 WFXF-F	5 WIBC	5 WIBC
6 WTLC-F	6 WTLC-F	6 WTLC-F	6 WTPI-F	6 WTPI-F
7	7	7 WHHH-F	7	7 WKLR-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFBQ-F››	1 WFBQ-F››	1 WFBQ-F››	1 WFBQ-F››	1 WFBQ-F››
2 WFMS-F›	2 WFMS-F›	2 WFMS-F	2 WFMS-F›	2 WFMS-F
3 WZPL-F	3 WFXF-F	3 WFXF-F	3 WKLR-F	3 WKLR-F›
4 WFXF-F	4 WZPL-F	4 WHHH-F	4 WFXF-F›	4 WFXF-F‹
5 WTLC-F›	5 WHHH-F	5 WKLR-F	5 WZPL-F	5 WIBC
6 WHHH-F	6	6 WZPL-F	6	6
7	7	7 WTLC-F	7	7

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		256 (2)	256 (2)	15.7	11.4
AOR/CLASSIC		361 (3)	361 (3)	22.1	20.6
AC/OLDIES		221 (2)	221 (2)	13.5	21.6
FULL SVC/VARIETY	229 (2)		229 (2)	14.0	16.9
COUNTRY		249 (3)	249 (3)	15.3	12.5
BLACK/URBAN	17 (1)	78 (1)	95 (2)	5.8	8.2
SAC/EZ		88 (1)	88 (1)	5.4	
NEWS/TALK	38 (1)		38 (1)	2.3	1.7
NOSTALGIA	61 (1)		61 (1)	3.7	4.2
RELIGION/GOSPEL	6 (1)	14 (2)	20 (3)	1.2	2.1
SPANISH					
CLASSICAL		12 (1)	12 (1)	0.7	0.9
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	351 (6)	1281 (15)	1632 (21)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WIRE-F	100.9	Lebanon	0.5/1.5/ 10/ 172
WPZZ-F	95.9	Franklin/Indy	0.3/1.9/ 6/ 201
WSYW	810	Indianapolis	0.9/2.0/ 17/ 209
WSYW-F	107.1	Danville/Indy	0.7/2.1/ 12/ 216
WTTS-F	92.3	Bloomington	1.4/6.7/ 59/1279
WXIR-F	98.3	Plainfield/Indy	0.4/2.3/ 11/ 254
WXLW	950	Anderson	0.3/1.6/ 10/ 241
WKKG-F	101.5	Columbus	0.6/1.5/119/1276
WLW	700	Cincinnati	0.5/1.9/ 33/ 690

American Radio Spring, 1992 Copyright 1992

INDIANAPOLIS

RADIO STATIONS

WIBC, 1070, 50 KW/10 KW (DA-2), FULL SERVICE	NBC-T NBC,	$ 140.00 (Durpetti)	Sconnix
WNDE, 1260, 5 KW (DA-N) , TALK	MBS,	$ 33.00 (Katz)	Broadcast Alchemy
WTUX, 1310, 5 KW/1 KW (DA-2) , NOSTALGIA	CBS UNISUP,	$ 30.00 (MMR)	Panache
WENS-F 97.1, 23 KW @ 738, AC	,	$ 94.00 (McGuild)	Emmis
WFMS-F, 95.5, 13 KW @ 991, COUNTRY	,	$ 108.00 (Eastman)	Susquehanna
WFXF-F, 103.3, 18 KW @ 850, AOR	ABC,	$ 52.00 (Banner)	ML/WIN
WHHH-F, 96.3, 0.6 KW @ 705, CHR/URBAN	,	$ 34.00 (---)	
WKLR-F, 93.1, 13 KW @ 1023, OLDIES	,	$ 80.00 (Durpetti)	Sconnix
WFBQ-F, 94.7, 52 KW @ 850, AOR	SOURCE,	$ 175.00 (Katz)	Broadcast Alchemy
WPZZ-F, 95.9, 3 KW @ 298, GOSPEL	SBN NBN,	$ 17.00 (Regional)	Willis (FRANKLIN)
WSYW-F, 107.1, 3 KW @ 298, CLASSICAL	UPI,	$ 25.00 (CMBS)	Universal (DANVILLE)
WTLC-F, 105.7, 50 KW @ 449, BLACK	,	$ 56.00 (MMR)	Panache
WTPI-F, 107.9, 22 KW @ 761, SOFT AC	,	$ 68.00 (Torbat)	Mystar
WZPL-F, 99.5, 13 KW @ 991, CHR	APR,	$ 92.00 (HNWH)	Booth
WTTS-F, 92.3, 37 KW @ 1089, AOR	,	$ 32.00 (Banner)	Sarkes Tarzian (BLOOMINGTON)

Miscellaneous: WFXF-AM changes to WCKN and format CL. AOR to Country (July) . . . WTUX drops Nostalgia (Aug) . . . WFXF-F changes from Classic AOR to AOR (Aug) . . .

FORMAT CODES

- AC - Adult Contemporary
- AOR - Album Oriented Rock
- B - Black (audience predominately black - over 75%)
- BB - Big Band, Nostalgia
- C - Country
- CHR - Contemporary Hit Radio, Top 40, Contemporary
- CL - Classical
- CL AOR - Classic AOR, Classic Rock
- E - Ethnic
- EZ - EZ Listening, Beautiful Music, Some Very soft AC
- G - Gospel
- J/NAC- Jazz and New Adult Contemporary
- M/FS - Middle of Road, (MOR) Full Service
- N - News
- O - Oldies (1955 to current)
- REL - Religion, Christian
- SAC - Soft Adult Contemporary
- SP - Hispanic/Spanish
- T - Talk
- U - Urban (majority of audience is non-white)
- ? - Others or Unknown

REVENUE LEVEL CODES

- A - Less than $ 500,000
- B - $ 500,000 to $ 999,999
- C - $ 1,000,000 to $ 1,999,999
- D - $ 2,000,000 to $ 2,999,999
- E - $ 3,000,000 to $ 3,999,999
- F - $ 4,000,000 to $ 4,999,999
- G - $ 5,000,000 to $ 6,999,999
- H - $ 7,000,000 to $ 9,999,999
- I - $ 10,000,000 to $14,999,999
- J - $ 15,000,000 to $19,999,999
- K - $ 20,000,000 +

American Radio Spring, 1992 Copyright 1992

JACKSON

Arbitron Rank/Pop (12+): 116/323,200
MSA Rank/Pop: 121/406,000
ADI # 86
Average Person Ratings: 17.7
Market TSL: 23.25 hours

Stations: 19/18
Diaries: 789/410:1/45.5%
Sample Target: 800
% Below Line: 0.4
% Not Listed: 19.1

1991 Revenue: $12,100,000
HH Inc.: $28,902
Retail $: 3.0 Bil
Pop per Station: 17,956
#1 Biller: WMSI-F $3,600,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WMSI-F (C)	107/18.7	18.8	19.4	16.1	18.2	18.3	217/2089	961/29.7	30.2	31.5	E	WMSI-F
2. WJMI-F (B)	66/11.6	10.0	7.5	12.6	11.6	10.4	120/1535	732/22.6	18.1	23.5	C	WJMI-F
3. WKXI-F (B)	59/10.3	10.7	8.0	9.5	4.6	9.6	113/1211	732/22.6	18.9	13.9		WKXI-F
4. WJDX-F (AC)	35/ 6.1	5.4	7.1	4.3	4.3	5.7	61/1026	601/18.6	18.5	13.9	B	WJDX-F
5. WTYX-F (O)	31/ 5.4	3.9	4.1	4.5	5.6	4.5	43/721	452/14.0	15.4	16.4	C	WTYX-F
6. WSTZ-F (AOR)	30/ 5.3	8.0	6.0	6.7	4.8	6.5	53/660	433/13.4	12.7	12.0	C	WSTZ-F
7. WOAD (G/B)	27/ 4.7	5.9	5.7	11.1	9.7	6.8	28/433	394/12.2	13.3	15.1	A	WOAD
8. WLIN-F (SAC)	22/ 3.9	4.1	4.1	2.4	4.9	3.6	24/444	406/12.6	8.9	11.5		WLIN-F
9. WKQB-F (CHR)	18/ 3.2	3.0	3.7	3.3	5.6	3.3	38/653	345/10.7	15.1	16.9	B	WKQB-F
10. WIIN-F (C)	15/ 2.6	1.4	1.1	1.2	1.0	1.6	29/384	199/ 6.2	5.3	5.9		WIIN-F
11. WKXI (B)	11/ 1.9	1.6	1.8	0.9	3.1	1.5	15/198	166/ 5.1	5.9	9.2		WKXI
12. WHJT-F (AC)	10/ 1.8	0.5	1.1	0.3	1.4	0.9	11/186	170/ 5.3	4.3	4.4		WHJT-F
13.												
14.												
15.												

12+ FM SHARE (METRO): 85.50% (395 of 462) (SPG 91: 76.96%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJMI-F››	1 WJMI-F	1 WMSI-F›	1 WMSI-F›	1 WMSI-F››	1 WMSI-F››	1 WMSI-F››	1 WMSI-F››	1 WMSI-F›	1 WJMI-F	1 WMSI-F‹
2 WKQB-F	2 WKXI-F	2 WKXI-F	2 WKXI-F	2 WKXI-F	2 WKXI-F	2 WJMI-F	2 WKXI-F	2 WJMI-F	2 WKXI-F	2 WKXI-F›
3 WKXI-F›	3 WMSI-F	3 WJMI-F›	3 WJMI-F	3 WTYX-F	3 WLIN-F	3 WKXI-F›	WJMI-F	3 WKXI-F	3 WMSI-F››	3 WOAD
4 WMSI-F	4 WSTZ-F	4 WJDX-F	4 WTYX-F	WJMI-F	4 WOAD	4 WJDX-F	4 WJDX-F›	4 WJDX-F	4	4 WJMI-F
5	5 WJDX-F	5 WTYX-F	WJDX-F›	5 WJDX-F	5	5	5	5	5	
6	6	6 WSTZ-F	6 WSTZ-F	6	6	6	6	6	6	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WJMI-F	1 WJMI-F	1 WJDX-F	1 WMSI-F›	1 WMSI-F›
2 WKXI-F›	2 WKXI-F	2 WJMI-F	2 WKXI-F	2 WJDX-F
3 WMSI-F›	3 WJDX-F	3 WKXI-F	WJMI-F	3 WKXI-F
4 WSTZ-F	4 WMSI-F›	4 WJDX-F	4 WJMI-F›	
WJDX-F	5 WSTZ-F	5 WSTZ-F	5	5 WOAD

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WMSI-F›	1 WJMI-F	1 WJMI-F	1 WMSI-F›	1 WMSI-F›
2 WKXI-F	2 WSTZ-F	2 WSTZ-F	2 WKXI-F	2 WTYX-F›
3 WSTZ-F	3 WMSI-F	3 WTYX-F	3 WTYX-F	3 WKXI-F
WJMI-F›	WKXI-F›	4 WKXI-F	WJMI-F	4 WJMI-F
5 WKQB-F	5 WTYX-F	WHJT-F	5 WSTZ-F	5 WSTZ-F

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		18 (1)	18 (1)	3.9	7.0
AOR/CLASSIC		30 (1)	30 (1)	6.5	5.9
AC/OLDIES	4 (1)	76 (3)	80 (4)	17.3	12.5
FULL SVC/VARIETY					
COUNTRY		124 (3)	124 (3)	26.8	23.9
BLACK/URBAN	11 (1)	125 (2)	136 (3)	29.4	23.9
SAC/EZ		22 (1)	22 (1)	4.8	6.1
NEWS/TALK	18 (2)		18 (2)	3.9	5.3
NOSTALGIA	4 (1)		4 (1)	0.9	
RELIGION/GOSPEL	29 (2)		29 (2)	6.3	13.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	1 (1)		1 (1)	0.2	1.7
	67 (8)	395 (11)	462 (19)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WJDS	620	Jackson	0.2/1.9/ 1/ 83
WJNT	1180	Pearl/Jackson	1.6/4.4/ 10/ 166
WJXN	1450	Jackson	0.4/4.1/ 3/ 162
WMGO	1370	Canton	0.7/1.5/ 4/ 50
WSLI	930	Jackson	1.6/5.3/ 9/ 201
WZRX	1590	Jackson	0.7/3.0/ 4/ 109
WQST-F	92.5	Forest	0.4/1.2/ 16/ 331

RADIO STATIONS

WJNT ,	1180, 50 KW/500W (DA-2),	Talk	CBS ABC,	$14.00	(---)	
WKXI ,	1300, 5 KW/1 KW ,	Black	UNISUP SBN,	$13.00	(Banner)	Opus
WMGO ,	1370, 1 KW (DAYS) ,	AC	UNIULT,	$10.00	(Bunchez)	
WOAD ,	1400, 1 KW ,	Gospel/Black	ABC,	$18.00	(Durpetti)	Holt
WSLI ,	930, 5 KW (DA-N) ,	Talk	NBC-T MBS,	$19.00	(Eastman)	Spur
WJDX-F,	96.3, 100 KW @ 1410 ,	AC	,	$29.00	(Eastman)	Spur
WJMI-F,	99.7, 100 KW @ 1059 ,	Black	ABC CBS,	$44.00	(Durpetti)	Holt
WKXI-F,	107.5, 100 KW @ 951 ,	Black	,	$22.00	(Banner)	(MAGEE)
WLIN-F,	101.7, 6 KW @ 298 ,	Soft AC	UNIULT,	$16.00	(Regional)	(GLUCKSTADT)
WMSI-F,	102.9, 100 KW @ 1800 ,	Country	ABC,	$42.00	(Mc-Guild)	CF
WJXN-F,	92.9, 2 KW @ 574 ,	Gospel/Black	,	$ NA	(---)	(UTICA)
WKQB-F,	95.5, 100 KW @ 1068 ,	CHR	UNIPWR,	$21.00	(HNWH)	Jenne
WSTZ-F,	106.7, 100 KW @ 1063 ,	AOR	,	$28.00	(HNWH)	Lewis (VICKSBURG)
WTYX-F,	94.7, 100 KW @ 1115 ,	Oldies	ABC,	$42.00	(Banner)	Opus

Miscellaneous: WOAD-F to WJXN-F (May) . . . WQHT-F to WKQB-F (June) . . .

American Radio Spring, 1992 Copyright 1992

JACKSONVILLE

Arbitron Rank/Pop (12+): 50/791,600
MSA Rank/Pop: 57/947,000
ADI # 54
Average Person Ratings: 16.7
Market TSL: 22.25 hours

Stations: 23/21
Diaries: 1300/609:1/47.1%
Sample Target: 1200
% Below Line: 1.0
% Not Listed: 16.7

1991 Revenue: $24,200,000
HH Inc.: $31,680
Retail $: 7.5 Bil
Pop per Station: 37,695
#1 Biller: WAPE-F $4,300,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WQIK-F	(C)	170/12.8	13.2	11.9	10.4	13.7	12.1	205/2244	1804/22.8	22.7	23.1	F	WQIK-F
2. WAPE-F	(CHR)	121/ 9.1	9.7	11.7	9.6	10.2	10.0	135/2309	2034/25.7	26.4	26.6	F	WAPE-F
3. WEJZ-F	(SAC)	120/ 9.1	7.4	9.8	7.4	6.5	8.4	128/1575	1446/18.3	19.8	18.7	D	WEJZ-F
4. WFYV-F	(AOR)	100/ 7.5	6.9	8.2	8.1	7.2	7.7	107/1433	1267/16.0	15.2	15.9	E	WFYV-F
5. WIVY-F	(AC)	90/ 7.5	4.7	4.8	7.0	7.1	6.0	105/1557	1492/18.8	14.1	18.2	D	WIVY-F
6. WROO-F	(C)	91/ 6.9	7.3	5.4	5.7	5.0	6.3	102/1371	1196/15.1	13.3	12.8	C	WROO-F
7. WKQL-F	(O)	81/ 6.1	5.3	6.7	6.6	6.3	6.2	88/1310	1199/15.1	14.7	15.8	D	WKQL-F
8. WHJX-F	(B)	64/ 4.8	4.9	5.1	7.6	5.9	5.6	88/1151	899/11.4	10.5	11.7	C	WHJX-F
9. WJBT-F	(B)	51/ 3.8	2.2	1.6	1.4	3.4	2.3	51/718	707/ 8.9	6.7	8.0	A	WJBT-F
10. WOKV-F	(N/T)	30/ 2.3	2.4	1.5	1.1	0.3	1.8	42/513	399/ 5.0	5.0	2.0	C	WOKV-F
11. WAIA-F	(CL AOR)	29/ 2.2	2.3	3.1	3.1	2.8	2.7	32/775	718/ 9.1	9.1	8.2	B	WAIA-F
12. WSVE	(G)	28/ 2.1	2.6	1.4	2.1	2.1	2.0	30/361	320/ 4.0	3.5	2.8	A	WSVE
13. WOKV	(N/T)	27/ 2.0	4.6	3.7	3.2	3.5	3.4	27/434	417/ 5.3	10.9	8.4		WOKV
14. WCGL	(G)	22/ 1.7	1.4	1.6	1.6	2.1	1.5	26/313	295/ 3.7	3.5	3.6	A	WCGL
15.													

12+ FM SHARE (METRO): 88.77% (980 of 1104) (SPG 91: 84.09%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAPE-F››	1 WFYV-F	1 WQIK-F	1 WQIK-F	1 WQIK-F	1 WQIK-F	1 WQIK-F›	1 WQIK-F	1 WQIK-F	1 WQIK-F	1 WQIK-F››
2 WJBT-F›	2 WQIK-F	2 WFYV-F‹	2 WIVY-F‹	2 WEJZ-F	2 WEJZ-F	2 WAPE-F	2 WEJZ-F›	2 WEJZ-F	2 WHJX-F‹	2 WKQL-F‹
3 WHJX-F	WAPE-F	3 WAPE-F‹	3 WEJZ-F	3 WIVY-F	3 WKQL-F	3 WEJZ-F	3 WFYV-F	3 WAPE-F	3 WAPE-F›	3 WFYV-F
4 WQIK-F›	4 WIVY-F	4 WIVY-F	4 WFYV-F	4 WFYV-F	4 WROO-F	4 WFYV-F	4 WROO-F	4 WFYV-F	4 WROO-F	4 WSVE
5 WIVY-F	5 WHJX-F	5 WEJZ-F	5 WAPE-F	5 WKQL-F‹	5 WIVY-F	5 WIVY-F	WAPE-F‹	5 WIVY-F	5 WJBT-F	5 WHJX-F
WFYV-F	6 WROO-F	6 WROO-F	6 WKQL-F	6 WAPE-F	6	6 WROO-F	6 WIVY-F	6 WROO-F	6 WIVY-F	6
7	WEJZ-F	7 WKQL-F	7 WROO-F	7 WROO-F	7	7 WKQL-F›	7 WKQL-F›	WKQL-F›	WFYV-F‹	7
8	8 WJBT-F	8	8	8	8	8	8	8	8 WKQL-F	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WAPE-F›	1 WAPE-F‹	1 WQIK-F	1 WIVY-F	1 WEJZ-F
2 WFYV-F	2 WIVY-F	WIVY-F›	WEJZ-F	2 WQIK-F
3 WROO-F	3 WQIK-F‹	3 WEJZ-F	3 WAPE-F‹	3 WIVY-F
WIVY-F	4 WEJZ-F	WAPE-F	4 WQIK-F	4 WAPE-F
5 WEJZ-F	5 WROO-F	5 WROO-F	5 WROO-F	5 WKQL-F
6 WJBT-F	WFYV-F	6 WFYV-F	6 WKQL-F	6 WROO-F
WHJX-F	7 WHJX-F	7 WKQL-F	7 WFYV-F	7
8	8	WHJX-F	8	8

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFYV-F	1 WFYV-F›	1 WFYV-F›	1 WFYV-F	1 WQIK-F
2 WAPE-F	2 WQIK-F	2 WQIK-F›	2 WQIK-F›	2 WFYV-F›
3 WQIK-F	3 WAPE-F›	3 WIVY-F	3 WAPE-F	3 WKQL-F
4 WHJX-F	4 WIVY-F	4 WAPE-F›	4 WIVY-F	WIVY-F‹
5 WROO-F	WHJX-F	5 WJBT-F	5 WROO-F	5 WEJZ-F
6 WJBT-F	6 WJBT-F	WHJX-F	6 WKQL-F‹	6 WROO-F
7 WIVY-F	7 WROO-F	WEJZ-F	7 WEJZ-F	7 WAPE-F
WAIA-F	WAIA-F	8 WAIA-F	8 WHJX-F	8

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		129 (2)	129 (2)	11.7	12.8
AOR/CLASSIC	6 (1)	129 (2)	135 (3)	12.2	12.2
AC/OLDIES		180 (2)	180 (2)	16.3	24.7
FULL SVC/VARIETY					
COUNTRY	4 (1)	261 (2)	265 (3)	24.0	23.3
BLACK/URBAN	12 (1)	120 (3)	132 (4)	12.0	13.8
SAC/EZ		120 (1)	120 (1)	10.9	0.6
NEWS/TALK	35 (2)	30 (1)	65 (3)	5.9	5.7
NOSTALGIA	12 (1)		12 (1)	1.1	0.7
RELIGION/GOSPEL	55 (3)		55 (3)	5.0	5.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		11 (1)	11 (1)	1.0	0.7
	124 (9)	980 (14)	1104 (23)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WFOY	1240	St. Augustine	0.9/1.8/ 12/ 144
WFYV	1460	Jacksonville	0.5/1.3/ 6/ 102
WPDQ	690	Jacksonville	0.6/2.7/ 9/ 232
WQIK	1320	Jacksonville	0.3/1.8/ 5/ 166
WROS	1050	Jacksonville	0.4/1.3/ 6/ 107
WSOS-F	105.5	St. Augustine	0.8/1.7/ 12/ 174
WZAZ	1400	Jacksonville	0.9/2.5/ 12/ 194
WJHM-F	101.9	Dytn Bch/Orlndo	0.4/1.0/ 11/ 179
WNFI-F	99.9	Palatka	0.6/2.5/ 21/ 407

American Radio Spring, 1992 Copyright 1992

JACKSONVILLE

RADIO STATIONS

WCGL	1360,	5 KW (DAYS)	Gospel		SBN, $ 16.00	(K & P)	
WOKV	600,	5 KW (DA-N)	News/Talk	NBC T,	CBS, $ 34.00	(HMR)	Pacific
WPDQ	690,	50 KW/10 KW(DA-2),	Talk		ABC, $ 18.00	(---)	Genesis
WSVE	1280,	5 KW/132 W	Gospel	NBN	UNIPWR, $ 15.00	(Republic)	
WAIA-F	93.3,	50 KW @ 462	Classic AOR		, $ 21.00	(---)	(ST. MARYS)
WAPE-F	95.1,	100 KW @ 459	CHR		, $ 90.00	(HNWH)	Evergreen
WEJZ-F	96.1,	100 KW @ 830	Soft AC		, $ 55.00	(Katz)	Renda
WFYV-F	104.5,	100 KW @ 1014	AOR		NBC, $ 71.00	(Mc-Guild)	Metroplex
WHJX-F	101.5,	100 KW @ 1463	Black		ABC, $ 40.00	(Durpetti)	(BRUNSWICK, GA)
WIVY-F	102.9,	98 KW @ 1014	AC		, $ 60.00	(Durpetti)	Taylor
WJBT-F	92.7,	6 KW @ 298	Black		CBS, $ 22.00	(K & P)	(GREEN COVE)
WKQL-F	96.9,	100 KW @ 1014	Oldies		, $ 61.00	(HMR)	Pacific
WOKV-F	100.7,	100 KW @ 453	News/Talk	NBC-T,	CBS, $ NA	(---)	Osborn (BRUNSWICK, GA)
WQIK-F	99.1,	100 KW @ 1014	Country		ABC, $ 94.00	(Eastman)	Jacor
WROO-F	107.3,	100 KW @ 705	Country		, $ 42.00	(Banner)	Paxson

Miscellaneous: WOKV, WKQL-F sold by EZ to Pacific Radio (Phalen) for $3,760,000 (Kalil) . . .

American Radio Spring, 1992 Copyright 1992

JOHN CITY-KINGSPORT-BRISTOL

Arbitron Rank/Pop (12+): 94/374,000

MSA Rank/Pop: 109/454,000
ADI # 86

Average Person Ratings: 15.5
Market TSL: 20.75 hours

Stations: 26/21
Diaries: 901/415:1/58.6%
Sample Target: 860
% Below Line: 6.0
% Not Listed: 9.5

1991 Revenue: $9,600,000
HH Inc.: $27,034
Retail $: 2.6 Bil
Pop per Station: 17,810
#1 Biller: WXBQ-F $1,950,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME
1. WXBQ-F	(C)	163/28.2	25.2	24.9	20.9	22.7	24.8	230/2553
2. WQUT-F	(CHR)	91/15.7	16.3	14.9	21.1	18.0	17.0	116/1563
3. WTFM-F	(AC)	79/13.6	12.1	13.2	10.9	14.2	12.4	95/1388
4. WKPT	(SAC/EZ)	28/ 4.8	3.3	2.2	2.0	2.1	3.1	28/318
5. WJCW	(FS)	26/ 4.5	3.3	3.8	5.1	4.3	4.2	27/422
6. WKOS-F	(O)	22/ 3.8	2.4	2.4	2.0	2.9	2.7	22/332
7. WIMZ-F	(AOR)	20/ 3.5	4.7	4.2	4.4	4.3	4.2	43/531
8. WUSJ-F	(C)	13/ 2.2	5.4	5.6	4.4	5.9	4.4	13/305
9. WXBQ	(C)	12/ 2.1	0.9	1.3	0.4	2.1	1.2	12/261
10. WIVK-F	(C)	9/ 1.6	1.7	2.4	1.1	2.1	1.7	86/953

12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1624/43.4	41.4	40.0	C	WXBQ-F
1094/29.3	31.4	34.6	C	WQUT-F
1078/28.8	28.1	31.6	C	WTFM-F
318/ 8.5	7.1	6.7	A	WKPT
396/10.6	11.7	11.2	A	WJCW
332/ 8.9	8.0	8.1	A	WKOS-F
298/ 8.0	8.9	9.8		WIMZ-F
300/ 8.0	11.8	11.8	A	WUSJ-F
210/ 5.6	3.6	5.0	A	WXBQ
172/ 4.6	5.7	4.4		WIVK-F

12+ FM SHARE (METRO): 80.34% (421 of 524) (SPG 91: 82.74%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQUT-F››	1 WXBQ-F	1 WXBQ-F››	1 WXBQ-F››	1 WXBQ-F››	1 WXBQ-F››	1 WXBQ-F››	1 WXBQ-F››	1 WXBQ-F››	1 WXBQ-F	1 WXBQ-F››
2 WXBQ-F	2 WQUT-F››	2 WQUT-F	2 WTFM-F‹	2 WTFM-F‹	2 WTFM-F›	2 WQUT-F	2 WQUT-F‹	2 WQUT-F›	2 WQUT-F	2 WQUT-F››
WTFM-F	3 WTFM-F›	3 WTFM-F››	3 WQUT-F››	3 WQUT-F››	3 WKPT	3 WTFM-F›	3 WTFM-F››	3 WTFM-F››	3 WTFM-F››	3
4	4 WIMZ-F	4	4 WKOS-F	4 WKOS-F	4 WJCW	4	4	4	4	4
5	5	5	5	5	5 WQUT-F	5	5	5	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WQUT-F	1 WXBQ-F››	1 WXBQ-F››	1 WXBQ-F››	1 WXBQ-F››
2 WXBQ-F››	2 WQUT-F›	2 WTFM-F	2 WTFM-F‹	2 WTFM-F›
3 WTFM-F	3 WTFM-F››	WQUT-F	3 WQUT-F	3 WQUT-F
4 WIMZ-F	4 WIMZ-F	4	4	4
5	5	5	5	5

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WQUT-F	1 WQUT-F	1 WQUT-F›	1 WXBQ-F	1 WXBQ-F››
2 WXBQ-F››	2 WXBQ-F››	2 WXBQ-F›	2 WQUT-F››	2 WQUT-F›
3 WTFM-F››	3 WTFM-F	3 WIMZ-F	3 WTFM-F›	3 WTFM-F
4	4 WIMZ-F	WTFM-F	4 WKOS-F	WKOS-F››
5	5	5	5 WIMZ-F	5 WIMZ-F

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		102 (4)	102 (4)	19.5	24.4	WABN-F	92.7	Abingdon/Bristl	1.2/2.6/ 7/ 97
AOR/CLASSIC		20 (1)	20 (1)	3.8	5.0	WBEJ	1240	Elizabethton	0.5/1.4/ 3/ 53
AC/OLDIES	5 (1)	106 (3)	111 (4)	21.2	21.0	WDUF	1120	Duffield	0.9/1.1/ 5/ 41
FULL SVC/VARIETY	29 (2)		29 (2)	5.5		WEMB	1420	Erwin	0.3/1.3/ 2/ 47
COUNTRY	23 (5)	191 (4)	214 (9)	40.8	38.1	WETB	790	Johnson City	1.2/2.3/ 7/ 100
BLACK/URBAN						WGAT	1050	Gate City	0.3/1.2/ 2/ 44
SAC/EZ	28 (1)		28 (1)	5.3	2.4	WIKQ-F	94.9	Greenville	0.9/5.2/ 10/ 312
NEWS/TALK					5.0	WJTZ	640	Blountville	0.3/2.2/ 2/ 84
NOSTALGIA						WKIN	1320	Kingsport	0.5/3.4/ 4/ 138
RELIGION/GOSPEL	11 (2)	2 (1)	13 (3)	2.5	4.2	WHEV-F	93.9	Marion	1.0/5.2/ 57/ 703
SPANISH						WOPI	1490	Bristol	0.7/2.0/ 4/ 75
CLASSICAL						WRGS	1370	Rogersville	0.9/1.8/ 5/ 66
JAZZ/NEW AGE						WZAP	690	Bristol	0.7/2.2/ 9/ 102
UNKNOWN/OTHERS	7 (2)		7 (2)	1.3		WXSF-F	99.9	Asheville/Hndrsn	0.3/3.4/ 9/ 207
	103 (13)	421 (13)	524 (26)			WMIT-F	106.9	Black Mountain	0.3/2.6/ 14/ 157
						WOKI-F	100.3	Oak Ridge/Knxvl	0.3/1.9/ 17/ 266

RADIO STATIONS

WJCW ,	910, 5 KW/1 KW (DA-N)	,	Full Service	
WKPT ,	1400, 1 KW	,	EZ	
WFHG ,	980, 5 KW/1 KW (DA-N)	,	Country	
WKOS-F,	104.9, 1.4 KW @ 479	,	Oldies	
WQUT-F,	101.5, 100 KW @ 1499	,	CHR	
WTFM-F,	98.5, 100 KW @ 1260	,	AC	
WUSJ-F,	99.3, .4 KW @ ?	,	Country	
WXBQ-F,	96.9, 67 KW @ 2240	,	Country	

CBS	MBS, $19.00	(Katz)	Bloomington
	ABC, $13.00	(Eastman)	Home News
ABC	SMN, $10.00	(Mc-Guild)	Nininger
	, $13.00	(Katz)	Bahakel
	UNIPWR, $43.00	(Katz)	Bloomington
	ABC, $40.00	(Eastman)	Home News
	NBC, $20.00	(Durpatt)	
	ABC, $46.00	(Mc-Guild)	Nininger

Other Ranked Stations - See Knoxville

Miscellaneous: WFHG to WXBQ and Oldies to Country (Jan) . . .

American Radio Spring, 1992 Copyright 1992

JOHNSTOWN

Arbitron Rank/Pop (12+): 181/201,100

MSA Rank/Pop: 185/239,300
ADI # 83 (w/Altoona)
Average Person Ratings: 17.4
Market TSL: 23.50 hours

Stations: 26/12
Diaries: 723/278:1/64.8%
Sample Target: 660
% Below Line: 24.1
% Not Listed: 14.9

1991 Revenue: $4,700,000
HH Inc.: $23,464
Retail $: 1.3 Bil
Pop per Station: 16,758
#1 Biller: NA

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level
1. WGLU-F (CHR)	40/11.5	14.1	13.1	14.4	15.2	----	51/751	575/28.6	30.0	29.6	WGLU-F
2. WKQS-F (AC)	36/10.3	8.2	9.7	7.9	6.2	----	42/497	446/22.2	21.3	20.1	WKQS-F
3. WKYE-F (AC)	31/ 8.9	9.9	12.9	10.8	12.6	----	51/718	436/21.7	26.5	24.5	WKYE-F
4. WYSN-F (BB)	28/ 8.0	9.0	6.3	7.3	6.4	----	30/260	254/12.6	14.3	13.6	WYSN-F
5. WFGY-F (C)	24/ 6.9	3.1	3.1	1.8	1.8	----	72/786	274/13.6	10.6	8.2	WFGY-F
WJAC (C)	24/ 6.9	6.2	5.1	5.0	5.4	----	25/333	321/16.0	16.7	16.6	WJAC
7. WDVE-F (AOR)	23/ 6.6	5.6	4.3	7.6	4.6	----	34/497	330/16.4	12.0	13.4	WDVE-F
8. WVSC (C)	15/ 4.3	3.1	2.6	3.1	2.6	----	15/170	146/ 7.3	7.6	6.9	WVSC
9. WVSC-F (AC)	12/ 3.4	3.4	2.6	3.1	3.1	----	12/179	179/ 8.9	8.1	9.9	WVSC-F
10. WNTJ (N/T)	9/ 2.6	2.8	1.4	1.0	2.8	----	9/92	86/ 4.3	6.2	6.0	WNTJ
11. WWSW-F (O)	6/ 1.7	1.1	1.7	----	0.8	----	12/229	117/ 5.8	4.7	3.7	WWSW-F
WIYQ-F (O)	6/ 1.7	2.5	2.3	5.0	6.2	----	11/262	162/ 8.1	10.3	9.4	WIYQ-F
WBXQ-F (AOR)	6/ 1.7	1.7	2.0	2.9	2.1	----	11/169	97/ 4.8	5.0	6.6	WBXQ-F
14.											
15.											

12+ FM SHARE (METRO): 81.14% (241 of 297) (SPG 91: 86.11%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGLU-F››	1 WGLU-F	1 WKYE-F	1 WKYE-F	1 WKYE-F‹	1 WYSN-F	1 WGLU-F	1 WKQS-F‹	1 WGLU-F	1 WGLU-F››	1 WKQS-F
2	2 WDVE-F	2 WKQS-F	2 WKQS-F›	2 WKQS-F‹	2 WKQS-F‹	2 WKYE-F	2 WKYE-F	2 WFGY-F‹	2 WFGY-F	2 WVSC-F
3	3 WKYE-F	3 WGLU-F	3 WDVE-F	3 WDVE-F	3 WJAC	WKQS-F	3 WGLU-F‹	3 WKQS-F‹	3 WDVE-F	3 WDVE-F
4	4 WKQS-F	4 WDVE-F›	WGLU-F›	WGLU-F	4 WKYE-F	4 WYSN-F	4 WYSN-F›	4 WKYE-F	WYSN-F	4
5	5 WFGY-F	5 WFGY-F	5 WFGY-F	5 WFGY-F	5	5 WDVE-F	5 WJAC	5 WYSN-F	WKQS-F	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WGLU-F››	1 WGLU-F	1 WKQS-F	1 WKQS-F	1 WKQS-F
2 WFGY-F	2 WKQS-F›	2 WKYE-F	2 WKYE-F	2 WKYE-F
WKQS-F	3 WKYE-F›	WGLU-F	WGLU-F››	3 WGLU-F›
4	4 WFGY-F	4	4 WFGY-F	4 WFGY-F
5	5	5	5	5

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WDVE-F	1 WDVE-F›	1 WDVE-F››	1 WDVE-F	1 WDVE-F
WGLU-F››	2 WGLU-F	2 WFGY-F	2 WKYE-F›	2 WKYE-F
3 WKYE-F	3 WKYE-F	WKYE-F	3 WKQS-F	3 WKQS-F
WBXQ-F	4 WFGY-F	4	4 WFGY-F	4 WFGY-F
5	WBXQ-F	5	WGLU-F	5

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		50 (5)	50 (5)	16.8	20.8
AOR/CLASSIC		33 (3)	33 (3)	11.1	5.9
AC/OLDIES		91 (5)	91 (5)	30.6	42.7
FULL SVC/VARIETY					9.0
COUNTRY	41 (3)	34 (4)	75 (7)	25.3	10.4
BLACK/URBAN					
SAC/EZ		5 (2)	5 (2)	1.7	1.7
NEWS/TALK	12 (2)		12 (2)	4.0	1.7
NOSTALGIA		28 (1)	28 (1)	9.4	7.6
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	3 (1)		3 (1)	1.0	
	56 (6)	241 (20)	297 (26)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCRO	1230	Johnstown	0.9/1.9/ 3/ 38
WKXU-F	105.7	Portage/Jhnstwn	0.9/2.7/ 3/ 58
KDKA	1020	Pittsburgh	0.9/3.1/ 9/ 210
WBZZ-F	93.7	Pittsburgh	0.9/4.6/ 8/ 217
WDSY-F	107.9	Pittsburgh	0.6/4.4/ 11/ 261
WFRB	560	Frostburg/Cumbr	0.6/2.1/ 2/ 42
WFRB-F	105.3	Frostburg/Cmbrl	1.4/4.7/ 8/ 145
WKGO-F	106.1	Cumberland	0.6/2.4/ 4/ 69
WLTJ-F	92.9	Pittsburgh	0.9/3.3/ 4/ 93
WMXP-F	100.7	N Kensington	0.9/3.5/ 6/ 156
WPRR-F	100.1	Altoona	0.6/3.3/ 6/ 144
WRRK-F	96.9	Braddock	1.1/4.0/ 7/ 161
WSHH-F	99.7	Pittsburgh	0.6/1.9/ 2/ 90

RADIO STATIONS

WJAC , 850, 10 KW (DA-1) , Country	SHN NBC, $16.00 (Mc-Guild)				
WNTJ , 1490, 1 KW , News/Talk	NBC-T CNN, $11.00 (Banner)				
WVSC , 990, 10 KW/100 W (DA-1), Country	ABC, $10.00 (Regional)			(SOMERSET)	
WBXQ-F, 94.3, 350 W @ 958 , AOR/Classic	ABC, $15.00 (Roslin)			(CRESSON)	
WGLU-F, 92.1, 300 W @ 1043 , CHR	SOURCE, $24.00 (Christal)				
WIYQ-F, 99.1, 50 KW @ 500 , Oldies	SHN, $11.00 (Dome)			(EBENSBURG)	
WKQS-F, 96.5, 50 KW @ 489 , AC	UNISUP CNN, $18.00 (Banner)				
WKYE-F, 95.5, 57 KW @ 1059 , AC	UNIULT UNISUP, $25.00 (Mc-Guild)				
WVSC-F, 97.7, 3 KW @ 268 , AC	UNISUP ABC, $10.00 (Regional)			(SOMERSET)	
WYSN-F, 101.7, .7 KW @ 643 , Nostalgia	UNISUP CNN, $12.00 (Roslin)			(CENTRAL CITY)	

WDVE-F -- see Pittsburgh

WFGY-F -- see Altoona

Miscellaneous: WKQS changed to WNTJ and format to News/Talk . . .

American Radio Spring, 1992 Copyright 1992

KALAMAZOO

Arbitron Rank/Pop (12+): 165/187,000
MSA Rank/Pop: 195/221,000
ADI # 37 (w/Grand Rapids)
Average Person Ratings: 15.8
Market TSL: 20.75 hours

Stations: 24/11
Diaries: 705/265:1/52.9%
Sample Target: 680
% Below Line: 23.1
% Not Listed: 20.3

1991 Revenue: $8,200,000
HH Inc.: $35,566
Retail $: 1.7 Bil
Pop per Station: 17,000
#1 Biller: WKFR-F $1,900,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WKFR-F (CHR)	39/13.2	12.3	13.8	15.0	18.3	----	69/1049	619/33.1	29.0	30.5	C	WKFR-F
2. WOOD-F (SAC)	31/10.5	4.7	4.8	5.1	4.7	----	53/732	415/22.2	10.5	12.3		WOOD-F
3. WRKR-F (AOR)	30/10.2	11.7	13.1	14.3	14.9	----	49/783	395/21.1	26.4	25.3	C	WRKR-F
WNWN-F (C)	30/10.2	10.3	9.3	11.9	7.8	----	79/933	333/17.8	19.6	20.9	C	WNWN-F
5. WKZO (FS)	29/ 9.8	7.3	10.7	8.8	8.8	----	50/647	462/24.7	20.3	26.3	B	WKZO
6. WQLR-F (AC)	18/ 6.1	9.0	9.0	5.8	8.1	----	25/479	322/17.2	17.1	15.8	C	WQLR-F
7. WKLQ-F (AOR)	9/ 3.1	3.3	2.8	1.7	2.0	----	37/482	139/ 7.4	9.1	8.3		WKLQ-F
8. WFAT-F (O)	8/ 2.7	5.3	2.8	----	----	----	8/194	150/ 8.0	8.1	4.6	A	WFAT-F
9.												
10.												

12+ FM SHARE (METRO): 82.13% (193 of 235) (SPG 91: 82.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKFR-F>>	1 WRKR-F	1 WRKR-F	1 WRKR-F	1 WRKR-F	1 WKZO	1 WKZO >	1 WOOD-F<	1 WKFR-F	1 WKFR-F>	1 WRKR-F>
2	2 WKFR-F>>	2 WKFR-F	2 WOOD-F	2 WOOD-F	2 WNWN-F	2 WKFR-F	2 WNWN-F	2 WOOD-F<	2 WOOD-F	2 WKZO >
3	3 WOOD-F	3 WOOD-F	3 WNWN-F	3 WNWN-F	3 WOOD-F>>	3 WOOD-F<	3 WRKR-F	3 WRKR-F	3 WKZO	3 WOOD-F
4	4 WQLR-F	4 WQLR-F	WKFR-F	4 WKFR-F	4	4 WRKR-F	4 WKFR-F	4 WNWN-F	4 WRKR-F	4 WKFR-F
5	5 WKLQ-F	WNWN-F	5 WQLR-F	5 WQLR-F	5	WNWN-F>	5 WQLR-F	5 WKZO	5 WNWN-F>	5
6	6	6	6	6	6	6	6 WKZO >>	6 WQLR-F>	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WOOD-F	1 WOOD-F	1 WQLR-F	1 WOOD-F	1 WOOD-F	1 WKFR-F>>	1 WRKR-F	1 WRKR-F>>	1 WRKR-F>	1 WRKR-F>>
WKFR-F>	WKFR-F	2 WOOD-F	2 WQLR-F	2 WQLR-F	2 WKLQ-F	2 WKFR-F>>	2 WKFR-F>>	2 WKFR-F>	2 WOOD-F
3 WRKR-F	3 WRKR-F	WRKR-F	WKFR-F	WNWN-F	WRKR-F	3 WKLQ-F	3 WOOD-F	3 WOOD-F	3 WKFR-F
WFAT-F>	WQLR-F	WNWN-F	4 WRKR-F	4 WKFR-F>	4	4	WKLQ-F	4 WKLQ-F	4 WNWN-F
5 WKLQ-F	5	WKFR-F	WNWN-F	5 WRKR-F	5	5	WNWN-F	WNWN-F	WKZO
WQLR-F	6	6	6	6	6	6	WKMI	6	6

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		49 (3)	49 (3)	20.9	21.7
AOR/CLASSIC		46 (4)	46 (4)	19.6	23.4
AC/OLDIES	3 (1)	30 (5)	33 (6)	14.0	17.4
FULL SVC/VARIETY	31 (3)		31 (3)	13.2	14.5
COUNTRY	2 (1)	36 (3)	38 (4)	16.2	12.3
BLACK/URBAN					3.4
SAC/EZ		31 (1)	31 (1)	13.2	6.0
NEWS/TALK	5 (1)		5 (1)	2.1	0.4
NOSTALGIA					
RELIGION/GOSPEL	1 (1)	1 (1)	2 (2)	0.9	0.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	42 (7)	193 (17)	235 (24)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WHEZ	1560	Portage	1.0/2.8/ 8/ 73
WKMI	1360	Kalamazoo	1.7/7.2/ 8/ 197
WKPR	1420	Kalamazoo	0.3/2.6/ 1/ 48
WQSN	1470	Kalamazoo/Prtge	0.7/3.4/ 2/ 63
WQXC-F	100.9	Ostego/Kalamazo	0.7/1.6/ 4/ 52
WBCK	930	Battle Creek	0.3/1.4/ 10/ 89
WBXX-F	95.3	Battle Creek	1.4/6.1/ 5/ 127
WCUZ-F	101.3	Grand Rapids	1.0/2.6/ 32/ 272
WFRN-F	104.7	Elkhart/S. Bend	0.3/1.3/ 11/ 106
WGRD-F	97.9	Grand Rapids	2.0/12.7/ 21/ 510
WIBM-F	94.1	Jackson	0.3/3.4/ 3/ 195
WJFM-F	93.7	Grand Rapids	1.7/8.4/ 17/ 481
WKGH-F	92.3	Allegan	1.0/2.2/ 15/ 224
WLAV-F	96.9	Grand Rapids	0.7/2.7/ 10/ 183
WLHT-F	95.7	Grand Rapids	0.3/2.0/ 7/ 122
WOOD	1300	Grand Rapids	0.3/1.4/ 4/ 96

RADIO STATIONS

WKMI , 1360,	5 KW/1 KW (DA-2) ,	Talk	ABC, $13.00	(Katz)	
WKPR , 1420,	1 KW (DAYS) ,	Religion	, $ 8.00	(---)	Kuiper
WKZO , 590,	5 KW (DA-N) ,	Full Service	MBS CBS, $23.00	(Torbet)	Radio Assoc.
WQSN , 1470,	800 W/1 KW ,	Country	, $ 9.00	(Banner)	Fairfield
WFAT-F, 96.5,	3 KW @ 213 ,	Oldies	, $10.00	(Christal)	(PORTAGE)
WKFR-F, 103.3,	50 KW @ 483 ,	CHR	UNIPWR, $45.00	(Katz)	(BATTLE CREEK)
WNWN-F, 98.5,	50 KW @ 469 ,	Country	ABC, $31.00	(Christal)	(COLDWATER)
WQLR-F, 106.5,	33 KW @ 600 ,	AC	, $30.00	(Banner)	Fairfield
WRKR-F, 107.7,	50 KW @ 500 ,	AOR/Classic	, $38.00	(HNWH)	(PORTAGE)

Other ranked stations -- see Grand Rapids

Miscellaneous: WUBU changes to WFAT and format from Black to Oldies (June) . . .

American Radio Spring, 1992 Copyright 1992

KANSAS CITY

Arbitron Rank/Pop (12+): 27/1,307,900

MSA Rank/Pop: 29/1,600,000
ADI # 29

Average Person Ratings: 17.0

Market TSL: 22.50 hours

Stations: 23/23
Diaries: 1567/835:1/50.0%
Sample Target: 1560
% Below Line: 0.0
% Not Listed: 8.2

1991 Revenue: $40,800,000
HH Inc.: $35,265
Retail $: 12.9 Bil
Pop per Station: 56,865
#1 Biller: KFKF-F $5,100,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KFKF-F (C)	252/11.4	11.7	10.6	10.5	11.2	11.1	289/3601	2963/22.7	20.0	20.3	G	KFKF-F
2. WDAF (C)	217/ 9.8	11.8	12.7	10.4	10.3	11.2	336/4777	3287/25.1	20.3	21.8	F	WDAF
3. KYYS-F (AOR)	154/ 6.9	6.9	7.8	9.2	9.0	7.7	210/3006	2116/16.2	17.3	18.4	F	KYYS-F
4. KPRS-F (B)	150/ 6.8	6.8	7.5	6.2	6.1	6.8	159/1650	1520/11.6	11.4	10.5	C	KPRS-F
5. KUDL-F (AC)	129/ 5.8	4.7	3.2	4.0	3.9	4.4	154/2589	2184/16.7	11.7	13.5	D	KUDL-F
6. KQRC-F (AOR)	126/ 5.7	2.5	2.4	3.6	4.7	3.5	163/2097	1517/11.6	9.3	13.7	C	KQRC-F
7. KCMO (N/T)	117/ 5.3	4.2	4.6	4.2	4.9	4.6	154/2230	1638/12.5	14.0	13.2	E	KCMO
8. KLTH-F (SAC)	115/ 5.2	5.8	4.7	3.2	4.5	4.7	137/1985	1628/12.4	11.6	12.4	B	KLTH-F
9. KMBZ (N/T)	103/ 4.6	5.2	5.0	7.5	6.8	5.6	112/1929	1705/13.0	13.1	18.5	E	KMBZ
10. KCFX-F (CL AOR)	101/ 4.6	4.8	5.0	4.8	3.9	4.8	115/2458	2051/15.7	18.1	12.7	E	KCFX-F
11. KMXV-F (AC)	97/ 4.4	3.5	4.1	3.4	3.0	3.8	110/1971	1720/13.2	11.7	10.6	D	KMXV-F
12. KCMO-F (O)	85/ 3.8	3.8	4.1	4.7	3.8	4.1	117/2283	1773/13.6	11.3	11.9	C	KCMO-F
13. KBEQ-F (CHR)	73/ 3.3	4.0	5.4	5.2	4.7	4.5	105/2350	1677/12.8	18.2	18.7	D	KBEQ-F
14. KJLA (BB)	49/ 2.2	2.6	1.6	----	----	1.6	54/705	671/ 5.1	5.1	0.0	A	KJLA
15. KXTR-F (CL)	47/ 2.1	2.2	2.4	2.0	2.8	2.2	52/1038	851/ 6.5	6.3	7.0	B	KXTR-F
16. WHB (O)	45/ 2.0	1.4	1.4	1.4	2.3	1.5	63/1342	965/ 7.4	6.0	7.2		WHB
17. KPRT (G)	41/ 1.8	1.0	1.2	2.1	1.4	1.5	41/472	472/ 3.6	3.1	2.8	A	KPRT
18. KXXR-F (C)	36/ 1.6	1.1	1.0	0.9	0.5	1.1	67/1286	917/ 7.0	3.2	2.0		KXXR-F
19. KKCJ-F (AC)	34/ 1.5	3.2	2.9	4.0	3.7	2.9	49/1048	775/ 5.9	10.1	12.0	C	KKCJ-F
20.												

12+ FM SHARE (METRO): 68.68% (1399 of 2037) (SPG 91: 67.62%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	KXXR-F	KFKF-F<	KFKF-F>	KFKF-F>	KFKF-F>	WDAF >	WDAF <	KFKF-F>	KFKF-F>	WDAF >	KFKF-F
2	KBEQ-F	KYYS-F	KYYS-F	KUDL-F<	KUDL-F<	KFKF-F	KFKF-F>	KYYS-F	KYYS-F	KPRS-F>	WDAF
3	KPRS-F>	KQRC-F>	KPRS-F<	KPRS-F<	WDAF	KCMO	KCMO	KUDL-F	WDAF	KQRC-F	KCMO <
4	KYYS-F	KPRS-F	KQRC-F<	KYYS-F	KPRS-F	KLTH-F<	KYYS-F	KLTH-F<	KUDL-F	KYYS-F	KPRS-F
5		KCFX-F>	KUDL-F	WDAF <	KYYS-F	KMBZ	KUDL-F	WDAF	KQRC-F	KFKF-F<	KMBZ >
6		KUDL-F	KCFX-F	KCFX-F	KCFX-F	KUDL-F	KPRS-F	KMBZ	KPRS-F	KUDL-F>	KYYS-F
7			WDAF	KCMO-F	KMXV-F		KLTH-F	KCMO	KLTH-F		
8				KMXV-F				KQRC-F			

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	KFKF-F	KFKF-F>	KFKF-F>>	KFKF-F>	KFKF-F>	KQRC-F>	KQRC-F	KYYS-F	KYYS-F	KYYS-F<
2	KYYS-F	KPRS-F	KPRS-F	KPRS-F	KPRS-F	KYYS-F>>	KYYS-F>	KCFX-F	KQRC-F	KFKF-F
3	KQRC-F	KYYS-F>	KYYS-F	KUDL-F	KUDL-F	KCFX-F	KCFX-F>	KQRC-F	KFKF-F	WDAF
4	KPRS-F	KMXV-F	KMXV-F	KMXV-F	KMXV-F	KPRS-F	KUDL-F	KUDL-F	KCFX-F	KUDL-F<
5	KBEQ-F	KBEQ-F	KCFX-F	KYYS-F	WDAF <	KFKF-F	KFKF-F	KFKF-F>	KUDL-F	KCFX-F
6	KUDL-F	KQRC-F	KBEQ-F	WDAF <	KLTH-F	KBEQ-F	KPRS-F	KPRS-F	WDAF	KCMO <
7	KMXV-F			KLTH-F						KQRC-F

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		73 (1)	73 (1)	3.6	9.1
AOR/CLASSIC	11 (1)	381 (3)	392 (4)	19.2	19.8
AC/OLDIES	45 (1)	345 (4)	390 (5)	19.1	19.1
FULL SVC/VARIETY					
COUNTRY	217 (1)	288 (2)	505 (3)	24.8	24.3
BLACK/URBAN		150 (1)	150 (1)	7.4	7.4
SAC/EZ		115 (1)	115 (1)	5.6	
NEWS/TALK	242 (3)		242 (3)	11.9	14.1
NOSTALGIA	49 (1)		49 (1)	2.4	
RELIGION/GOSPEL	61 (2)		61 (2)	3.0	3.2
SPANISH					
CLASSICAL		47 (1)	47 (1)	2.3	3.0
JAZZ/NEW AGE					
UNKNOWN/OTHERS	13 (1)		13 (1)	0.6	
	638 (10)	1399 (13)	2037 (23)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KBZR	1030	Blue Sprg/KCty	0.5/1.9/ 12/ 262
KCCV	760	Overland Park	0.9/2.2/ 21/ 322
KEXS	1090e	Exclsr Spgs/KC	0.6/1.1/ 13/ 147
KNHN	1340	Kansas City	1.0/4.4/ 22/ 585

American Radio Spring, 1992 Copyright 1992

RADIO STATIONS

AM STATIONS

KBZR,	1030, 1 KW/500 W (DA-1) ,	AOR	CBS,	$ 19.00	(MMR)	(BLUE SPG)
KCCV,	760, 6 KW/(DAYS) ,	Religion	,	$ 18.00	(---)	Bott
KCMO,	810, 50 KW/5 KW (DA-2) ,	Talk/News	CBS MBS,	$ 68.00	(Mc-Guild)	Gannett
KCNW,	1380, 2.5 KW ,	Religion	,	$ 19.00	(---)	Marsh
KJLA,	1190, 5 KW/250 W (DA-N) ,	Nostalgia	MBS,	$ 21.00	(Roslin)	
KMBZ,	980, 5 KW (DA-2) ,	News/Talk	NBC,	$ 64.00	(Durpetti)	Bonneville
KNHN,	1340, 1 KW ,	News	CNN UNISUP,	$ 22.00	(---)	
KPRT,	1590, 1 KW/47 W ,	Gospel	MBS,	$ 20.00	(Eastman)	
WDAF,	610, 5 KW ,	Country/FS	ABC,	$ 94.00	(Katz)	Great American
WHB ,	710, 10 KW/5 KW (DA-2) ,	Oldies	APR,	$ NA	(Christal)	Shamrock

FM STATIONS

KBEQ,	104.3, 100 KW @ 987 ,	CHR	ABC,	$ 70.00	(CBS)	Noble
KXXR,	107.3, 100 KW @ 1184 ,	Country (W/KFKF)	SMN,	$ 25.00	(Torbet)	(LEXINGTON)
KCFX,	101.1, 97 KW @ 1056 ,	Classic AOR	UNIPWR,	$ 70.00	(MMR)	Heritage
KCMO,	94.9, 100 KW @ 1056 ,	Oldies	,	$ 47.00	(Mc-Guild)	Gannett
KFKF,	94.1, 100 KW @ 994 ,	Country	,	$108.00	(HNWH)	Sconnix
KLTH,	99.7, 100 KW @ 987 ,	Soft AC/EZ	UNIULT,	$ 49.00	(Durpetti)	Bonneville
KMXV,	93.3, 100 KW @ 1066 ,	AC	,	$ 50.00	(MMR)	Apollo
KPRS,	103.3, 100 KW @ 994 ,	Black	SBN ABC,	$ 48.00	(Eastman)	
KQRC,	98.9, 100 KW @ 1056 ,	AOR	,	$ 49.00	(HNWH)	Journal Co
KUDL,	98.1, 100 KW @ ? ,	AC	APR,	$ 60.00	(Christal)	Shamrock
KXTR,	96.5, 99 KW @ 984 ,	Classical	UNIULT,	$ 41.00	(CMBS)	
KKCJ,	105.5, 100 KW @ 982 ,	Country	,	$ NA	(HNWH)	(LIBERTY)
KYYS,	102.1, 100 KW @ 1000 ,	AOR	SOURCE,	$ 96.00	(Katz)	Great American

Miscellaneous: KXXR to KKCJ-F (March) . . . KRVK to KQRC-F (April) and from AC/Rock to AOR . . . KCFM to KXXR-F (March) and format to Country . . .

FORMAT CODES

- AC - Adult Contemporary
- AOR - Album Oriented Rock
- B - Black (audience predominately black - over 75%)
- BB - Big Band, Nostalgia
- C - Country
- CHR - Contemporary Hit Radio, Top 40, Contemporary
- CL - Classical
- CL AOR - Classic AOR, Classic Rock
- E - Ethnic
- EZ - EZ Listening, Beautiful Music, Some Very soft AC
- G - Gospel
- J/NAC- Jazz and New Adult Contemporary
- M/FS - Middle of Road, (MOR) Full Service
- N - News
- O - Oldies (1955 to current)
- REL - Religion, Christian
- SAC - Soft Adult Contemporary
- SP - Hispanic/Spanish
- T - Talk
- U - Urban (majority of audience is non-white)
- ? - Others or Unknown

REVENUE LEVEL CODES

- A - Less than $ 500,000
- B - $ 500,000 to $ 999,999
- C - $ 1,000,000 to $ 1,999,999
- D - $ 2,000,000 to $ 2,999,999
- E - $ 3,000,000 to $ 3,999,999
- F - $ 4,000,000 to $ 4,999,999
- G - $ 5,000,000 to $ 6,999,999
- H - $ 7,000,000 to $ 9,999,999
- I - $ 10,000,000 to $14,999,999
- J - $ 15,000,000 to $19,999,999
- K - $ 20,000,000 +

American Radio Spring, 1992 Copyright 1992

KNOXVILLE

Arbitron Rank/Pop (12+): 70/518,200

MSA Rank/Pop: 84/612,000
ADI # 62

Average Person Ratings: 16.5
Market TSL: 22.25 hours

Stations: 19/18
Diaries: 1037/500:1/53.5%
Sample Target: 990
% Below Line: 0.4
% Not Listed: 10.4

1991 Revenue: $13,800,000
HH Inc.: $28,176
Retail $: 4.9 Bil
Pop per Station: 28,788
#1 Biller: WIVK-AF $7,000,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WIVK-F (C)	244/28.6	30.8	32.1	33.4	32.0	31.2	437/4310	2258/43.6	54.0	46.4	H	WIVK-F
2. WEZK-F (SAC)	115/13.5	12.0	13.1	10.9	14.2	12.4	146/1940	1392/26.9	29.9	28.5	C	WEZK-F
3. WOKI-F (CHR)	89/10.4	9.0	7.2	9.7	9.1	9.1	179/2558	1159/22.4	18.4	20.5	C	WOKI-F
4. WMYU-F (AC)	73/ 8.5	9.0	8.8	9.6	9.6	9.0	99/1768	1206/23.3	25.6	27.5	E	WMYU-F
5. WIMZ-AF (AOR)	71/ 8.3	7.4	8.2	7.1	9.4	7.8	152/1812	940/18.2	18.0	22.0	C	WIMZ-AF
6. WWZZ-F (C)	31/ 3.6	2.4	3.9	4.1	3.8	3.5	33/492	456/ 8.8	7.7	6.9	A	WWZZ-F
7. WEMQ-AF (BB)	24/ 2.8	5.0	3.0	4.1	3.9	4.0	31/423	313/ 6.0	6.4	5.5	A	WEMQ-AF
8. WJBZ-F (G/B)	22/ 2.6	2.4	1.8	2.5	1.3	2.3	23/422	352/ 6.8	5.7	2.4	A	WJBZ-F
9. WXST-F (O)	19/ 2.2	1.7	1.1	0.5	----	1.4	19/306	239/ 4.6	4.1	0.0	A	WXST-F
WIVK (C)	19/ 2.2	2.5	2.9	2.4	2.1	2.5	21/415	323/ 6.2	8.4	6.1		WIVK
11. WKXV (G)	16/ 1.9	0.4	----	----	0.6	0.6	18/213	188/ 3.6	0.0	1.9		WKXV
12.												
13.												
14.												
15.												

12+ FM SHARE (METRO): 90.07% (689 of 765) (SPG 91: 89.09%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOKI-F>>	1 WIVK-F>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F<	1 WIVK-F>>
2 WIVK-F>	2 WOKI-F	2 WEZK-F	2 WEZK-F	2 WEZK-F>	2 WEZK-F>	2 WEZK-F>	2 WEZK-F>>	2 WEZK-F>	2 WOKI-F>>	2 WEZK-F>
3 WIMZ-AF	3 WIMZ-AF	3 WIMZ-AF	3 WMYU-F	3 WMYU-F	3 WMYU-F>	3 WMYU-F	3 WIMZ-AF<	3 WMYU-F<	3 WEZK-F	3 WOKI-F
4	4 WEZK-F>	4 WOKI-F	4 WIMZ-AF>	4 WIMZ-AF>	4	4 WOKI-F	4 WMYU-F	4 WOKI-F	4 WIMZ-AF<	4 WMYU-F
5	5 WMYU-F	5 WMYU-F	5 WOKI-F	5 WOKI-F	5	5 WIMZ-AF>>	5 WOKI-F>	5 WIMZ-AF>>	5 WMYU-F>	WIMZ-F
6	6 WWZZ-F	6	6	6	6	6	6	6	6	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WOKI-F	1 WEZK-F<	1 WEZK-F	1 WIVK-F	1 WIVK-F>
2 WIVK-F	2 WIVK-F	2 WIVK-F	2 WEMQ-AF>	2 WEZK-F>
WEZK-F>	3 WOKI-F	3 WMYU-F	3 WMYU-F	3 WMYU-F>
4 WIMZ-AF>	4 WMYU-F	4 WOKI-F>	4 WOKI-F>	4 WOKI-F>
5 WMYU-F	5 WIMZ-AF	5 WIMZ-AF	5 WIMZ-AF	5 WIMZ-AF
6 WWZZ-F	6	6 WWZZ-F	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WOKI-F	1 WIVK-F>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>
2 WIVK-F	2 WIMZ-AF	2 WIMZ-AF>	2 WIMZ-AF>	2 WIMZ-AF
3 WIMZ-AF>>	3 WOKI-F>>	3 WOKI-F	3 WOKI-F	3 WMYU-F
4 WWZZ-F>	4 WWZZ-F	4 WWZZ-F	4 WEZK-F	WEZK-F
5 WEZK-F	5 WEZK-F	WMYU-F	5 WMYU-F>	5
6	6 WMYU-F	WEZK-F	6 WWZZ-F	6

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		89 (1)	89 (1)	11.6	10.0
AOR/CLASSIC	1 (1)	70 (1)	71 (2)	9.3	14.5
AC/OLDIES		92 (2)	92 (2)	12.0	26.1
FULL SVC/VARIETY					
COUNTRY	24 (2)	290 (5)	314 (7)	41.0	40.8
BLACK/URBAN					
SAC/EZ		115 (1)	115 (1)	15.0	
NEWS/TALK	9 (1)		9 (1)	1.2	
NOSTALGIA	13 (1)	11 (1)	24 (2)	3.1	4.3
RELIGION/GOSPEL	29 (2)	22 (1)	51 (3)	6.7	4.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	76 (7)	689 (12)	765 (19)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ACH/CUME
WDLY-F	105.5	Gatlinburg	0.8/2.0/ 9/ 142
WGAP	1400	Maryville	0.6/2.0/ 5/ 103
WGAP-F	95.7	Maryville	0.6/2.5/ 6/ 163
WRJZ	620	Knoxville	1.5/4.2/ 18/ 246
WUTK	850	Knoxville	1.1/3.5/ 10/ 255
WJDT-F	106.5	Rgrstwn/Mrrstwn	0.4/1.0/ 12/ 215

RADIO STATIONS

WIMZ ,	1240, 1 KW	, SEE WIMZ-FM
WIVK ,	990, 10 KW (DA-1)	, SEE WIVK-FM
WEZK-F,	97.5, 100 KW @ 1138	, Soft AC
WIMZ-F,	103.5, 100 KW @ 1719	, AOR
WIVK-F,	107.7, 100 KW @ 1968	, Country
WJBZ-F,	96.3, 1.2 KW @ 479	, Gospel
WMYU-F,	102.1, 15 KW @ 1978	, Oldies/AC
WOKI-F,	100.3, 100 KW @ 2001	, CHR
WWZZ-F,	93.1, 2.4 KW @ 512	, Country

UNISUP,	$40.00	(Durpetti)
SOURCE,-	$41.00	(Christal)
ABC,	$146.00	(Katz)
,	$12.00	(---)
CNN UNIPWR,	$68.00	(Eastman)
ABC CBS,	$30.00	(HNWH)
,	$15.00	(Schubert)

South Central
Stoner
Dick
(SEYMOUR)
Jacor
(OAK RIDGE)
(KARNS)

Miscellaneous: WNOX/WJFC-F from Country to Jazz/NAC . . .

American Radio Spring, 1992 Copyright 1992

LAKELAND

Arbitron Rank/Pop (12+): 104/349,700

MSA Rank/Pop: 116/414,200
Tampa ADI
Average Person Ratings: 15.7
Market TSL: 21.50 hours

Stations: 30/7
Diaries: 882/396:1/49.4%
Sample Target: 810
% Below Line: 47.1
% Not Listed: 16.7

1991 Revenue: $6,300,000
HH Inc.: $27,528
Retail $: 2.8 Bil
Pop per Station: 49,957
#1 Biller: WPCV-F $3,000,000

12+ METRO		1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WPCV-F	(C)	101/18.4	21.2	17.1	17.7	15.0	----	111/1229	1084/31.0	31.6	28.0	E	WPCV-F
2. WEZY-F	(EZ)	59/10.7	9.2	11.7	9.3	9.8	----	60/680	592/16.9	13.4	16.8	C	WEZY-F
3. WFLZ-F	(CHR)	38/ 6.9	7.3	8.7	9.5	13.4	----	45/714	579/16.6	18.4	22.2		WFLZ-F
4. WHPT-F	(AC/AOR)	28/ 5.1	1.8	1.2	1.8	2.0	----	30/428	329/ 9.4	5.4	4.1		WHPT-F
5. WQYK-F	(C)	25/ 4.5	3.5	3.0	5.1	3.4	----	25/353	344/ 9.8	9.3	7.3		WQYK-F
6. WYNF-F	(AOR)	22/ 4.0	5.1	7.3	4.6	8.8	----	26/411	351/10.0	11.8	13.6		WYNF-F
7. WJHM-F	(B)	19/ 3.5	1.6	2.6	2.3	2.9	----	19/203	203/ 5.8	3.8	7.0		WJHM-F
8. WLKF	(T)	17/ 3.1	2.0	1.6	1.4	1.3	----	17/181	181/ 5.2	5.8	3.6	A	WLKF
9. WRBQ-F	(CHR)	15/ 2.7	1.8	2.4	3.5	3.4	----	15/342	317/ 9.1	10.0	11.6		WRBQ-F
10. WOMX-F	(AC)	14/ 2.5	0.9	1.0	1.8	2.3	----	14/291	276/ 7.9	5.7	5.0		WOMX-F
11. WONN	(BB)	13/ 2.4	2.6	2.3	3.0	2.1	----	13/170	170/ 4.9	6.3	3.8	A	WONN
12. WWKA-F	(C)	11/ 2.0	1.3	1.4	1.1	0.7	----	11/205	205/ 5.9	5.3	4.5		WWKA-F
13. WWRM-F	(SAC)	10/ 1.8	0.9	1.2	1.6	1.4	----	11/177	181/ 4.6	3.9	5.5		WWRM-F
WOCL-F	(O)	10/ 1.8	3.8	1.6	2.5	2.3	----	10/280	280/ 8.0	7.9	5.4		WOCL-F
15.													

12+ FM SHARE (METRO): 88.65% (406 of 458) (SPG 91: 88.98%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLZ-F>>	1 WPCV-F>	1 WPCV-F>>	1 WPCV-F>>	1 WPCV-F>>	1 WPCV-F	1 WPCV-F>>	1 WPCV-F>	1 WPCV-F>	1 WPCV-F>	1 WPCV-F>>
2 WPCV-F>>	2 WYNF-F	2 WHPT-F	2 WHPT-F>	2 WHPT-F	2 WEZY-F>>	2 WEZY-F	2 WEZY-F>>	2 WEZY-F	2 WFLZ-F	2 WJHM-F
3	3 WHPT-F	WFLZ-F	3 WFLZ-F	3 WQYK-F	3	3 WYNF-F>	3	3 WFLZ-F	3 WEZY-F	WEZY-F
4	WFLZ-F	4 WYNF-F	4 WQYK-F	4 WFLZ-F	4	4 WFLZ-F<	4	4 WHPT-F	4 WJHM-F>	4 WFLZ-F
5	5	5	5 WYNF-F	5 WYNF-F	5	5	5	5	5	5 WLKF

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WJHM-F	1 WFLZ-F	1 WFLZ-F>	1 WPCV-F>	1 WPCV-F>
2 WFLZ-F	2 WPCV-F	2 WPCV-F	2 WFLZ-F>	2 WFLZ-F>
WPCV-F	3 WJHM-F	3 WHPT-F	3 WJHM-F	3 WQYK-F
4	4	4	4 WQYK-F	4 WEZY-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPCV-F>>	1 WPCV-F>	1 WHPT-F	1 WPCV-F>	1 WPCV-F>
2 WYNF-F>	2 WYNF-F	2 WPCV-F	2 WHPT-F	2 WHPT-F>
3 WFLZ-F	3 WHPT-F>>	3 WYNF-F	3 WYNF-F	3 WYNF-F
4	4	4	4	4 WQYK-F

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		64 (4)	64 (4)	14.0	17.5
AOR/CLASSIC		36 (3)	36 (3)	7.9	14.9
AC/OLDIES	5 (1)	81 (8)	86 (9)	18.8	12.1
FULL SVC/VARIETY					
COUNTRY	2 (1)	137 (3)	139 (4)	30.3	28.1
BLACK/URBAN		19 (1)	19 (1)	4.1	4.1
SAC/EZ		69 (2)	69 (2)	15.1	14.9
NEWS/TALK	23 (3)		23 (3)	5.0	2.6
NOSTALGIA	16 (2)		16 (2)	3.5	4.3
RELIGION/GOSPEL	2 (1)		2 (1)	0.4	
SPANISH					
CLASSICAL					1.5
JAZZ/NEW AGE					
UNKNOWN/OTHERS	4 (1)		4 (1)	0.9	
	52 (9)	406 (21)	458 (30)		

OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME
WHNR	1360	Lakeland	0.5/1.9/ 3/ 65
WTWB	1570	Auburndale	0.4/1.7/ 2/ 67
WWBF	1130	Bartow/Lk Wales	0.7/2.0/ 4/ 69
WFLA	970	Tampa	0.4/2.0/ 4/ 83
WGTO	540	Pine Hills/Orl.	0.9/2.7/ 5/ 103
WHTQ-F	96.5	Orlando	1.1/4.0/ 6/ 183
WHVE-F	104.1	Cocoa Bch/Orlnd	0.5/3.6/ 63/ 141
WMGF-F	107.7	Mnt. Dora	1.3/4.6/ 7/ 166
WMMO-F	98.9	Orlando	0.4/1.4/ 2/ 59
WMTX-F	95.7	Clearwater/Tmpa	0.9/2.7/ 5/ 131
WQYK	1010	Seffner/Tampa	0.4/1.9/ 2/ 66
WSUN	620	St. Pete/Tampa	0.7/2.9/ 4/ 122
WUSA-F	100.7	Tampa/St. Pete	1.1/2.7/ 6/ 95
WVRI-F	101.1	Cocoa Bch/Orlnd	1.6/4.9/ 9/ 171
WXTB-F	97.9	Clearwater/Tam.	1.5/2.6/ 8/ 98
WXXL-F	106.7	Leesburg/Orldo.	1.5/6.5/ 9/ 238

RADIO STATIONS

WLKF , 1430, 5 KW/1 KW (DA-2) , Talk — NBC-T ABC, $15.00 (Banner) Root
WONN , 1230, 1 KW , Nostalgia — UNISUP NBC, $13.00 (Torbet) Hall

WEZY-F, 94.1, 100 KW @ 430 , Soft AC/EZ — , $43.00 (Banner) Root
WPCV-F, 97.5, 100 KW @ 1017 , Country — NBC, $70.00 (Torbet) Hall

Other ranked stations -- see Orlando or Tampa

American Radio Spring, 1992 Copyright 1992

LANCASTER

Arbitron Rank/Pop (12+): 100/358,100

MSA Rank/Pop: 112/430,600
ADI # 47 (w/York & Harrisburg)
Average Person Ratings: 15.1
Market TSL: 20.25 hours

Stations: 32/7
Diaries: 858/415:1/56.4%
Sample Target: 810
% Below Line: 48.7
% Not Listed: 16.2

1991 Revenue: $6,900,000
HH Inc.: $33,808
Retail $: 3.4 Bil
Pop per Station: 50,871
#1 Biller: WIOV-F $2,000,000

12+ METRO		1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WARM-F	(SAC)	55/10.2	10.3	9.7	8.6	10.4	----	141/1537	746/20.9	22.0	21.5		WARM-F
2. WIOV-F	(C)	54/10.0	8.6	12.3	8.2	10.0	----	63/869	697/19.6	18.4	18.8	D	WIOV-F
3. WDAC-F	(REL)	43/ 8.0	6.7	5.5	7.2	6.8	----	56/695	473/13.3	13.1	13.6	B	WDAC-F
4. WNCE-F	(SAC/EZ)	40/ 7.4	8.6	8.8	11.2	14.1	----	73/1080	648/18.2	16.8	18.0	B	WNCE-F
5. WHTF-F	(AOR)	35/ 6.5	6.8	6.5	7.0	3.9	----	59/993	557/15.6	16.8	15.0		WHTF-F
6. WRKZ-F	(C)	34/ 6.3	7.0	6.2	3.6	4.8	----	93/1117	494/13.9	14.2	14.2		WRKZ-F
7. WLAN-F	(CHR)	31/ 5.8	6.7	6.7	8.0	9.1	----	39/821	631/17.7	19.8	22.4	B	WLAN-F
8. WWKL-F	(O)	21/ 3.9	2.5	3.5	2.7	2.9	----	45/73	332/ 9.3	7.8	8.9		WWKL-F
9. WQXA-F	(CHR)	17/ 3.2	4.1	3.7	5.5	5.4	----	67/1023	381/10.7	11.6	12.9		WQXA-F
10. WYCR-F	(CHR)	14/ 2.6	2.3	0.9	2.1	1.8	----	58/927	322/ 9.0	10.4	7.5		WYCR-F
WRVV-F	(CL AOR)	14/ 2.6	0.4	----	----	0.5	----	33/510	268/ 7.5	1.8	0.0		WRVV-F
12. WLPA	(T)	11/ 2.0	1.6	0.4	1.3	0.9	----	11/185	185/ 5.2	7.2	5.1	A	WLPA
13.													
14.													
15.													

12+ FM SHARE (METRO): 90.69% (409 of 451) (SPG 91: 94.21%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WLAN-F	1 WHTF-F	1 WARM-F>	1 WARM-F>>	1 WARM-F>	1 WIOV-F	1 WARM-F	1 WARM-F	1 WARM-F	1 WDAC-F	1 WIOV-F>
2 WYCR-F	2 WARM-F>	2 WHTF-F>	2 WHTF-F<	2 WDAC-F	2 WNCE-F	2 WIOV-F	2 WIOV-F	2 WIOV-F	2 WLAN-F	2 WRKZ-F
3 WQXA-F	3 WLAN-F>	3 WLAN-F	3 WWKL-F	3 WIOV-F	3 WDAC-F<	3 WDAC-F	3 WNCE-F	3 WHTF-F<	3 WHTF-F	3 WHTF-F
4	4 WRVV-F	4 WIOV-F	WIOV-F	4 WHTF-F	4 WARM-F	4 WRKZ-F<	4 WRKZ-F	4 WNCE-F	WIOV-F	4 WWKL-F
5	5 WDAC-F	5 WWKL-F	WDAC-F	5 WWKL-F	5 WRKZ-F	5 WNCE-F	WHTF-F	5 WDAC-F	5 WARM-F	WARM-F
6	6	WDAC-F	6 WLAN-F	6	6	6	6	6 WLAN-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLAN-F	1 WARM-F>	1 WARM-F>	1 WARM-F>>	1 WARM-F>	1 WHTF-F>>	1 WHTF-F>>	1 WHTF-F>>	1 WHTF-F>	1 WHTF-F
2 WARM-F	2 WLAN-F	2 WDAC-F>	2 WLAN-F	2 WDAC-F	2 WLAN-F>	2 WLAN-F	2 WARM-F	2 WARM-F>	WARM-F
3 WRKZ-F	3 WQXA-F	3 WRVV-F	WDAC-F	3 WNCE-F	3	3 WARM-F	WLAN-F	3 WLAN-F	3 WIOV-F
WQXA-F	WDAC-F	WQXA-F	4 WIOV-F	4 WIOV-F	4	4	4	WIOV-F	4 WDAC-F
WIOV-F	5 WRVV-F	5 WHTF-F	5 WWKL-F	5 WWKL-F	5	5	5	5	5 WWKL-F
6	6	WLAN-F	WNCE-F	6 WLAN-F	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		74 (6)	74 (6)	16.4	18.3
AOR/CLASSIC		72 (7)	72 (7)	16.0	13.6
AC/OLDIES	8 (1)	28 (3)	36 (4)	8.0	20.9
FULL SVC/VARIETY	10 (2)		10 (2)	2.2	2.7
COUNTRY	3 (1)	88 (2)	91 (3)	20.2	23.4
BLACK/URBAN		7 (1)	7 (1)	1.6	0.7
SAC/EZ		97 (3)	97 (3)	21.5	11.1
NEWS/TALK	18 (4)		18 (4)	4.0	1.1
NOSTALGIA					0.9
RELIGION/GOSPEL	3 (1)	43 (1)	46 (2)	10.2	6.9
SPANISH					
CLASSICAL					0.4
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	42 (9)	409 (23)	451 (32)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WLAN	1390	Lancaster	1.5/5.4/ 9/ 207
WNZT	1580	Columbia	0.4/1.4/ 3/ 61
KYW	1060	Philadelphia	0.4/4.6/ 3/ 204
WADV	940	Lebanon	0.6/1.7/ 4/ 89
WEAZ-F	101.1	Philadelphia	0.4/1.5/ 2/ 57
WEEU	850	Reading	0.9/2.6/ 6/ 107
WEGX-F	106.1	Philadelphia	0.4/1.3/ 2/ 58
WGRX-F	100.7	Westmnstr	0.7/2.2/ 20/ 354
WHP	580	Harrisburg	0.9/3.1/ 22/ 311
WHYL	960	Carlisle/Hrsbrg	0.6/2.8/ 15/ 214
WIOQ-F	102.1	Philadelphia	0.4/2.1/ 2/ 78
WIP	610	Philadelphia	0.6/1.6/ 4/ 77
WIYY-F	97.9	Baltimore	0.7/3.1/ 16/ 291
WMMR-F	93.3	Philadelphia	0.7/3.3/ 4/ 125
WOGL-F	98.1	Philadelphia	0.7/3.1/ 5/ 120
WRFY-F	102.5	Reading	1.5/7.1/ 13/ 308
WTPA-F	93.5	Mechncsbrg/Hrsb	0.6/5.3/ 32/ 597
WUSL-F	98.9	Philadelphia	1.3/1.8/ 8/ 95
WXCY-F	103.7	Havre de Grace	0.6/1.4/ 3/ 60
WYSP-F	94.1	Philadelphia	1.5/4.2/ 8/ 173

RADIO STATIONS

WLAN , 1390, 5 KW/1 KW (DA-2) , Oldies , $10.00 (HNWH) Peoples
WLPA , 1490, 1 KW , Talk MBS CNN, $13.00 (Torbet) Hall

WDAC-F, 94.5, 19 KW @ 810 , Religion , $35.00 (Savalli)
WIOV-F, 105.1, 50 KW @ 500 , Country ABC, $43.00 (Banner) Brill (EPHRATA)
WLAN-F, 96.9, 50 KW @ 500 , CHR ABC, $38.00 (HNWH) Peoples
WNCE-F, 101.3, 7 KW @ 1289 , Soft AC/EZ NBC, $41.00 (Torbet) Hall

Other ranked stations -- see Harrisburg and York

American Radio Spring, 1992 Copyright 1992

LANSING

Arbitron Rank/Pop (12+): 98/359,000
MSA Rank/Pop: 110/436,000
ADI # 103
Average Person Ratings: 15.8
Market TSL: 21.00 hours

Stations: 20/13
Diaries: 900/399:1/55.5%
Sample Target: 860
% Below Line: 9.9
% Not Listed: 16.2

1991 Revenue: $11,400,000
HH Inc.: $32,649
Retail $: 3.5 Bil
Pop per Station: 27,615
#1 Biller: WITL-AF $3,100,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WITL-F (C)	102/18.0	18.9	15.1	14.4	17.6	16.6	216/2077	1050/29.2	27.9	29.7	E	WITL-F
2. WVIC-F (CHR)	66/11.6	12.2	10.4	9.6	12.7	10.9	121/1757	1097/30.6	29.4	31.7	D	WVIC-F
3. WJXQ-F (AOR)	62/10.9	10.7	9.7	10.3	10.1	10.4	106/1221	765/21.3	16.9	17.1	B	WJXQ-F
4. WFMK-F (AC)	47/ 8.3	5.6	8.8	5.4	5.1	7.0	67/1117	733/20.4	19.9	14.6	C	WFMK-F
5. WJIM-F (SAC)	36/ 6.3	6.4	5.8	8.5	7.0	6.8	41/672	546/15.2	15.5	16.5	B	WJIM-F
6. WIBM-F (O)	32/ 5.6	5.1	5.3	5.1	4.6	5.3	67/1301	658/18.3	16.3	17.3	B	WIBM-F
7. WJR (FS)	31/ 5.5	5.6	5.1	4.3	5.7	5.1	74/1063	337/ 9.4	12.7	12.3		WJR
8. WMMQ-F (CL AOR)	20/ 3.5	3.6	3.7	2.7	3.1	3.4	21/464	439/12.2	12.1	11.3	B	WMMQ-F
9. WJIM (T)	16/ 2.8	2.5	1.9	1.4	1.0	2.2	17/315	292/ 8.1	7.0	5.5		WJIM
10. WILS-F (C)	14/ 2.5	1.5	1.6	1.3	1.6	1.7	18/272	241/ 6.7	7.2	6.1	A	WILS-F
11. WXMX-F (J/NAC)	12/ 2.1	2.1	4.2	4.5	4.7	3.2	12/295	272/ 7.6	14.8	16.0	A	WXMX-F
12. WQHH-F (B)	9/ 1.6	2.1	2.5	1.4	----	1.9	9/243	214/ 6.0	4.7	0.0	A	WQHH-F
13.												
14.												
15.												

12+ FM SHARE (METRO): 89.47% (425 of 475) (SPG 91: 86.97%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WVIC-F>>	1 WJXQ-F>	1 WITL-F	1 WITL-F>	1 WITL-F>>	1 WITL-F>>	1 WITL-F>	1 WITL-F>	1 WITL-F>	1 WVIC-F	1 WITL-F>>
2 WIBM-F	2 WITL-F	2 WJXQ-F	2 WJXQ-F	2 WJXQ-F	2 WJIM-F	2 WVIC-F	2 WJXQ-F	2 WVIC-F	2 WJXQ-F	2 WVIC-F
3	3 WVIC-F>	3 WVIC-F	3 WFMK-F	3 WFMK-F	3 WJR	3 WJXQ-F>	3 WVIC-F	WJXQ-F>	WITL-F	WJXQ-F>>
4	4 WFMK-F>>	4 WFMK-F>	4 WVIC-F	4 WIBM-F<	4 WIBM-F	4 WFMK-F	4 WFMK-F>	4 WFMK-F	4 WFMK-F>	4 WILS-F
5	5 WMMQ-F	5 WIBM-F	5 WIBM-F>	5 WVIC-F	5 WFMK-F	5 WJR	5 WJIM-F	5 WIBM-F<	5 WJIM-F	5 WFMK-F
6	6	6 WMMQ-F	6 WMMQ-F	6 WJIM-F	6	6 WJIM-F	6 WJR	6 WJIM-F	WIBM-F	6 WIBM-F
7	7	WJIM-F	WJIM-F	7	7	7	7	7	7 WMMQ-F<	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WVIC-F>>	1 WVIC-F	1 WITL-F>>	1 WITL-F<	1 WITL-F>
2 WJXQ-F	2 WITL-F	2 WVIC-F	2 WVIC-F	2 WFMK-F
WFMK-F>>	3 WFMK-F>	WFMK-F>>	3 WFMK-F>>	3 WVIC-F
4 WJIM-F	4 WJXQ-F>>	4 WJXQ-F	4 WJXQ-F	4 WJIM-F
WITL-F	5 WJIM-F	5	WJIM-F	5 WIBM-F
6	6	6	6 WIBM-F	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WJXQ-F>>	1 WJXQ-F>>	1 WJXQ-F>	1 WJXQ-F>	1 WITL-F
2 WVIC-F>	2 WITL-F>	2 WITL-F>	2 WITL-F>	2 WJXQ-F>
3 WIOG-F	3 WMMQ-F	3 WMMQ-F>	3 WMMQ-F	3 WIBM-F
WXMX-F	4 WVIC-F	4 WFMK-F	4 WIBM-F	4 WMMQ-F
WMMQ-F	5 WFMK-F	5	5 WVIC-F	5 WJR
6	6	6	6	6 WFMK-F

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		72 (2)	72 (2)	15.2	23.0
AOR/CLASSIC		88 (4)	88 (4)	18.5	17.6
AC/OLDIES		83 (3)	83 (3)	17.5	24.0
FULL SVC/VARIETY	31 (1)		31 (1)	6.5	7.0
COUNTRY	1 (1)	119 (3)	120 (4)	25.3	22.8
BLACK/URBAN	2 (1)	9 (1)	11 (2)	2.3	3.4
SAC/EZ		42 (2)	42 (2)	8.8	0.8
NEWS/TALK	16 (1)		16 (1)	3.4	1.2
NOSTALGIA					
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		12 (1)	12 (1)	2.5	
UNKNOWN/OTHERS					
	50 (4)	425 (16)	475 (20)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WILS	1320	Lansing	0.4/4.1/ 2/ 147
WITL	1010	Lansing	0.2/2.4/ 3/ 130
WCUZ-F	101.3	Grand Rapids	0.5/1.8/ 28/ 482
WIOG-F	102.5	Bay City/Flint	1.1/3.4/ 23/ 536
WJFM-F	93.7	Gr Rapids/Klmzo	0.7/4.7/ 17/ 471
WODJ-F	107.3	Greenvl/Grd Rpd	0.7/2.7/ 19/ 265
WOOD-F	105.7	Grand Rapids	1.1/3.1/ 30/ 503
WRKR-F	107.3	Prtage/Klmzoo	0.4/1.3/ 21/ 292

American Radio Spring, 1992 Copyright 1992

LANSING

RADIO STATIONS

WILS ,	1320,	5 KW/1 KW (DA-3),	Black	ABC, $10.00	(Christal)	MacDonald
WJIM ,	1240,	1 KW ,	Talk	NBC, $12.00	(Torbet)	Double L
WFMK-F,	99.1,	28 KW @ 600 ,	AC	, $41.00	(Eastman)	Liggett
WIBM-F,	94.1,	40 KW @ 551 ,	Oldies	, $26.00	(MMR)	CR (JACKSON)
WITL-F,	100.7,	27 KW @ 643 ,	Country	ABC, $65.00	(Banner)	
WJIM-F,	97.5,	28 KW @ 440 ,	Soft AC	, $24.00	(Torbet)	Double L
WJXQ-F,	106.1,	50 KW @ 489 ,	AOR	ABC, $27.00	(Durpetti)	(JACKSON)
WILS-F,	101.7,	2.1 KW @ 377 ,	Country	ABC, $19.00	(Christal)	MacDonald
WMMQ-F,	92.7,	1.5 KW @ 466 ,	Classic AOR	SOURCE NBC, $21.00	(HNWH)	(CHARLOTTE)
WVIC-F,	94.9,	49 KW @ 500 ,	CHR	UNIPWR, $53.00	(Katz)	Goodrich
WQHH-F,	96.5,	3 KW @ 328 ,	Black	, $17.00	(Patt)	(DE WITT)
WXMX-F,	92.1,	4 KW @ 400 ,	Jazz/NAC	ABC, $18.00	(HNWH)	(ST. JOHNS)

WJR - See Detroit

Miscellaneous: WLYY-F changes to WILS-F and format from AC to Country (March) . . .

American Radio Spring, 1992 Copyright 1992

LAS VEGAS

Arbitron Rank/Pop (12+): 60/661,700
MSA Rank/Pop: 72/670,000
ADI # 79
Average Person Ratings: 18.9
Market TSL: 25.00 hours

Stations: 24/24
Diaries: 937/706:1/46.1%
Sample Target: 1010
% Below Line: 0.0
% Not Listed: 15.1

1991 Revenue: $22,000,000
HH Inc.: $31,781
Retail $: 6.1 Bil
Pop per Station: 27,570
#1 Biller: KFMS-AF $3,400,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KMZQ-F (AC)	106/ 8.5	7.3	6.3	8.1	5.6	7.6	108/1297	1279/19.3	15.5	11.8	D	KMZQ-F
2. KLUC-AF (CHR)	103/ 8.2	7.8	9.0	9.0	8.1	8.5	104/1645	1616/24.4	24.3	24.9	D	KLUC-AF
3. KFMS-AF (C)	101/ 8.1	7.9	10.4	10.1	8.9	9.1	103/1175	1139/17.2	20.4	17.6	E	KFMS-AF
4. KOMP-F (AOR)	87/ 7.0	8.4	7.8	4.7	6.4	7.0	88/950	924/14.0	15.2	14.1	D	KOMP-F
5. KXTZ-F (SAC/EZ)	81/ 6.5	7.3	5.8	5.9	7.4	6.4	82/730	723/10.9	10.2	12.3	C	KXTZ-F
6. KRLV-F (SAC)	78/ 6.2	4.7	4.2	4.7	4.7	4.9	78/913	913/13.8	11.3	11.1	C	KRLV-F
7. KKLZ-F (CL AOR)	69/ 5.5	5.3	7.2	5.8	6.5	5.9	70/923	912/13.8	15.2	13.6	D	KKLZ-F
8. KDWN (T)	60/ 4.8	2.8	2.5	1.3	3.8	2.8	63/674	621/ 9.4	7.3	9.4	A	KDWN
9. KWNR-F (C)	59/ 4.7	8.3	3.9	4.7	4.7	5.4	59/880	880/13.3	10.8	9.9	B	KWNR-F
10. KUDA-F (O)	50/ 4.0	2.5	3.6	4.6	5.3	3.7	50/750	744/11.2	10.7	14.5	C	KUDA-F
11. KYRK-F (CHR)	48/ 3.8	4.7	3.3	3.9	3.9	3.9	49/975	946/14.3	14.3	15.7	B	KYRK-F
12. KJUL-F (BB)	42/ 3.4	1.9	3.7	4.1	3.0	3.3	42/491	482/ 7.3	6.0	6.0	A	KJUL-F
13. KEDG-F (AOR)	38/ 3.0	2.1	3.8	3.2	4.5	3.0	38/670	667/10.1	9.0	8.6	B	KEDG-F
14. KNUU (N/T)	32/ 2.6	1.6	1.8	2.1	2.2	2.0	32/475	475/ 7.2	7.0	7.2	A	KNUU
15. KORK (BB)	29/ 2.3	3.1	3.2	2.3	2.4	2.7	29/465	465/ 7.0	6.1	5.7	A	KORK

12+ FM SHARE (METRO): 83.05% (882 of 1062) (SPG 91: 85.02%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KLUC-AF	1 KOMP-F	1 KMZQ-F	1 KMZQ-F>	1 KMZQ-F	1 KXTZ-F<	1 KFMS-AF	1 KFMS-AF<	1 KMZQ-F<	1 KLUC-AF	1 KMZQ-F<
2 KYRK-F	2 KMZQ-F	2 KOMP-F	2 KRLV-F	2 KFMS-AF	2 KFMS-AF	2 KOMP-F	2 KMZQ-F	2 KLUC-AF	2 KMZQ-F	2 KKLZ-F<
3	3 KLUC-AF	3 KLUC-AF	KOMP-F	3 KRLV-F<	3 KDWN >	KMZQ-F<	3 KOMP-F<	3 KFMS-AF	3 KRLV-F	3 KRLV-F
4	4 KKLZ-F>	4 KRLV-F	4 KKLZ-F	4 KOMP-F<	4 KRLV-F<	4 KLUC-AF	4 KLUC-AF	4 KRLV-F	4 KFMS-AF<	4 KXTZ-F<
5	5 KRLV-F	5 KFMS-AF	5 KFMS-AF	5 KKLZ-F	5 KJUL-F<	5 KXTZ-F	KRLV-F<	KOMP-F	5 KYRK-F	5 KFMS-F
6	6 KWNR-F	KKLZ-F	6 KLUC-AF<	6 KUDA-F<	6 KUDA-F	6 KKLZ-F	6 KXTZ-F	6	6	6 KDWN
7	KEDG-F	7	7 KUDA-F	7 KLUC-AF	KMZQ-F	7	7 KDWN	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KLUC-AF	1 KMZQ-F>	1 KMZQ-F>>	1 KMZQ-F>	1 KMZQ-F>
2 KMZQ-F>>	2 KLUC-AF>	2 KRLV-F	2 KLUC-AF<	2 KRLV-F
3 KFMS-AF	3 KOMP-F	3 KOMP-F	3 KRLV-F	3 KFMS-AF
KOMP-F>	4 KRLV-F	4 KLUC-AF	4 KFMS-AF	4 KLUC-AF
5 KRLV-F	5 KFMS-AF	5 KWNR-F	5 KOMP-F	5 KWNR-F
KYRK-F	6 KEDG-F	KEDG-F	6	6
7 KEDG-F	7 KWNR-F	7 KFMS-AF	7	7
8	8	8 KKLZ-F	8	8

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KOMP-F	1 KOMP-F>	1 KOMP-F>	1 KOMP-F	1 KOMP-F
2 KLUC-AF>>	2 KKLZ-F>	2 KKLZ-F>>	2 KKLZ-F>	KKLZ-F
3 KYRK-F>	3 KLUC-AF>	3 KWNR-F	3 KFMS-AF	3 KFMS-AF
4 KKLZ-F	4 KYRK-F	4 KLUC-AF	KLUC-AF	4 KUDA-F
5 KEDG-F>	5 KWNR-F	5 KRLV-F	5 KMZQ-F<	5 KDWN
6 KMZQ-F	6 KMZQ-F	KMZQ-F	6 KUDA-F	6 KMZQ-F<
7	7	7	7 KRLV-F	7 KRLV-F
8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP	3 (1)	148 (2)	151 (3)	14.2	14.1
AOR/CLASSIC		194 (3)	194 (3)	18.3	15.9
AC/OLDIES		173 (3)	173 (3)	16.3	26.6
FULL SVC/VARIETY					
COUNTRY	15 (2)	153 (2)	168 (4)	15.8	15.9
BLACK/URBAN					
SAC/EZ		159 (2)	159 (2)	15.0	8.6
NEWS/TALK	98 (3)		98 (3)	9.2	8.4
NOSTALGIA	29 (1)	42 (1)	71 (2)	6.7	6.4
RELIGION/GOSPEL	11 (1)		11 (1)	1.0	-
SPANISH	16 (1)		16 (1)	1.5	0.9
CLASSICAL					
JAZZ/NEW AGE		13 (1)	13 (1)	1.2	3.0
UNKNOWN/OTHERS	8 (1)		8 (1)	0.8	
	180 (10)	882 (14)	1062 (24)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KDOL	1280	Henderson/LV	1.3/2.8/ 16/ 188
KEYV-F	93.1	Las Vegas	1.0/4.2/ 14/ 284
KKVV	1060	Las Vegas	0.9/1.6/ 11/ 108
KLAV	1230	Las Vegas	0.6/2.3/ 8/ 151
KOWA	870	Laughlin/E LasV	0.6/1.8/ 28/ 189
KRRI-F	105.5	Boulder Cty/LV	1.4/6.3/ 17/ 416
KVEG	840	N Las Vegas	0.5/2.1/ 6/ 139

American Radio Spring, 1992 Copyright 1992

LAS VEGAS

RADIO STATIONS

KDWN ,	720,	50 KW (DA-N) ,	Talk	,	$20.00	(Roslin)	
KENO ,	1460,	5 KW/1 KW(DA-2),	Oldies	UNISUP UNIULT,	$12.00	(Christal)	Lotus
KMTW ,	1340,	1 KW ,	AOR	SMN,	$13.00	(Banner)	
KNUU ,	970,	5 KW/500 W (DA-2),	News/Talk	MBS CBS,	$16.00	(---)	
KORK ,	920,	5 KW/500 W (DA-2),	Nostalgia	ABC,	$18.00	(Banner)	Anchor
KEYV-F,	93.1,	25 KW @ 3726 ,	Jazz/NAC	,	$25.00	(HNWH)	
KFMS-F,	101.9,	100 KW @ 1181 ,	Country	,	$73.00	(Katz)	
KJUL-F,	104.3,	25 KW @ 3726 ,	Nostalgia	UNISUP UNIULT,	$21.00	(---)	Amer Bdcst System
KKLZ-F,	96.3,	100 KW @ 1175 ,	Classic AOR	,	$44.00	(Banner)	
KLUC-F,	98.5,	100 KW @ 1181 ,	CHR	APR,	$60.00	(Mc-Guild)	Nationwide
KEDG-F,	103.5,	100 KW @ 1210 ,	AOR	CNN UNISUP,	$24.00	(Schubert)	
KMZQ-F,	100.5,	100 KW @ 1105 ,	AC	,	$50.00	(Eastman)	Commonwealth (HENDERSON)
KOMP-F,	92.3,	100 KW @ 1519 ,	AOR	,	$46.00	(Christal)	Lotus
KRLV-F,	106.5,	100 KW @ 1155 ,	Soft AC	CBS,	$32.00	(MMR)	
KRRI-F,	105.5,	3.7 KW @ 1476 ,	Oldies	NBC,	$18.00	(Roslin)	(BOULDER)
KUDA-F,	107.5,	25 KW @ 3726 ,	Oldies	,	$38.00	(CBS)	Americom (PAHRUMP)
KWNR-F,	95.5,	100 KW @ 1161 ,	Country	UNIULT,	$23.00	(Banner)	(HENDERSON)
KXTZ-F,	94.1,	100 KW @ 1210 ,	EZ/Soft AC	,	$35.00	(Durpetti)	Parker (HENDERSON)
KYRK-F,	97.1,	100 KW @ 1919 ,	CHR	,	$27.00	(Banner)	Anchor

Miscellaneous: KMMK-F to KEDG-F and from Rock/AC to AOR (May) . . .

American Radio Spring, 1992 Copyright 1992

LEXINGTON

Arbitron Rank/Pop (12+): 125/296,200
MSA Rank/Pop: 137/352,400
ADI # 74
Average Person Ratings: 16.3
Market TSL: 22.00 hours

Stations: 16/14
Diaries: 795/373:1/50.7%
Sample Target: 740
% Below Line: 1.2
% Not Listed: 16.3

1991 Revenue: $12,900,000
HH Inc.: $30,100
Retail $: 3.0 Bil
Pop per Station: 21,157
#1 Biller: WKQQ-F $3,100,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WVLK-F (C)	106/21.9	20.7	13.0	17.3	16.9	----	242/2771	1032/34.8	32.1	26.0	D	WVLK-F
2. WKQQ-F (AOR)	71/14.7	12.9	17.4	15.4	13.7	----	118/1517	803/27.1	27.8	27.2	E	WKQQ-F
3. WMXL-F (AC/CHR)	45/ 9.3	9.4	13.0	16.0	16.2	----	98/1833	883/29.8	25.4	27.6	D	WMXL-F
4. WCKU-F (B)	44/ 9.1	6.9	12.6	9.7	11.5	----	59/544	369/12.5	13.0	17.8	B	WCKU-F
5. WVLK (FS)	31/ 6.4	6.7	6.5	6.1	6.6	----	34/567	468/15.8	17.3	14.3	C	WVLK
WGKS-F (SAC)	31/ 6.4	7.6	5.2	4.6	5.1	----	47/914	550/18.6	20.0	12.8	B	WGKS-F
7. WTKT-AF (AC)	30/ 6.2	7.1	5.2	4.4	4.7	----	44/747	480/16.2	17.7	15.1	B	WTKT-AF
8. WLFX-F (CHR)	14/ 2.9	3.2	1.5	1.3	1.9	----	23/472	316/10.7	9.8	7.7	A	WLFX-F
9. WLAP (O)	10/ 2.1	2.8	2.0	2.1	2.6	----	15/270	165/ 5.6	6.3	7.7	A	WLAP
10. WLXG (T)	8/ 1.7	1.6	1.3	1.1	1.1	----	8/240	240/ 8.1	6.0	4.5	A	WLXG

12+ FM SHARE (METRO): 84.20% (341 of 405) (SPG 91: 81.22%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WCKU-F	1 WKQQ-F›	1 WVLK-F‹	1 WVLK-F›	1 WVLK-F›	1 WVLK-F››	1 WVLK-F›	1 WVLK-F›	1 WVLK-F›	1 WVLK-F›	1 WVLK
2 WVLK-F	2 WVLK-F›	2 WKQQ-F›	2 WKQQ-F›	2 WKQQ-F›	2 WVLK	2 WKQQ-F	2 WKQQ-F›	2 WKQQ-F›	2 WCKU-F›	2 WVLK-F›
3 WMXL-F	3 WMXL-F	3 WMXL-F	3 WMXL-F	3 WMXL-F	3 WTKT-AF›	3 WVLK	3 WMXL-F	3 WMXL-F	3 WKQQ-F	3 WKQQ-F
4 WLFX-F	4 WCKU-F›	4 WCKU-F	4 WGKS-F	4 WGKS-F	4 WKQQ-F	4 WMXL-F	4 WGKS-F	4 WCKU-F›	4 WMXL-F	4 WCKU-F
5	5 WGKS-F	5 WGKS-F	5 WTKT-AF	5 WTKT-AF	WGKS-F	5 WTKT-AF	5 WTKT-AF‹	5 WTKT-AF‹	5 WVLK	5
6	6	6	6 WCKU-F	WCKU-F	WCKU-F	6	6 WCKU-F›	6 WGKS-F›	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WKQQ-F	1 WVLK-F	1 WVLK-F›	1 WVLK-F›	1 WVLK-F›
2 WVLK-F	2 WMXL-F	2 WMXL-F›	2 WMXL-F	2 WGKS-F
WMXL-F	3 WKQQ-F‹	3 WGKS-F	3 WKQQ-F	3 WMXL-F
WCKU-F››	4 WCKU-F›	4 WKQQ-F	4 WGKS-F	4 WCKU-F
5 WLFX-F	5 WGKS-F	WCKU-F	WCKU-F	5 WKQQ-F
WGKS-F	6	6	6	6 WTKT-AF

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKQQ-F››	1 WKQQ-F››	1 WKQQ-F››	1 WKQQ-F›	1 WVLK-F
2 WLAP	2 WVLK-F›	2 WVLK-F››	2 WVLK-F››	2 WKQQ-F››
WGKS-F›	3 WMXL-F›	3 WMXL-F›	3 WMXL-F	3 WTKT-AF
4 WMXL-F	4 WCKU-F	4 WTKT-AF	4 WTKT-AF	WMXL-F›
WLFX-F	5 WGKS-F	WCKU-F	5	5 WCKU-F
WCKU-F	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		59 (2)	59 (2)	14.6	15.2
AOR/CLASSIC		71 (1)	71 (1)	17.5	20.3
AC/OLDIES	12 (2)	28 (1)	40 (3)	9.9	16.2
FULL SVC/VARIETY	37 (3)		37 (3)	9.1	9.9
COUNTRY		106 (1)	106 (1)	26.2	15.2
BLACK/URBAN		44 (1)	44 (1)	10.9	14.7
SAC/EZ	3 (1)	31 (1)	34 (2)	8.4	
NEWS/TALK	8 (1)		8 (1)	2.0	1.5
NOSTALGIA					3.3
RELIGION/GOSPEL	4 (1)	2 (1)	6 (2)	1.5	3.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	64 (8)	341 (8)	405 (16)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCGW	770	Nicholasvl/Lex	0.8/3.3/ 15/ 246
WHRS	1380	Windchester	0.6/1.7/ 3/ 51
WJMM-F	106.3	Versailles	0.4/5.2/ 2/ 158
WHAS	840	Louisville	0.6/4.6/ 38/ 701
WLW	700	Cincinnati	0.6/3.5/ 19/ 289

RADIO STATIONS

WLAP , 630, 5 KW/1 KW (DA-2) , Oldies	UNIULT, $14.00	(Durpetti)	Trumper		
WLXG , 1300, 2.5 KW/1 KW (DA-N) , Talk	NBC, ABC, $11.00	(Banner)	Martin		
WVLK , 590, 5 KW/1 KW (DA-2) , Full Service	ABC, $32.00	(Katz)	Bluegrass		
WCKU-F, 102.5, 2 KW @ 400 , Black	ABC, $18.00	(Torbet)		(NICHOLASVILLE)	
WGKS-F, 96.9, 41 KW @ 548 , Soft AC	UNISUP, $21.00	(Banner)	Martin	(PARIS)	
WJMM-F, 106.3, 3 KW @ 298 , Religion	, $14.00	(---)	Mortenson	(VERSAILLES)	
WKQQ-F, 98.1, 100 KW @ 561 , AOR	, $54.00	(Christal)	Village		
WLFX-F, 100.1, 1.4 KW @ 459 , CHR	, $15.00	(Durpetti)		(WINCHESTER)	
WMXL-F, 94.5, 100 KW @ 640 , AC/CHR	, $50.00	(Durpetti)	Trumper		
WTKT-F, 103.3, 6 KW @ 296 , Oldies	, $20.00	(Eastman)		(GEORGETOWN)	
WVLK-F, 92.9, 100 KW @ 850 , Country	, $55.00	(Katz)	Bluegrass		

Miscellaneous: WLFX-F reclassified as CHR . . . WCOZ-F changes to WGKS-F (June) . . . WLAP-F changes to WMXL-F and format from CHR to AC/CHR . . . WHRS, WLFX-F (Winchester) sold out of receivership to Bud Walters (Cromwell) for $600,000 . . .

American Radio Spring, 1992 Copyright 1992

LINCOLN

Arbitron Rank/Pop (12+): 170/180,300

MSA Rank/Pop: 201/216,300
ADI # 98

Average Person Ratings: 16.1

Market TSL: 21.25 hours

Stations: 19/12
Diaries: 620/291:1/58.9%
Sample Target: 610
% Below Line: 9.0
% Not Listed: 16.9

1991 Revenue: $8,800,000
HH Inc.: $35,589
Retail $: 1.5 Bil
Pop per Station: 15,025
91 Biller: KFOR $2,100,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KZKX-F (C)	43/14.8	13.3	11.6	8.8	8.8	----	69/813	483/25.7	27.7	22.3	C	KZKX-F
2. KFRX-F (CHR)	34/11.7	8.2	6.6	7.5	12.8	----	38/668	508/28.2	24.8	25.9	B	KFRX-F
3. KFOR (FS)	31/10.7	13.3	10.6	13.9	12.5	----	37/497	422/23.4	33.0	22.2	D	KFOR
4. KTGL-F (CL AOR)	18/ 6.2	6.2	7.9	6.8	10.5	----	32/440	274/15.2	19.0	19.4	C	KTGL-F
5. KLIN (FS/MOR)	17/ 5.9	5.1	4.6	4.1	5.1	----	17/280	256/14.2	15.0	12.7	A	KLIN
6. KIBZ-F (AOR)	15/ 5.2	0.7	2.0	6.1	3.7	----	16/230	198/11.0	4.7	7.4	A	KIBZ-F
7. KEZG-F (SAC/EZ)	13/ 4.5	6.1	6.9	9.5	6.4	----	20/326	201/11.1	13.0	15.7	B	KEZG-F
8. KFAB (FS)	11/ 3.8	3.7	3.3	4.4	2.0	----	42/548	186/10.3	13.0	12.1		KFAB
KLDZ-F (O)	11/ 3.8	4.8	7.6	5.1	4.1	----	13/279	198/11.0	16.5	16.9	B	KLDZ-F
KFGE-F (AC)	11/ 3.8	----	----	----	----	----	14/262	197/10.9	0.0	0.0		KFGE-F
11. KKNB-F (CHR)	9/ 3.1	5.1	4.0	4.4	4.7	----	20/501	278/15.4	18.2	14.9	A	KKNB-F
KFMQ-F (AOR)	9/ 3.1	8.2	9.2	6.4	8.8	----	18/485	273/15.1	17.6	22.6	C	KFMQ-F
13. KHAT (BB)	7/ 2.4	2.0	3.3	1.7	0.7	----	10/131	92/ 5.1	2.8	4.2		KHAT
14. KEZO-F (AOR)	6/ 2.1	3.1	1.3	0.7	3.4	----	15/270	134/ 7.4	10.1	9.6		KEZO-F
15. KEFM-F (AC)	4/ 1.4	1.0	2.3	1.4	1.4	----	9/192	120/ 6.7	6.0	8.6		KEFM-F

12+ FM SHARE (METRO): 72.54% (172 of 244) (SPG 91: 70.93%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KFRX-F>>	1 KFRX-F<	1 KZKX-F	1 KZKX-F>	1 KZKX-F>	1 KFOR	1 KFOR >	1 KZKX-F>	1 KZKX-F>	1 KFRX-F	1 KFAB >>
2	2 KZKX-F	2 KFRX-F>	2 KFRX-F>	2 KFRX-F	2 KZKX-F>	2 KZKX-F	2 KFRX-F>	2 KFRX-F>	2 KZKX-F>	2
3	3 KTGL-F	3 KTGL-F>	3 KTGL-F	3 KFOR	3 KLIN	3 KFRX-F>	KFOR	3 KFOR >	3 KFAB >	3
4	4 KIBZ-F	4 KIBZ-F	4 KFOR	4 KTGL-F	4 KFAB	4 KLIN	4 KLIN	4 KTGL-F<	4 KIBZ-F>	4
5	5	5	5 KEZG-F	5 KLIN	5	5 KTGL-F	5 KTGL-F	5 KIBZ-F	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KZKX-F	1 KZKX-F	1 KZKX-F>	1 KZKX-F>	1 KZKX-F>>
2 KFRX-F>>	2 KFRX-F>	2 KTGL-F	2 KFRX-F>	2 KFRX-F
3 KKNB-F	3 KTGL-F>	KFRX-F	3 KEZG-F	KEZG-F
KIBZ-F> 4		KEZG-F>	4 KTGL-F	4 KFOR
5 KTGL-F	5	5	KFGE-F	5

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KIBZ-F	1 KTGL-F	1 KZKX-F	1 KFRX-F	1 KZKX-F>
2 KTGL-F	2 KIBZ-F	KTGL-F	2 KZKX-F	2 KFRX-F
3 KFRX-F>	KFRX-F>	KFRX-F>	KTGL-F	3 KLIN
4 KEZO-F>	4 KZKX-F	4 KIBZ-F	4 KIBZ-F	KFOR
5 KFMQ-F	KFMQ-F	KFMQ-F>	5	5 KTGL-F

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		44 (3)	44 (3)	18.0	12.8				
AOR/CLASSIC		48 (4)	48 (4)	19.7	22.9	KQOR-F	99.9	Omaha	0.1/4.1/ 14/ 168
AC/OLDIES		28 (4)	28 (4)	11.5	22.1	KQKQ-F	98.5	Council Bluffs	0.3/6.8/ 4/ 180
FULL SVC/VARIETY	59 (3)		59 (3)	24.2	21.7	WOW	590	Omaha/C.Bluff	0.3/3.7/ 8/ 178
COUNTRY	1 (1)	44 (2)	45 (3)	18.4	18.7	WOW -F	94.1	Omaha/Cncl Blfs	0.3/3.9/ 10/ 198
BLACK/URBAN									
SAC/EZ		13 (1)	13 (1)	5.3					
NEWS/TALK									
NOSTALGIA	7 (1)		7 (1)	2.9	3.9				
RELIGION/GOSPEL									
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	67 (5)	177 (14)	244 (19)						

RADIO STATIONS

KFOR , 1240, 1 KW , Full Service
KHAT , 1530, 5 KW (DAYS) , Nostalgia
KLIN , 1400, 1 KW , MOR/FS

KEZG-F, 107.3, 100 KW @ 548 , Soft AC/EZ
KFGE-F, 105.3, 3 KW @ 328 , AC (?)
KFMQ-F, 101.9, 100 KW @ 180 , AOR
KFRX-F, 102.7, 100 KW @ 430 , CHR
KIBZ-F, 106.3, 3 KW @ 144 , AOR

KKNB-F, 104.1, 50 KW @ 223 , CHR
KLDZ-F, 95.1, 50 KW @ 285 , Oldies
KTGL-F, 92.9, 100 KW @ 810 , Classic AOR
KZKX-F, 96.9, 100 KW @ 581 , Country

ABC, $35.00 (Katz) May
, $11.00 (Durpetti) Tate
CNN CBS, $17.00 (---)

UNISUP CBS, $16.00 (---)
, $10.00 (---)
, $21.00 (Banner) Midwest Comm.
, $25.00 (Katz) May
, $14.00 (Durpetti) Tate

, $13.00 (---) (CRETE)
UNIULT UNISUP, $17.00 (Christal)
, $24.00 (K & P) (BEATRICE)
, $29.00 (HNWH) (SEWARD)

KFAB -- see Omaha

Miscellaneous: KFGE-F signs on with some type of AC . . . KMXA-F changes to KIBZ-F and format from AC to AOR . .

American Radio Spring, 1992 Copyright 1992

LITTLE ROCK

Arbitron Rank/Pop (12+): 83/425,800
MSA Rank/Pop: 97/523,000
ADI # 57
Average Person Ratings: 16.0
Market TSL: 21.50 hours

Stations: 22/21
Diaries: 937/454:1/51.7%
Sample Target: 910
% Below Line: 0.9
% Not Listed: 9.5

1991 Revenue: $13,500,000
HH Inc.: $30,766
Retail $: 4.4 Bil
Pop per Station: 20,276
#1 Biller: KSSN-F $4,200,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KSSN-F	(C)	143/20.9	25.7	24.7	17.3	20.1	22.1	294/3221	1540/36.2	38.9	36.9	F	KSSN-F
2. KMJX-F	(AOR)	77/11.3	10.0	7.7	11.2	9.2	10.1	118/1326	798/18.7	13.7	18.2	D	KMJX-F
3. KIPR-F	(B)	69/10.1	9.4	7.4	8.9	8.9	8.9	135/1310	663/15.6	16.5	14.3	B	KIPR-F
4. KARN	(N/T)	62/ 9.1	7.2	5.2	6.1	6.3	6.9	66/890	748/17.6	13.4	13.0	B	KARN
5. KEZQ-F	(SAC)	45/ 6.6	6.3	8.4	8.5	10.2	7.4	75/1179	612/14.4	16.0	19.6	D	KEZQ-F
6. KURB-F	(AC)	41/ 6.0	6.7	6.2	8.6	4.9	6.9	66/1413	809/19.0	20.9	18.8	B	KURB-F
7. KKYK-F	(CHR)	29/ 4.2	3.9	5.1	5.5	4.3	4.7	68/1345	632/14.8	13.7	17.0	B	KKYK-F
8. KOLL-F	(O)	26/ 3.8	4.6	3.2	5.2	5.7	4.2	57/1118	555/13.0	10.2	14.5	D	KOLL-F
9. KXIX-F	(C)	24/ 3.5	2.7	3.3	3.6	2.8	3.3	35/628	487/11.4	10.5	9.1	A	KXIX-F
10. KMZX-F	(B)	17/ 2.5	3.3	3.5	3.2	2.1	3.1	17/309	281/ 6.6	7.1	5.9	A	KMZX-F
KLRG	(G)	17/ 2.3	1.9	2.0	2.2	2.9	2.2	17/243	223/ 5.2	4.6	4.6	A	KLRG
12. KHLT-F	(AC)	14/ 2.0	2.8	4.2	4.6	4.3	3.4	32/737	396/ 9.3	12.3	12.6	D	KHLT-F
13.													
14.													
15.													

12+ FM SHARE (METRO): 80.58% (498 of 618) (SPG 91: 81.99%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KIPR-F>>	1 KSSN-F	1 KSSN-F>	1 KSSN-F>	1 KSSN-F>	1 KSSN-F>	1 KSSN-F>	1 KSSN-F>>	1 KSSN-F>>	1 KSSN-F	1 KARN >>
2 KSSN-F	2 KMJX-F>	2 KMJX-F>	2 KMJX-F>	2 KMJX-F>	2 KARN	2 KARN	2 KARN	2 KMJX-F	2 KIPR-F	2 KSSN-F
KKYK-F>	3 KIPR-F>	3 KIPR-F	3 KURB-F<	3 KURB-F	3 KEZQ-F>	3 KIPR-F<	3 KMJX-F	3 KIPR-F>	3 KMJX-F>>	3 KIPR-F>
4 KMJX-F	4 KURB-F>	4 KURB-F>	4 KIPR-F	KIPR-F<	4 KOLL-F<	4 KMJX-F>	4 KEZQ-F	4 KURB-F	4 KARN	4 KMJX-F
5	5 KKYK-F	5 KEZQ-F	5 KEZQ-F	5 KEZQ-F	5 KMJX-F	5 KEZQ-F	5 KIPR-F	5 KEZQ-F	5 KKYK-F	5
6	6	6	6 KOLL-F<	6 KARN	6	6 KURB-F>	6 KURB-F>	KARN	6	6
7	7	7	7 KARN	7	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KSSN-F>	1 KSSN-F>>	1 KSSN-F>	1 KSSN-F>>	1 KSSN-F>>
2 KIPR-F>	2 KMJX-F	2 KMJX-F	2 KIPR-F	2 KURB-F
3 KMJX-F	KIPR-F>	3 KURB-F>	3 KURB-F	KEZQ-F
4 KKYK-F>	4 KURB-F>	4 KIPR-F>	KMJX-F	4 KMJX-F
5 KURB-F	5 KHLT-F	5 KHLT-F	5 KEZQ-F	KIPR-F
KHLT-F	6	6	6 KOLL-F	6 KOLL-F
7 KLRG	7	7	7	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMJX-F>	1 KMJX-F	1 KMJX-F	1 KMJX-F	1 KSSN-F
2 KIPR-F	2 KSSN-F>	2 KSSN-F>>	2 KSSN-F>	2 KMJX-F>>
3 KSSN-F>	3 KIPR-F>	3 KIPR-F>	3 KIPR-F>	3 KARN
4 KKYK-F	4 KURB-F>	4 KURB-F	4 KURB-F	4 KIPR-F
5 KURB-F>	5 KKYK-F	5	5 KARN	5 KURB-F
6 KLRG	6	6	6	6
7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		29 (1)	29 (1)	4.7	10.6
AOR/CLASSIC		77 (1)	77 (1)	12.5	10.3
AC/OLDIES		89 (5)	89 (5)	14.4	22.6
FULL SVC/VARIETY					
COUNTRY	7 (1)	167 (2)	174 (3)	28.2	26.0
BLACK/URBAN		86 (2)	86 (2)	13.9	12.4
SAC/EZ	3 (1)	45 (1)	48 (2)	7.8	
NEWS/TALK	70 (2)		70 (2)	11.3	8.9
NOSTALGIA	7 (1)		7 (1)	1.1	2.8
RELIGION/GOSPEL	33 (4)		33 (4)	5.3	6.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		5 (1)	5 (1)	0.8	
	120 (9)	498 (13)	618 (22)		

OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME
KAAY	1090	Little Rock	0.4/2.5/ 11/ 237
KBIS	1010	Little Rock	1.2/4.8/ 8/ 187
KCON	1230	Conway	0.4/0.9/ 3/ 40
KGHT	880	Sherdn/Lttl Rck	1.0/2.1/ 13/ 144
KITA	1440	Little Rock	1.0/3.7/ 7/ 161
KMTL	760	Sherwood/LtlRck	0.9/1.7/ 6/ 87
KYTN-F	107.7	Wrghtsvle/LtlRk	0.7/1.8/ 9/ 92
KLAZ-F	105.9	Ht Spgs/Lttl Rk	0.9/2.1/ 21/ 396

American Radio Spring, 1992 Copyright 1992

LITTLE ROCK

RADIO STATIONS

KAAY, 1090, 50 KW (DA-1)	, RELIGION	,	$ 15.00 (---)	Beasley	
KARN, 920, 5 KW (DA-2)	, NEWS/TALK	CBS ,	$ 25.00 (Katz)		
KBIS, 1010, 10 KW/5 KW (DA-N)	, BUSINESS NEWS	~~BRN~~ NBC ,	$ 14.00 (Christal)	Signal	
KGKO, 850, 1 KW (DAYS)	, NOSTALGIA	UNISUP CNN,	$ 12.00 (---)		(BENTON)
KITA, 1440, 5 KW/249W	, RELIGION	,	$ 10.00 (---)		
KLRG, 1150, 5 KW/1 KW (DA-N)	, GOSPEL	MBS ,	$ 13.00 (K & P)	Willis	
KEZQ-F, 100.3, ~~44~~ KW @ 1368,	SOFT AC	CBS,	$ 36.00 (McGuild)		
KHLT-F, 94.1, 100 KW @ 771,	AC	,	$ 34.00 (Christal)	Signal	
KIPR-F, 92.3, 100 KW @ 938,	BLACK	,	$ 24.00 (Katz)		(PINE BLUFF)
KKYK-F, 103.7, 100 KW @ 1509,	CHR	,	$ 25.00 (Banner)		
KMJX-F, 105.1, 79 KW @ 1053,	AOR	ABC ,	$ 45.00 (HNWH)		(CONWAY)
KMZX-F, 106.3, 3 KW @ 289,	BLACK	NBS ,	$ 17.00 (K & P)	Willis	(LONOKE)
KOLL-F, 94.9, 96 KW @ 1843,	OLDIES	UNIPWR,	$ 35.00 (McGuild)	So. Starr	(MAUMELLE)
KSSN-F, 95.7, 92 KW @ 1663,	COUNTRY	ABC ,	$ 94.00 (Katz)	South. Skies	
KURB-F, 98.5, 99 KW @ 879,	AC	SOURCE,	$ 32.00 (Eastman)	GHB (Buck)	
KXIX-F, 102.9, 50 KW @ 495,	COUNTRY	,	$ 16.00 (---)		(SHERIDAN)

FORMAT CODES

- AC - Adult Contemporary
- AOR - Album Oriented Rock
- B - Black (audience predominately black - over 75%)
- BB - Big Band, Nostalgia
- C - Country
- CHR - Contemporary Hit Radio, Top 40, Contemporary
- CL - Classical
- CL AOR - Classic AOR, Classic Rock
- E - Ethnic
- EZ - EZ Listening, Beautiful Music, Some Very soft AC
- G - Gospel
- J/NAC - Jazz and New Adult Contemporary
- M/FS - Middle of Road, (MOR) Full Service
- N - News
- O - Oldies (1955 to current)
- REL - Religion, Christian
- SAC - Soft Adult Contemporary
- SP - Hispanic/Spanish
- T - Talk
- U - Urban (majority of audience is non-white)
- ? - Others or Unknown

REVENUE LEVEL CODES

- A - Less than $ 500,000
- B - $ 500,000 to $ 999,999
- C - $ 1,000,000 to $ 1,999,999
- D - $ 2,000,000 to $ 2,999,999
- E - $ 3,000,000 to $ 3,999,999
- F - $ 4,000,000 to $ 4,999,999
- G - $ 5,000,000 to $ 6,999,999
- H - $ 7,000,000 to $ 9,999,999
- I - $ 10,000,000 to $14,999,999
- J - $ 15,000,000 to $19,999,999
- K - $ 20,000,000 +

American Radio Spring, 1992 Copyright 1992

LOS ANGELES

Arbitron Rank/Pop (12+): 2/9,483,300
MSA Rank/Pop: 2/12,100,000
ADI # 2
Average Person Ratings: 18.2
Market TSL: 24.00 hours

Stations: 46/43
Diaries: 4749/1997:1/48.1%
Sample Target: 4020
% Below Line: 1.2
% Not Listed: 10.2

1991 Revenue: $402,000,000
HH Inc.: $42,203
Retail $: 92.5 Bil
Pop per Station: 220,542
#1 Biller: KABC $35,000,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KOST-F	(AC)	863/ 5.0	4.8	6.0	5.9	6.1	5.4	1040/18473	15400/16.2	18.4	16.8	K	KOST-F
2. KIIS-AF	(CHR)	774/ 4.5	5.0	4.9	5.2	4.7	4.9	909/19787	16632/17.5	19.0	17.8	K	KIIS-AF
3. KABC	(T)	760/ 4.4	3.4	4.2	4.7	5.1	4.2	819/11468	10341/10.9	10.1	11.2	K	KABC
KLVE-F	(SP)	760/ 4.4	3.3	4.0	3.5	2.8	3.6	837/8650	7772/ 8.2	7.9	6.6	J	KLVE-F
5. KPWR-F	(CHR)	728/ 4.2	5.0	4.3	3.5	3.4	4.3	809/15976	14140/14.9	14.6	12.7	J	KPWR-F
6. KRTH-F	(O)	703/ 4.1	3.5	4.0	3.8	3.6	3.8	886/16968	13500/14.2	13.3	12.9	J	KRTH-F
7. KLOS-F	(AOR)	693/ 4.0	3.5	4.4	4.5	4.5	4.1	975/15018	10586/11.2	12.6	11.8	K	KLOS-F
8. KBIG-F	(AC)	683/ 4.0	4.2	3.2	3.8	4.1	3.8	788/12237	10219/10.8	10.5	11.3	K	KBIG-F
9. KKBT-F	(B)	655/ 3.8	3.8	3.8	4.9	4.1	4.1	765/8954	7579/ 8.0	7.9	9.2	J	KKBT-F
10. KXEZ-F	(SAC)	633/ 3.7	3.2	2.9	2.8	3.0	3.2	685/10870	9816/10.4	7.9	8.2	I	KXEZ-F
11. KWKW	(SP)	584/ 3.4	4.2	3.8	3.1	3.4	3.6	589/8101	6023/ 6.4	6.7	7.0	I	KWKW
12. KLSX-F	(CL AOR)	573/ 3.3	3.0	2.8	2.8	2.8	3.0	673/12393	10325/10.9	10.2	9.2	J	KLSX-F
13. KTNQ	(SP)	550/ 3.2	2.3	3.0	2.4	2.7	2.7	564/7154	6859/ 7.2	6.6	5.9		KTNQ
14. KROQ-F	(AOR)	542/ 3.1	3.1	3.2	2.7	3.1	3.0	677/11053	9237/ 9.7	9.2	8.5	I	KROQ-F
15. KFI	(T)	497/ 2.9	2.5	2.7	2.1	2.3	2.5	805/11929	7885/ 8.3	8.2	6.6	H	KFI
16. KFWB	(N)	495/ 2.9	3.2	2.5	3.1	3.1	2.9	547/14075	12679/13.4	12.5	13.8	K	KFWB
17. KNX	(N)	428/ 2.5	2.4	2.8	2.6	2.7	2.6	579/13168	9846/10.4	12.2	11.3	K	KNX
18. KQLZ-F	(AOR)	401/ 2.3	2.2	2.4	2.2	2.0	2.3	559/10160	7535/ 7.9	7.9	7.5	I	KQLZ-F
19. KKHJ	(SP)	388/ 2.2	2.3	1.9	2.1	1.7	2.1	409/5618	5404/ 5.7	5.4	5.1	D	KKHJ
20. KTWV-F	(J/NAC)	363/ 2.1	3.1	2.2	2.5	2.8	2.5	432/8243	6965/ 7.3	7.6	8.5	J	KTWV-F
21. KCBS-F	(O)	353/ 2.0	1.9	1.4	1.4	1.9	1.7	444/9064	7403/ 7.8	5.2	6.8	H	KCBS-F
22. KZLA-F	(C)	338/ 2.0	2.3	2.4	2.6	1.6	2.3	387/5318	4706/ 5.0	5.5	4.6	J	KZLA-F
23. KALI	(SP)	305/ 1.8	1.2	1.0	1.1	1.9	1.3	318/4046	3921/ 4.1	3.3	3.6	E	KALI
24. KKGO-F	(CL)	277/ 1.6	1.7	1.3	1.4	1.4	1.5	309/5688	4956/ 5.2	5.8	5.0	E	KKGO-F
25. KMPC	(SPRTS)	227/ 1.3	2.4	2.8	2.6	2.6	2.3	271/5833	4973/ 5.2	7.0	6.8	J	KMPC
26. KLIT-F	(SAC)	208/ 1.2	1.3	1.5	1.6	0.9	1.4	238/5658	4846/ 5.1	5.3	4.2	F	KLIT-F
27. KJLH-F	(B)	158/ 0.9	1.1	1.2	1.4	1.3	1.1	160/3224	3121/ 3.3	3.9	4.9	E	KJLH-F
28. KACE-F	(J/NAC)	131/ 0.8	0.8	0.8	0.9	0.7	0.8	131/1997	1980/ 2.1	2.0	2.7	D	KACE-F
29. KRLA	(O)	125/ 0.7	0.6	1.0	0.8	1.1	0.8	153/3071	2734/ 2.9	3.2	3.9		KRLA
30. KSKQ-F	(SP)	121/ 0.7	0.5	0.7	0.9	1.0	0.7	122/2939	2842/ 2.5	2.1	2.9	D	KSKQ-F
31. KOCM-FF	(AOR)	119/ 0.7	0.7	0.5	----	----	0.5	244/5878	5684/ 3.0	2.3	0.0		KOCM-AF
32.													
33.													
34.													
35.													

12+ FM SHARE (METRO): 68.11% (10557 of 15501) (SPG 91: 66.26%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	KPWR-F	KLOS-F	KLOS-F<	KLOS-F	KOST-F	KABC	KLOS-F	KOST-F<	KOST-F	KOST-F<	KABC >>
2	KIIS-AF>>	KLVE-F	KOST-F<	KOST-F<	KLOS-F<	KXEZ-F	KLVE-F<	KBIG-F	KIIS-AF	KABC	KNX
3	KKBT-F	KPWR-F	KLVE-F	KLVE-F<	KLVE-F	KFWB	KABC <	KRTH-F	KPWR-F	KROQ-F<	KFWB
4	KROQ-F>	KOST-F	KRTH-F	KRTH-F<	KRTH-F<	KFI	KLSX-F	KXEZ-F	KRTH-F<	KKBT-F	KFI >>
5	KQLZ-F	KKBT-F	KBIG-F<	KBIG-F	KBIG-F	KOST-F	KIIS-AF	KLVE-F<	KBIG-F	KPWR-F	KOST-F>>
6	KOST-F	KROQ-F	KLSX-F<	KLSX-F	KWKW	KRTH-F	KFWB	KFI <	KXEZ-F	KIIS-AF	KTNQ
7		KIIS-AF<	KIIS-AF	KIIS-AF	KIIS-AF	KNX	KWKW	KABC	KLOS-F	KRTH-F<	KLVE-F
8		KLSX-F	KKBT-F	KWKW	KXEZ-F	KBIG-F	KTNQ	KIIS-AF	KKBT-F	KLVE-F	KKBT-F
9		KBIG-F	KPWR-F	KKBT-F	KTNQ	KTNQ	KOST-F	KLOS-F<	KLVE-F	KQLZ-F	KLSX-F
10		KWKW	KWKW	10	KKBT-F	KLVE-F	KPWR-F KNX	KTNQ	KROQ-F KABC	KWKW	10

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1	KIIS-AF	KOST-F	KOST-F	KOST-F	KOST-F
2	KPWR-F	KLVE-F<	KLOS-F<	KLVE-F	KBIG-F
	KKBT-F<	KKBT-F	KLVE-F<	KIIS-AF	KLVE-F
4	KROQ-F<	KIIS-AF<	KBIG-F	KBIG-F	KXEZ-F
5	KLVE-F	KBIG-F	KKBT-F	KKBT-F	KRTH-F<
6	KOST-F	KPWR-F	KIIS-AF	KLOS-F<	KLOS-F<
7	KQLZ-F	KLOS-F	KWKW	KRTH-F	KIIS-AF
8	KBIG-F	KROQ-F	KPWR-F	KXEZ-F	KKBT-F<
9	KKHJ	KWKW	KRTH-F	KPWR-F	KWKW
10	KRTH-F	KRTH-F	10	KWKW	10

	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	KPWR-F<	KLOS-F	KLOS-F>	KLOS-F	KLOS-F
2	KROQ-F>	KLSX-F	KLVE-F	KLSX-F	KLSX-F<
3	KLSX-F	KPWR-F<	KLSX-F	KRTH-F<	KRTH-F<
4	KLOS-F	KROQ-F	KKBT-F	KLVE-F	KLVE-F
5	KQLZ-F	KLVE-F	KQLZ-F<	KPWR-F	KBIG-F<
6	KOST-F	KQLZ-F<	KRTH-F	KROQ-F<	KTNQ
7	KLVE-F<	KKBT-F	KWKW	KWKW	KWKW
8	KIIS-AF	KRTH-F	KTNQ	KOST-F<	KOST-F
	KRTH-F	KWKW <	KROQ-F	KTNQ	KFI <
10	KWKW	KOST-F	KPWR-F	KKBT-F	KKBT-F

American Radio Spring, 1992 Copyright 1992

LOS ANGELES

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP	22 (1)	1660 (4)	1682 (5)	10.9	9.8	KEZY-F	95.9	Anaheim	0.6/2.6/107/2547
AOR/CLASSIC		2422 (7)	2422 (7)	15.6	14.8	KGFJ	1230	Los Angeles	0.5/1.3/ 92/1238
AC/OLDIES	125 (1)	2602 (4)	2727 (5)	17.6	23.5	KGRB	900	West Covina	0.3/0.9/ 67/1042
FULL SVC/VARIETY						KIKF-F	94.3	Garden Grove/LA	0.5/1.3/ 87/1239
COUNTRY	99 (1)	480 (3)	579 (4)	3.7	3.1	KKLA-F	99.5	Los Angeles	0.5/1.7/ 93/1932
BLACK/URBAN	92 (1)	813 (2)	905 (3)	5.8	8.0	KLAC	570	LA/Anaheim	0.6/2.7/125/3074
SAC/EZ		841 (2)	841 (2)	5.4		KNAC-F	105.5	Long Beach/LA	0.5/2.3/111/2488
NEWS/TALK	2481 (6)		2481 (6)	16.0	15.7	KPLS	830	Orange	0.5/0.8/ 95/ 842
NOSTALGIA	52 (1)		52 (1)	0.3	2.9	KSKQ	1540	Los Angeles	0.6/2.0/108/1929
RELIGION/GOSPEL		87 (1)	87 (1)	0.6	1.6	KWIZ	1480	Santa Ana	0.3/0.9/ 50/ 837
SPANISH	2073 (7)	881 (2)	2954 (9)	19.1	15.8				
CLASSICAL		277 (1)	277 (1)	1.8	1.6	KFRG-F	95.1	S Bernardino	0.3/1.0/301/4071
JAZZ/NEW AGE		494 (2)	494 (2)	3.2	3.1	KGGI-F	99.1	Riverside	0.4/1.5/328/4907
UNKNOWN/OTHERS						XTRA	690	Tijuana/SnDiego	0.4/1.5/115/2118
	4944 (18)	10557 (28)	15501 (46)						

RADIO STATIONS

AM STATIONS

KABC, 790, 5 KW (DA-N)	, TALK	ABC	, $ 425.00 (Katz)	Cap Cities/ABC
KALI, 1430, 5 KW (DA-2)	, HISPANIC		, $ 80.00 (Katz Hisp)	United
KFI , 640, 50 KW	, TALK	MBS	, $ 120.00 (Christal)	Cox
KFWB, 980, 5 KW	, NEWS	CNN ABC	, $ 315.00 (Group W)	Westinghouse
KGFJ, 1230, 1 KW	, BLACK OLDIES	SBN, MBS	, $ 65.00 (Roslin)	
KGIL, 1260, 5 KW (DA-2)	, TALK		, $ 55.00 (HNWH)	Buckley
KIEV, 870, 10 KW/1 KW (DA-2)	, VARIOUS		, $ NA (---)	
KKHJ, 930, 5 KW (DA-N)	, HISPANIC		, $ 100.00 (Katz Hisp)	
KLAC, 570, 5 KW (DA-N)	, COUNTRY	ABC	, $ 90.00 (Eastman)	Malrite
KMPC, 710, 50 KW/10 KW (DA-N)	, SPORTS	NBC	, $ 200.00 (Durpetti)	Golden West
KNX , 1070, 50 KW	, NEWS	CBS	, $ 315.00 (CBS)	CBS
KRLA, 1110, 50 KW/20 KW (DA-2)	, OLDIES		, $ 82.00 (MMR)	Greater Media
KSKQ, 1540, 50 KW/10 KW (DA-2)	, SEE KSKQ-FM			
KTNQ, 1020, 50 KW (DA-2)	, HISPANIC		, $ 160.00 (Caballero)	Heftel
KWKW, 1330, 5 KW (DA-N)	, HISPANIC		, $ 190.00 (Lotus)	Lotus

FM STATIONS

KACE, 103.9, 1.6 KW @ 371,	JAZZ/NAC	APR, UNIULT	, $ 90.00 (K & P)	All Pro
KBIG, 104.3, 105 KW @ 2890,	AC		, $ 350.00 (CBS)	Bonneville
KCBS, 93.1, 29 KW @ 3496,	OLDIES	CBS	, $ 190.00 (CBS)	CBS
KFSG, 96.3, 54 KW @ 480,	RELIGION		, $ NA (---)	
KIIS, 102.7, 8 KW @ 2959,	CHR		, $ 450.00 (McGuild)	Gannett
KJLH, 102.3, 2.2 KW @ 338,	BLACK		, $ 100.00 (Roslin)	
KKBT, 92.3, 43 KW @ 2909,	BLACK		, $ 325.00 (MMR)	Evergreen
KKGO, 105.1, 18 KW @ 2886,	CLASSICAL	APR	, $ 125.00 (CMBS)	Mt. Wilson
KKLA, 99.5, 30 KW @ 669,	RELIGION		, $ NA (---)	
KLIT, 101.9, 2.5 KW @ 2831,	SOFT AC		, $ 105.00 (Banner)	Golden West
KLOS, 95.5, 61 KW @ 3129,	AOR	ABC	, $ 475.00 (Katz)	Cap Cities/ABC
KLSX, 97.1, 21 KW @ 3001,	CLASSIC AOR		, $ 300.00 (MMR)	Greater Media
KLVE, 107.5, 30 KW @ 2998,	HISPANIC		, $ 210.00 (Caballero)	Heftel
KMAX, 107.1, 3 KW @ ? ,	ETHNIC/RELIG		, $ 60.00 (---)	Douglas
KNAC, 105.5, 1 KW @ 469,	AOR	ABC	, $ 101.00 (---)	
KOST, 103.5, 13 KW @ 3100,	AC		, $ 510.00 (Christal)	Cox
KPWR, 105.9, 72 KW @ 771,	CHR		, $ 350.00 (HNWH)	Emmis
KQLZ, 100.3, 5 KW @ 3004,	AOR	SOURCE	, $ 240.00 (Durpetti)	Westwood One
KROQ, 106.7, 6 KW @ 1387,	AOR		, $ 270.00 (Torbet)	Infinity
KRTH, 101.1, 51 KW @ 3129,	OLDIES	UNIULT	, $ 384.00 (Banner)	Beasley
KSKQ, 97.9, 79 KW @ 410,	HISPANIC		, $ 100.00 (---)	SBS
KTWV, 94.7, 55 KW @ 2831,	JAZZ/NAC		, $ 340.00 (Group W)	Westinghouse
KXEZ, 98.7, 75 KW @ 1181,	SOFT AC/EZ		, $ 255.00 (Torbet)	Viacom
KZLA, 93.9, 19 KW @ 3136,	COUNTRY		, $ 290.00 (Eastman)	Malrite

American Radio Spring, 1992 Copyright 1992

LOUISVILLE

Arbitron Rank/Pop (12+): 51/791,500

MSA Rank/Pop: 52/968,000
ADI # 46

Average Person Ratings: 15.9
Market TSL: 21.25 hours

Stations: 19/18
Diaries: 1343/589:1/52.4%
Sample Target: 1320
% Below Line: 0.3
% Not Listed: 11.3

1991 Revenue: $25,500,000
HH Inc.: $30,273
Retail $: 7.6 Bil
Pop per Station: 43,972
#1 Biller: WHAS $7,000,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WAMZ-F	(C)	231/18.4	21.4	22.9	17.9	19.5	20.1	342/3888	2598/32.8	33.4	29.1	G	WAMZ-F
2. WHAS	(FS)	160/12.7	14.6	14.5	14.3	14.3	14.0	192/2965	2292/29.0	30.4	30.4	H	WHAS
3. WDJX-F	(CHR)	120/ 9.5	8.5	7.6	8.0	8.9	8.4	171/2813	2015/25.5	20.4	23.1	D	WDJX-F
4. WQMF-F	(AOR)	107/ 8.5	7.5	7.1	10.4	7.8	8.4	157/2024	1482/18.7	17.3	18.0	D	WQMF-F
5. WLRS-F	(AC)	74/ 5.9	4.8	4.8	4.6	3.4	5.0	77/1229	1147/14.5	12.8	11.3	B	WLRS-F
6. WRKA-F	(AC)	72/ 5.7	6.2	5.0	6.7	4.9	5.9	80/1262	1158/14.6	16.1	17.1	C	WRKA-F
7. WGZB-F	(B)	68/ 5.4	5.9	5.9	5.8	6.7	5.8	72/819	756/ 9.6	9.5	10.1	B	WGZB-F
8. WAVG	(T)	64/ 5.1	5.0	3.1	2.2	2.1	3.8	73/845	714/ 9.0	8.3	6.6	A	WAVG
9. WVEZ-F	(SAC)	63/ 5.0	5.0	6.4	6.9	6.5	5.8	95/1432	1061/13.4	15.3	14.0	D	WVEZ-F
10. WZKS-F	(CHR)	34/ 2.7	1.5	3.7	3.5	5.0	2.8	34/653	646/ 8.2	12.3	14.1	B	WZKS-F
WWKY	(C)	34/ 2.7	1.6	0.8	1.1	1.2	1.6	34/476	432/ 5.5	2.9	3.9	A	WWKY
12. WLOU	(B)	31/ 2.5	2.8	2.5	3.1	2.7	2.7	32/437	412/ 5.2	6.0	6.8	A	WLOU
13.													
14.													
15.													

12+ FM SHARE (METRO): 68.91% (769 of 1116) (SPG 91: 72.33%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDJX-F>>	1 WAMZ-F	1 WAMZ-F>	1 WAMZ-F>>	1 WAMZ-F>>	1 WHAS <	1 WHAS	1 WAMZ-F>	1 WAMZ-F>	1 WAMZ-F	1 WAMZ-F
2 WQMF-F>	2 WQMF-F>	2 WQMF-F	2 WHAS	2 WHAS	2 WAMZ-F>>	2 WAMZ-F>>	2 WHAS	2 WHAS	2 WQMF-F	2 WHAS >>
3 WGZB-F	3 WDJX-F	3 WDJX-F	3 WRKA-F	3 WRKA-F	3 WAVG	3 WDJX-F	3 WDJX-F	3 WDJX-F	WDJX-F	3 WQMF-F
4 WAMZ-F	4 WLRS-F>	4 WLRS-F	4 WQMF-F	4 WQMF-F	4 WRKA-F	4 WQMF-F>	4 WLRS-F	4 WQMF-F>	4 WHAS	WGZB-F
5	5 WGZB-F	WHAS <	5 WLRS-F	5 WLRS-F	5	5 WRKA-F<	5 WQMF-F	5 WGZB-F<	5 WGZB-F>	5 WLLV
6	6	6 WRKA-F	6 WDJX-F	6 WDJX-F	6	6 WLRS-F<	6 WRKA-F	6 WLRS-F	6 WLRS-F<	6
7	7	7	7 WVEZ-F	7 WVEZ-F	7	7 WAVG >	7 WAVG <	7 WRKA-F	7 WVEZ-F>	7
						8 WVEZ-F	8 WVEZ-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WAMZ-F	1 WAMZ-F	1 WAMZ-F	1 WAMZ-F>	1 WAMZ-F>>
2 WQMF-F	2 WLRS-F<	2 WLRS-F>	2 WLRS-F	2 WLRS-F<
3 WDJX-F	3 WQMF-F	3 WQMF-F	3 WDJX-F	3 WHAS
4 WGZB-F	4 WDJX-F>	WDJX-F>	4 WQMF-F	4 WRKA-F<
5 WLRS-F	5 WGZB-F	5 WGZB-F	5 WRKA-F	5 WDJX-F
6	6	6 WVEZ-F	6 WHAS	6 WVEZ-F
7	7	7	WGZB-F	7 WQMF-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WQMF-F>>	1 WAMZ-F<	1 WAMZ-F>	1 WAMZ-F>	1 WAMZ-F>
2 WDJX-F	2 WQMF-F>	2 WQMF-F>	2 WQMF-F>	2 WHAS
3 WAMZ-F>	3 WDJX-F>	3 WRKA-F	3 WHAS	3 WQMF-F<
4 WGZB-F>	4 WRKA-F	WDJX-F	4 WRKA-F	4 WRKA-F
5 WZKS-F	WLRS-F	5 WLRS-F	5 WDJX-F>	5
6	WGZB-F	6 WHAS	6 WGZB-F	6
7	7	7 WVEZ-F	7	7

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP	1 (1)	154 (2)	155 (3)	13.9	15.9
AOR/CLASSIC		107 (1)	107 (1)	9.6	9.3
AC/OLDIES		146 (2)	146 (2)	13.1	19.2
FULL SVC/VARIETY	164 (2)		164 (2)	14.7	16.2
COUNTRY	49 (2)	231 (1)	280 (3)	25.1	24.7
BLACK/URBAN	31 (1)	68 (1)	99 (2)	8.9	10.7
SAC/EZ		63 (1)	63 (1)	5.6	
NEWS/TALK	64 (1)		64 (1)	5.7	0.4
NOSTALGIA	10 (1)		10 (1)	0.9	1.8
RELIGION/GOSPEL	16 (1)		16 (1)	1.4	1.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	12 (2)		12 (2)	1.1	
	347 (11)	769 (8)	1116 (19)		

OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME
WDJX	1080	Louisville	0.1/1.0/ 2/ 118
WFIA	900	Louisville	0.6/2.1/ 8/ 167
WLLV	1240	Louisville	1.3/2.9/ 16/ 230
WOBS	1570	New Albany/Lsvl	0.3/1.1/ 9/ 104
WTMT	620	Louisville	1.2/2.8/ 15/ 257
WXVW	1450	Jeffersonvl/Lvl	0.8/2.6/ 10/ 248
WLW	700	Cincinnati	0.3/0.9/ 11/ 209

American Radio Spring, 1992 Copyright 1992

LOUISVILLE

RADIO STATIONS

WAVG	970,	5 KW (DA-N)	Talk/Oldies	UNIULT UNISUP,	$ 24.00	(Durpett1)	
WHAS	840,	50 KW	Full Service	ABC,	$120.00	(Christal)	Clear Channel
WLOU	1350,	5 KW/500 W (DA-N),	Black	SBN,	$ 25.00	(---)	Johnson
WWKY	790,	5 KW/1 KW (DA-2),	Country	NBC,	$ 19.00	(Katz)	Wilks-Schwartz
WXVW	1450,	1 KW	Nostalgia	SMN UNISUP,	$ 23.00	(K & P)	
WAMZ-F	97.5,	100 KW @ 500	Country		$102.00	(Christal)	Clear Channel
WDJX-F	99.7	24 KW @ 715	CHR	APR,	$ 60.00	(Eastman)	Stoner
WGZB-F	96.5,	3 KW @ 295	Black	CNN,	$ 30.00	(---)	
WLRS-F	102.3,	3 KW @ 285	AC	UNIPWR,	$ 35.00	(Durpett1)	Beck Ross
WQMF-F	95.7,	34 KW @ 581	AOR		$ 61.00	(HNWH)	
WRKA-F	103.1,	3 KW 2 276	Oldias		$ 44.00	(Banner)	Franklin
WVEZ-F	106.9,	25 KW @ 669	Soft AC		$ 65.00	(Katz)	Wilks-Schwartz
WZKS-F	103.9,	1 KW @ 489	Country		$ 26.00	(M&R)	

Miscellaneous: WLSY-F (Jeffersontown) sold for $350,000 (Rice) . . . WZKS-F from CHR to Country (April) . . . WLRS-F sold to Beck Ross for $3,000,000 . . . WRKA-F sold to Capitol to Franklin for $2,700,000 (E) (Blackburn) . . .

American Radio Spring, 1992 Copyright 1992

LUBBOCK

Arbitron Rank/Pop (12+): 166/183,700
MSA Rank/Pop: 196/223,000
ADI # 147
Average Person Ratings: 16.8
Market TSL: 22.25 hours

Stations: 14/13
Diaries: 565/325:1/46.5%
Sample Target: 610
% Below Line: 0.3
% Not Listed: 13.9

1991 Revenue: $6,500,000
HH Inc.: $27,735
Retail $: 2.0 Bil
Pop per Station: 14,130
#1 Biller: KLLL-AF $2,100,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KLLL-F (C)	92/29.8	30.9	25.4	22.2	24.3	----	166/1483	848/46.2	41.5	40.6	D	KLLL-F
2. KFMX-F (AOR)	37/12.0	11.5	9.8	13.5	8.1	----	51/567	411/22.4	21.9	22.2	B	KFMX-F
3. KZII-F (CHR)	36/11.7	9.7	10.7	13.5	14.9	----	52/757	502/27.3	23.1	29.4	B	KZII-F
4. KRLB-F (AC)	31/10.0	6.8	8.5	8.1	9.7	----	40/677	479/26.1	21.0	26.5		KRLB-F
5. KKCL-F (O)	23/ 7.4	7.9	6.2	4.0	2.9	----	25/412	334/18.2	17.4	14.8		KKCL-F
6. KFYO (C/FS)	12/ 3.9	6.5	3.9	6.1	2.3	----	18/306	194/10.6	17.0	9.1		KFYO
7. KKIK-AF (SP)	9/ 2.9	3.2	5.8	6.8	3.6	----	16/228	128/ 7.0	10.1	20.0		KKIK-AF
8. KTEZ-F (SAC)	7/ 2.3	6.1	8.1	4.7	9.1	----	12/325	249/13.6	17.8	14.0		KTEZ-F
KCAS (BB)	7/ 2.3	1.1	0.7	1.0	1.9	----	7/59	57/ 3.1	3.8	2.4		KCAS
10. KJAK-F (REL)	5/ 1.6	2.2	1.6	3.0	1.3	----	7/183	124/ 6.8	8.3	5.3		KJAK-F

12+ FM SHARE (METRO): 88.35% (235 of 266) (SPG 91: 84.06%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	KZII-F	KLLL-F›	KLLL-F››	KLLL-F››	KLLL-F››	KLLL-F››	KLLL-F››	KLLL-F››	KLLL-F››	KLLL-F	KLLL-F››
2	KLLL-F››	KFMX-F	KFMX-F	KFMX-F	KFMX-F	KKCL-F	KZII-F‹	KKCL-F›	KFMX-F	KZII-F›	KFMX-F››
3	KRLB-F	KZII-F	KZII-F‹	KKCL-F	KKCL-F		KFMX-F	KFMX-F	KZII-F	KFMX-F	
4		KRLB-F	KRLB-F	KRLB-F	KRLB-F		KRLB-F	KZII-F	KRLB-F››	KRLB-F››	
5			KKCL-F		KZII-F		KFYO	KRLB-F››			

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	KLLL-F	KLLL-F››	KLLL-F››	KLLL-F››	KLLL-F››	KFMX-F	KFMX-F›	KFMX-F	KLLL-F	KLLL-F››
2	KZII-F	KRLB-F	KRLB-F››	KRLB-F	KRLB-F›	KZII-F›	KLLL-F	KLLL-F››	KFMX-F›	KFMX-F
3	KRLB-F››	KZII-F›	KZII-F	KZII-F›	KKCL-F	KLLL-F›	KZII-F›	KKCL-F	KZII-F	KKCL-F›
4	KFMX-F	KFMX-F	KFMX-F	KFMX-F	KFMX-F	KRLB-F	KRLB-F	KZII-F›	KKCL-F›	KZII-F
5					KZII-F			KRLB-F	KRLB-F	KRLB-F

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		36 (1)	36 (1)	13.5	12.0
AOR/CLASSIC		37 (1)	37 (1)	13.9	10.9
AC/OLDIES		57 (3)	57 (3)	21.4	26.4
FULL SVC/VARIETY					
COUNTRY	12 (1)	92 (1)	104 (2)	39.1	38.4
BLACK/URBAN					
SAC/EZ		7 (1)	7 (1)	2.6	0.7
NEWS/TALK	1 (1)		1 (1)	0.4	1.4
NOSTALGIA	10 (2)		10 (2)	3.8	1.4
RELIGION/GOSPEL		5 (1)	5 (1)	1.9	1.8
SPANISH	8 (1)	1 (1)	9 (2)	3.4	6.9
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	31 (5)	235 (9)	266 (14)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KFMX	1340	Lubbock	1.0/5.1/ 3/ 97
KLSC-F	104.7	Lamesa/Lubbock	1.0/2.7/ 9/ 114
KGNC	710	Amarillo	0.3/2.1/ 13/ 165

RADIO STATIONS

KCAS , 1050, 250 W (DAYS) , Nostalgia	, $ 8.00	(---)		(SLATON)
KFYO , 790, 5 KW/1 KW (DA-2) , Country/FS	CBS, $14.00	(Torbet)	Seaton	
KXTQ , 950, 5 KW/500 W (DA-2), Hispanic	, $10.00	(Caballero)		
KFMX-F, 94.5, 100 KW @ 817 , AOR	ABC, $23.00	(Katz)		
KJAK-F, 92.7, 100 KW @ 584 , Religion	, $ 8.00	(---)		(SLATON)
KRLB-F, 99.5, 100 KW @ 859 , AC	ABC, $27.00	(Christal)	Dowe	
KKCL-F, 98.1, 50 KW @ 295 , Oldies	NBC, $18.00	(Banner)	Amer. General	(LORENZO)
KLLL-F, 96.3, 100 KW @ 817 , Country	MBS, $46.00	(Eastman)	Pinnacle	(LAMESA)
KLSC-F, 104.7, 100 KW @ 915 , Oldies	, $ 8.00	(Banner)	Dowdy	
KTEZ-F, 101.1, 100 KW @ 751 , Soft AC	UNISUP, $15.00	(HNWH)	Lotus	
KKIK-F, 93.7, 100 KW @ 741 -- SEE KXTQ				
KZII-F, 102.5, 100 KW @ 817 , CHR	, $25.00	(Torbet)		

American Radio Spring, 1992 Copyright 1992

MACON

Arbitron Rank/Pop (12+): 144/233,600

MSA Rank/Pop: 160/283,200
-ADI # 120
Average Person Ratings: 15.9
Market TSL: 21.50 hours

Stations: 19/15
Diaries: 796/293:1/48.5%
Sample Target: 500
% Below Line: 3.0
% Not Listed: 12.9

1991 Revenue: $8,100,000
HH Inc.: $31,259
Retail $: 2.1 Bil
Pop per Station: 15,573
#1 Biller: WDEN-AF $2,700,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WDEN-F (C)	76/20.4	20.2	19.5	21.1	23.0	----	154/1647	797/34.1	31.5	31.9	D	WDEN-F
2. WQBZ-F (AOR)	38/10.2	7.9	10.8	4.1	2.2	----	60/705	396/17.0	15.1	15.9	B	WQBZ-F
3. WFXM-AF (B)	36/ 9.7	7.9	8.0	8.5	7.0	----	40/538	430/18.4	16.1	21.1	B	WFXM-AF
4. WDDO (G)	32/ 8.6	5.9	8.9	9.9	7.0	----	34/341	317/13.6	11.5	13.4	A	WDDO
5. WAYS-F (O)	29/ 7.6	7.4	10.1	11.0	14.9	----	48/909	479/20.4	22.7	29.9	C	WAYS-F
6. WPEZ-F (AC)	28/ 7.5	12.0	11.3	12.9	9.4	----	53/663	439/18.8	21.9	21.0	C	WPEZ-F
7. WPGA-F (B)	27/ 7.3	7.4	10.8	9.4	8.4	----	33/582	432/18.5	16.8	17.3	B	WPGA-F
8. WMAZ (N/T)	15/ 4.0	4.8	2.6	2.8	4.8	----	20/376	262/11.2	14.1	11.0	A	WMAZ
9. WNEX-F (CHR)	9/ 2.4	0.5	0.7	----	1.7	----	10/194	176/ 7.5	3.5	3.7	A	WNEX-F
10. WRCC-F (C)	8/ 2.2	3.1	0.5	2.3	1.4	----	9/152	139/ 6.0	4.5	3.2	A	WRCC-F

12+ FM SHARE (METRO): 79.01% (256 of 324) (SPG 91: 83.92%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	WFXM-AF	1 WQBZ-F	1 WDEN-F›	1 WDEN-F›	1 WDEN-F›	1 WDEN-F››	1 WDEN-F›	1 WDEN-F›	1 WDEN-F››	1 WDEN-F‹	1 WDEN-F
2	WPGA ››	2 WDEN-F	2 WQBZ-F›	2 WQBZ-F	2 WQBZ-F‹	2 WDDO ‹	2 WDDO	2 WPEZ-F	2 WQBZ-F	2 WFXM-AF	2 WPGA-F›
3	WDEN-F	3 WFXM-AF›	3 WFXM-AF‹	3 WPEZ-F	3 WPEZ-F	3 WAYS-F›	3 WQBZ-F	3 WQBZ-F	3 WFXM-AF	3 WPGA-F‹	3 WQBZ-F
4		4 WPGA-F	4 WPEZ-F	4 WAYS-F›	4 WAYS-F›	4 WPEZ-F	4 WAYS-F	4 WDDO	4 WPEZ-F	4 WQBZ-F››	4 WFXM-F
5		5 WPEZ-F	5 WAYS-F	5 WFXM-AF	5 WFXM-AF	5 WMAZ	5 WPEZ-F	5 WAYS-F	5 WPGA-F	5	
6		6	6	6	6	6	6 WFXM-AF	6	6 WAYS-F	6	

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	WFXM-AF	1 WDEN-F	1 WPEZ-F	1 WDEN-F›	1 WDEN-F›	1 WDEN-F››	1 WQBZ-F	1 WQBZ-F››	1 WDEN-F	1 WQBZ-F
2	WDEN-F	2 WFXM-AF	2 WDEN-F	2 WPEZ-F›	2 WPEZ-F	2 WQBZ-F›	2 WDEN-F›	2 WQBZ-F›	2 WQBZ-F›	WDEN-F›
3	WQBZ-F	WQBZ-F	3 WQBZ-F	3 WDDO	3 WDDO	3 WFXM-AF	3 WFXM-AF	3 WDEN-F	3 WFXM-AF›	3 WAYS-F
	WPGA-F	WPEZ-F	4 WDDO	4 WFXM-AF	4 WAYS-F	4 WPGA-F	4	4	4 WAYS-F	4 WFXM-AF
5		5 WPGA-F	5 WFXM-AF	WQBZ-F	5	5	5	5	5	5 WPEZ-F
6		6	WPGA-F	6 WPGA-F	6	6	6	6	6	6
7		7	7	WAYS-F	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		9 (1)	9 (1)	2.8	11.4
AOR/CLASSIC		38 (1)	38 (1)	11.7	12.3
AC/OLDIES		59 (3)	59 (3)	18.2	13.6
FULL SVC/VARIETY	2 (1)		2 (1)	0.6	
COUNTRY		84 (2)	84 (2)	25.9	23.2
BLACK/URBAN	12 (2)	61 (3)	73 (5)	22.5	21.8
SAC/EZ		2 (1)	2 (1)	0.6	0.8
NEWS/TALK	15 (1)		15 (1)	4.6	3.0
NOSTALGIA					
RELIGION/GOSPEL	36 (2)	3 (1)	39 (3)	12.0	13.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	3 (1)		3 (1)	0.9	0.5
	68 (7)	256 (12)	324 (19)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCOP	1350	Warner Robins	1.1/1.8/ 4/ 42
WNEX	1400	Macon	0.8/2.3/ 3/ 77
WPGA	980	Perry/Wrnr Rbns	0.5/0.9/ 2/ 23
WXKO	1150	Fort Valley	1.6/3.5/ 9/ 120
WALR-F	104.7	Athens/Atlanta	1.1/2.9/ 15/ 246
WFOX-F	97.1	Gainsvle/Atlnta	0.5/2.4/ 6/ 141
WPCH-F	94.9	Atlanta	0.5/1.1/ 4/ 77
WVFJ-F	93.3	Manchester	0.8/3.6/ 3/ 113

RADIO STATIONS

WDDO , 1240, 1 KW , Gospel	MBS AURN, $13.00 (Christal)		
WMAZ , 940, 50 KW/10 KW (DA-2), News/Talk	MBS ABC, $17.00 (Katz)		
WXKO , 1150, 1 KW (DAYS) , Gospel	, $10.00 (---)	Woodfin	(FORT VALLEY)
WAYS-F, 99.1, 100 KW @ 663 , Oldies	MBS ABC, $37.00 (Katz)	Multimedia	
WDEN-F, 105.3, 100 KW @ 659 , Country	NBC, $52.00 (Mc-Guild)	Magic	
WFXM-F, 100.1, 3 KW @ 298 , Black	AURN, $18.00 (Torbet)	Woodfin	(FORSYTH)
WXXK-F, 97.9, 6 KW @ 394 -- SEE WFXM-F			
WNEX-F, 107.1, 2.2 KW @ 541 , CHR	ABC, $ 9.00 (---)		(GORDON)
WPEZ-F, 107.9, 100 KW @ 689 , AC	UNIPWR, $30.00 (Christal)		
WPGA-F, 100.9, 2.2 KW @ 354 , Black	ABC, $20.00 (HNWH)		(PERRY)
WQBZ-F, 106.3, 50 KW @ 492 , AOR	UNIULT, $22.00 (Banner)	Taylor	(FORT VALLEY)
WRCC-F, 101.7, 2.5 KW @ 351 , Country	SMN, $10.00 (DORA)	Timm	(WARNER-ROBINS)

Miscellaneous: WMRW-F changed to WNEX-F (Feb) . . .

American Radio Spring, 1992 Copyright 1992

MADISON

Arbitron Rank/Pop (12+): 117/313,300
MSA Rank/Pop: 136/356,000
ADI # 92
Average Person Ratings: 15.7
Market TSL: 20.50 hours

Stations: 19/15
Diaries: 777/403:1/57.6%
Sample Target: 760
% Below Line: 1.6
% Not Listed: 19.5

1991 Revenue: $14,700,000
HH Inc.: $33,352
Retail $: 3.4 Bil
Pop per Station: 20,887
#1 Biller: WIBA-F $2,500,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	# Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WZEE-F (CHR)	60/12.2	12.1	9.0	11.7	7.0	11.3	130/1774	893/28.5	25.9	26.5	C	WZEE-F
2. WIBA-F (AOR)	58/11.8	11.7	12.2	15.4	15.3	12.8	129/1694	849/27.1	28.2	34.3	D	WIBA-F
3. WWQM-AF (C)	53/10.8	12.5	10.3	6.7	8.5	10.1	75/974	650/20.7	18.3	18.0	C	WWQM-AF
4. WOLX-F (O)	36/ 7.3	7.9	9.2	8.9	9.9	8.3	110/1700	712/22.7	21.2	27.4	C	WOLX-F
5. WIBA (FS)	31/ 6.3	5.5	5.0	6.3	7.0	5.8	37/682	569/18.2	16.5	17.4	C	WIBA
6. WMGN-F (AC)	29/ 5.9	5.3	7.3	6.1	7.6	6.2	32/598	446/14.2	16.3	15.8	C	WMGN-F
7. WTSO (C)	28/ 5.7	5.1	6.1	5.5	3.1	5.6	52/704	391/12.5	23.2	9.6	C	WTSO
8. WTDY (T/N)	27/ 5.5	4.0	4.0	3.8	2.7	4.3-	29/494	433/13.8	11.6	8.4	B	WTDY
9. WMLI-F (SAC)	20/ 4.1	5.0	4.6	3.0	4.1	4.2	26/551	429/13.7	13.3	13.4	A	WMLI-F
10. WJJO-F (AOR/AC)	19/ 3.9	2.6	3.6	3.2	6.0	3.3	33/719	405/12.9	13.6	23.0	B	WJJO-F
11. WSJY-F (SAC)	13/ 2.6	1.8	1.7	1.6	2.3	1.9	31/492	230/ 7.3	6.5	5.6	A	WSJY-F
12. WMMM-F (AOR)	8/ 1.6	1.8	1.5	1.0	----	1.5	10/181	170/ 5.4	5.9	0.0	A	WMMM-F
13.												
14.												
15.												

12+ FM SHARE (METRO): 75.76% (300 of 396) (SPG 91: 80.33%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZEE-F>>	1 WIBA-F>	1 WIBA-F	1 WIBA-F	1 WIBA-F	1 WWQM-AF	1 WZEE-F<	1 WIBA-F	1 WZEE-F<	1 WZEE-F	1 WWQM-F>>
2 WWQM-AF>>	2 WZEE-F>	2 WZEE-F	2 WOLX-F<	2 WWQM-AF<	2 WTSO	2 WIBA-F	2 WZEE-F	2 WIBA-F	2 WIBA	2 WIBA
3 WIBA-F	3 WWQM-AF	3 WOLX-F	3 WWQM-AF	3 WOLX-F	3 WTDY	3 WWQM-AF>	3 WWQM-AF	3 WWQM-AF>	3 WIBA-F>>	3 WTDY
4	4 WOLX-F	4 WWQM-AF	4 WZEE-F	4 WMGN-F	4 WIBA-F	4 WTSO	4 WTDY >	4 WOLX-F>	4 WWQM-AF	4 WTSO
5	5 WMGN-F	5 WMGN-F>	WMGN-F>	5 WZEE-F	5 WOLX-F	5 WIBA	5 WMGN-F	5	WMLI-F	5 WOLX-F
6	WJJO-F	6 WJJO-F	6 WTDY	6	6 WMGN-F	6 WMGN-F	6	6	6	WIBA-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WZEE-F	1 WZEE-F	1 WMGN-F	1 WZEE-F	1 WMGN-F>
WIBA-F>	2 WIBA-F>	2 WZEE-F	2 WMGN-F	2 WWQM-AF
3 WWQM-AF	3 WWQM-AF	3 WIBA-F	3 WWQM-AF	WZEE-F
WOLX-F>	WMGN-F	4 WWQM-AF	4 WOLX-F	4 WOLX-F
5 WMMM-F>	5 WOLX-F	5 WMLI-F	WIBA-F>	5 WMLI-F
6 WMLI-F	6 WMLI-F	6 WOLX-F	6 WMLI-F	6 WIBA-F
WJJO-F	7 WJJO-F	WJJO-F	7	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIBA-F>	1 WIBA-F>>	1 WIBA-F>>	1 WIBA-F<	1 WIBA-F>
2 WZEE-F>>	2 WZEE-F>>	2 WWQM-AF	2 WZEE-F>>	2 WOLX-F
3 WOLX-F>	3 WWQM-AF	WZEE-F	3 WOLX-F	3 WWQM-AF>
4 WWQM-AF	4 WOLX-F	WIBA	4 WWQM-AF>	4 WTDY
WJJO-F	WJJO-F	5 WJJO-F	5 WTDY	WJJO-F
6	WIBA	6 WOLX-F>	WJJO-F	WIBA
7	7	7 WTDY	WIBA	7 WZEE-F

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		60 (1)	60 (1)	15.2	15.9
AOR/CLASSIC		66 (2)	66 (2)	16.7	23.9
AC/OLDIES		84 (3)	84 (3)	21.2	26.3
FULL SVC/VARIETY	33 (2)		33 (2)	8.3	9.0
COUNTRY	29 (2)	52 (1)	81 (3)	20.5	14.7
BLACK/URBAN					
SAC/EZ		35 (3)	35 (3)	8.8	3.3
NEWS/TALK	31 (3)		31 (3)	7.8	4.7
NOSTALGIA	3 (1)		3 (1)	0.8	2.1
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		3 (1)	3 (1)	0.8	
	96 (8)	300 (11)	396 (19)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WIBU	1240	Poynette	0.6/2.8/ 8/ 201
WYZM-F	105.1	Waunakee/Madson	0.6/3.2/ 10/ 149
WEKZ-F	93.7	Monroe	0.4/1.5/ 16/ 243
WGN	720	Chicago	0.4/1.9/ 12/ 200
WMAQ	670	Chicago	0.4/1.6/ 3/ 150
WTMJ	620	Milwaukee	0.4/2.2/ 16/ 337

RADIO STATIONS

WIBA ,	1310,	5 KW (DA-2) ,	Full Service	CBS, $37.00	(Katz)	Double L
WIBU ,	1240,	1 KW ,	Nostalgia	, $10.00	(---)	(POYNETTE)
WTDY ,	1480,	5 KW (DA-2) ,	Talk/News	NBC ABC, $20.00	(Mc-Guild)	Midwest Family
WTSO ,	1070	10 KW/5 KW (DA-2),	Country	ABC, $26.00	(Banner)	Mid Continent
WIBA-F,	101.5,	12 KW @ 1017 ,	AOR	CBS, $56.00	(Katz)	Double L
WJJO-F,	94.1,	50 KW @ 492 ,	AOR/AC	, $25.00	(HNWH)	(WATERTOWN)
WMAD-F,	92.1,	1.8 KW @ 400 ,	AOR	, $23.00	(Torbet)	
WMGN-F,	98.1,	38 KW @ 581 ,	AC	, $48.00	(Mc-Guild)	Midwest Family
WMLI-F,	96.3,	5.1 KW @ 672 ,	Soft AC	UNISUP, $18.00	(Torbet)	(SAUK CITY)
WMMM-F,	105.5,	4.4 KW @ 384 ,	AOR/AC	, $14.00	(---)	(VERONA)
WOLX-F,	94.9,	37 KW @ 1299 ,	Oldies	, $48.00	(Christal)	Shockley (BARABOO)
WSJY-F,	107.3,	50 KW @ 500 ,	EZ	ABC, $15.00	(---)	(FORT ATKINSON)
WWQM-F,	106.3,	4.5 KW @ 380 ,	Country	ABC, $33.00	(Eastman)	Media Capital
WZEE-F,	104.1,	9.4 KW @ 1118 ,	CHR	, $35.00	(Banner)	Midcontinent

Miscellaneous: WMAD A/F off air because of bank foreclosure as of June . . .

American Radio Spring, 1992 Copyright 1992

MANCHESTER

Arbitron Rank/Pop (12+): 177/166,200
MSA Rank/Pop: 248/150,600
Boston ADI
Average Person Ratings: 17.6
Market TSL: 23.00 hours

Stations: 29/6
Diaries: 646/257:1/49.3%
Sample Target: 610
% Below Line: 51.4
% Not Listed: 12.0

1991 Revenue: $6,600,000
HH Inc.: $43,575
Retail $: 2.7 Bil
Pop per Station: 27,700
#1 Biller: WGIR-F $2,250,000

12+ METRO		1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WZID-F	(SAC/EZ)	38/13.0	14.9	16.4	18.8	17.5	----	63/814	461/27.7	28.6	29.8	D	WZID-F
2. WGIR-F	(AOR)	29/ 9.9	8.8	8.5	7.3	10.6	----	53/1014	455/27.4	24.0	26.3	D	WGIR-F
3. WOKQ-F	(C)	25/ 8.6	6.1	6.8	6.9	3.1	----	68/829	316/19.0	15.0	15.4		WOKQ-F
4. WGIR	(N/T)	19/ 6.5	3.0	7.6	5.9	5.8	----	24/465	324/19.5	13.7	15.3	B	WGIR
5. WFEA	(BB)	16/ 5.5	7.1	1.7	3.5	3.8	----	21/270	185/11.1	11.4	6.1	A	WFEA
6. WSSH-F	(SAC)	15/ 5.1	3.7	5.5	5.6	6.2	----	47/559	235/14.1	13.7	16.7		WSSH-F
7. WODS-F	(O)	14/ 4.8	2.7	3.1	2.1	3.4	----	25/485	201/12.1	11.1	10.2		WODS-F
8. WZOU-F	(CHR)	10/ 3.4	3.4	6.1	3.5	3.1	----	23/647	280/16.8	16.0	19.4		WZOU-F
WHOB-F	(CHR)	10/ 3.4	4.1	5.5	5.9	5.5	----	23/548	234/14.1	13.2	16.8	B	WHOB-F
10. WBCN-F	(AOR)	9/ 3.1	2.7	3.4	2.1	2.4	----	25/413	143/ 8.6	9.5	8.4		WBCN-F

12+ FM SHARE (METRO): 78.99% (203 of 257) (SPG 91: 84.35%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZOU-F	1 WGIR-F>	1 WZID-F	1 WZID-F>	1 WZID-F>	1 WZID-F	1 WZID-F	1 WZID-F>	1 WZID-F	1 WGIR-F	1 WZID-F
WHOB-F>>	2 WZID-F>>	2 WGIR-F>	2 WGIR-F>	2 WGIR-F>	2 WOKQ-F	2 WGIR	2 WGIR-F	2 WFEA	2 WSSH-F	
3	3 WOKQ-F	3 WODS-F	3 WODS-F	3 WOKQ-F	3 WGIR	3 WGIR-F<	3 WOKQ-F	3 WOKQ-F>	3 WAAF-F	3
4	4 WAAF-F	4 WODS-F	4 WSSH-F	4 WODS-F	WFEA >	4 WOKQ-F>	4 WSSH-F	4 WSSH-F	WZID-F>	4
5	5	5 WSSH-F	WOKQ-F	5 WSSH-F	5	5	5 WFEA	5 WFEA	5	5
6	6	6	6	6	6	6	6 WGIR	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WHOB-F	1 WZID-F	1 WZID-F	1 WZID-F>	1 WZID-F>>
WGIR-F>	WGIR-F>	2 WGIR-F>	2 WGIR-F>	2 WGIR-F>
3 WZOU-F	3 WOKQ-F	3 WOKQ-F>	3 WSSH-F	3 WSSH-F
WOKQ-F	4 WHOB-F	4 WSSH-F	WOKQ-F	WODS-F
WZID-F	5	WODS-F	5	5 WOKQ-F
6	6	WLYT-F	6	WGIR

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGIR-F	1 WGIR-F>>	1 WGIR-F>>	1 WGIR-F>	1 WGIR-F
2 WAAF-F>>	2 WZID-F	2 WZID-F>	2 WZID-F>	2 WOKQ-F
3 WZOU-F	3 WAAF-F	3 WZLX-F	3 WBCN-F	WZID-F
WXKS-F	4 WZLX-F	WBCN-F	4	4 WODS-F
WZID-F	5	5	5	WBCN-F
6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		25 (3)	25 (3)	9.7	14.9
AOR/CLASSIC		62 (8)	62 (8)	24.1	21.4
AC/OLDIES		35 (8)	35 (8)	13.6	39.7
FULL SVC/VARIETY					
COUNTRY		25 (1)	25 (1)	9.7	7.6
BLACK/URBAN					
SAC/EZ		53 (2)	53 (2)	20.6	
NEWS/TALK	38 (5)		38 (5)	14.8	12.6
NOSTALGIA	16 (1)		16 (1)	6.2	
RELIGION/GOSPEL					1.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		3 (1)	3 (1)	1.2	2.7
UNKNOWN/OTHERS					
	54 (6)	203 (23)	257 (29)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WJYY-F	105.5	Concord/Mnchstr	0.7/3.4/ 17/ 194
WNNH-F	99.1	Henniker/Concd	1.0/7.7/ 23/ 367
WAAF-F	107.3	Worcester/Bostn	2.7/10.7/ 23/ 371
WBMX-F	98.5	Boston	1.7/6.6/ 12/ 247
WBOS-F	92.9	Brookline/Bostn	0.7/3.6/ 12/ 184
WBZ	1030	Boston	2.4/8.5/ 25/ 505
WCDJ-F	96.9	Boston	1.0/3.3/ 7/ 113
WCGY-F	93.7	Lawrence/Boston	1.7/7.8/ 19/ 352
WEEI	590	Boston	0.7/3.4/ 3/ 147
WFNX-F	101.7	Lynn/Boston	0.3/2.7/ 2/ 104
WHDH	850	Boston	0.7/3.1/ 8/ 193
WHEB-F	100.3	Portsmouth	0.3/3.2/ 2/ 132
WLYT-F	92.5	Haverhill/Bostn	1.4/6.2/ 13/ 210
WMJX-F	106.7	Boston	0.7/3.7/ 5/ 158
WRKO	680	Boston	2.7/7.3/ 19/ 330
WVBF-F	105.7	Framingham/Bstn	0.3/1.9/ 2/ 45
WXKS-F	107.9	Medford/Boston	1.7/11.3/ 22/ 479
WXLO-F	104.5	Fitchburg	1.4/6.3/ 11/ 215
WZLX-F	100.7	Boston	2.4/5.1/ 10/ 191

RADIO STATIONS

WFEA , 1370, 5 KW (DA-2) , Nostalgia
WGIR , 610, 5 KW/1 KW (DA-2), News/Talk

WGIR-F, 101.1, 14 KW @ 951 , AOR
WJYY-F, 105.5, 1.5 KW @ 456 , Soft AC
WNNH-F, 99.1, 1.3 KW @ 711 , Oldies
WZID-F, 95.7, 15 KW @ 925 , Soft AC/EZ

WHOB-F, 106.3, 3 KW @ 328 , CHR

NBC-T CBS, $17.00 (Mc-Guild) Saga
ABC, $28.00 (Banner) Knight Quality

, $50.00 (Banner) Knight Quality
, $15.00 (Eastman) (CONCORD)
, $16.00 (---) (HENNIKER)
, $45.00 (Mc-Guild) Saga

, $26.00 (Torbet) (NASHUA)

Other ranked stations -- see Boston or Portsmouth

American Radio Spring, 1992 Copyright 1992

MCALLEN-BROWNSVILLE

Arbitron Rank/Pop (12+): 71/513,600

MSA Rank/Pop: 119/664,000 (McAllen)
ADI # 114

Average Person Ratings: 18.1
Market TSL: 24.25 hours

Stations: 21/17
Diaries: 924/556:1/47.1%
Sample Target: 960
% Below Line: 2.9
% Not Listed: 9.6

1991 Revenue: $12,000,000
HH Inc.: $21,897
Retail $: 3.4 Bil
Pop per Station: 30,212
#1 Biller: KTEX-F $2,200,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KTEX-F (C)	126/13.5	16.0	20.9	16.8	19.5	18.8	137/1660	1544/30.1	33.8	31.0	D	KTEX-F
2. KGBT (SP)	116/12.5	12.9	13.4	12.9	13.8	12.9	124/1205	1099/21.4	23.3	24.6	C	KGBT
3. KBFM-F (CHR)	91/ 9.8	11.5	10.9	10.8	11.1	10.8	101/1465	1373/26.7	28.8	31.1	C	KBFM-F
4. KIWW-F (SP)	90/ 9.7	8.9	7.1	9.3	7.0	8.8	94/1225	1127/21.9	15.1	21.9	C	KIWW-F
5. KFRQ-F (CHR)	78/ 8.4	4.7	4.3	4.9	6.8	5.6	87/1231	1111/21.6	12.6	18.8	C	KFRQ-F
6. KVLY-F (O)	57/ 6.1	6.1	4.3	4.9	5.5	5.3	60/779	758/14.8	11.8	13.5	B	KVLY-F
7. KTJN-F (SP)	47/ 5.0	4.6	3.4	3.5	2.2	4.1	51/686	635/12.4	10.1	8.7	B	KTJN-F
8. KQXX-F (SP)	45/ 4.8	4.2	4.4	4.6	4.6	4.5	45/531	514/10.0	9.9	9.7	B	KQXX-F
9. KRGY-F (CHR)	41/ 4.4	2.7	4.7	5.7	5.3	4.4	46/656	615/12.0	14.5	13.5	B	KRGY-F
10. KRGE (SP)	31/ 3.3	1.6	1.8	1.2	1.3	2.0	32/282	275/ 5.4	3.3	3.6	A	KRGE
11. KURV (T)	29/ 3.1	1.9	2.9	2.8	2.8	2.7	29/327	322/ 6.3	6.2	6.8	A	KURV
12. KBOR (SP)	28/ 3.0	2.2	2.1	3.2	1.9	2.6	28/278	278/ 5.4	6.0	5.4		KBOR
13. KIRT (SP)	16/ 1.7	3.3	1.2	2.2	1.2	2.1	17/346	339/ 6.6	4.2	5.4	A	KIRT
14.												
15.												

12+ FM SHARE (METRO): 72.57% (611 of 842) (SPG 91: 72.33%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBFM-F>	1 KTEX-F>	1 KTEX-F>	1 KTEX-F	1 KTEX-F	1 KGBT >	1 KGBT <	1 KTEX-F	1 KGBT	1 KBFM-F>	1 KVLY-F
2 KTEX-F	2 KIWW-F<	2 KIWW-F	2 KIWW-F<	2 KGBT	2 KTEX-F	2 KTEX-F>	2 KGBT	2 KTEX-F	2 KTEX-F	KTEX-F
3 KFRQ-F>	3 KFRQ-F	3 KGBT	3 KGBT	3 KIWW-F	3 KIWW-F	3 KFRQ-F	3 KIWW-F	3 KIWW-F<	3 KQXX-F	3 KGBT
4 KRGY-F	4 KBFM-F	4 KVLY-F	4 KVLY-F	4 KVLY-F	4	4 KIWW-F	4 KFRQ-F	4 KBFM-F	4 KFRQ-F	4 KFRQ-F
5	5 KVLY-F	KFRQ-F	5 KQXX-F	5 KFRQ-F<	5	5 KBFM-F>	5 KVLY-F	5 KFRQ-F	5 KIWW-F	5 KURV
6	6 KQXX-F	6 KBFM-F	6 KFRQ-F	6 KQXX-F	6	6 KVLY-F>	6 KBFM-F>	6 KVLY-F>	6 KTJN-F	6
7	7 KTJN-F	7	7	7	7	7	7	7	7 KGBT	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KFRQ-F	1 KTEX-F<	1 KIWW-F	1 KTEX-F>	1 KTEX-F>
2 KTEX-F>	2 KFRQ-F	2 KTEX-F	2 KIWW-F<	2 KIWW-F
3 KTJN-F	3 KIWW-F	3 KFRQ-F	3 KFRQ-F	3 KGBT
4 KBFM-F>	4 KBFM-F	4 KQXX-F	4 KGBT	4 KFRQ-F
5 KRGY-F	5 KTJN-F	KBFM-F	5 KBFM-F	5 KBFM-F
KIWW-F	6 KQXX-F	6 KGBT	6 KTJN-F	6
7	7 KGBT	7 KTJN-F	7	7
8	8	8 KVLY-F	8	8

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KBFM-F	1 KTEX-F>	1 KTEX-F	1 KTEX-F	1 KGBT
2 KRGY-F	2 KVLY-F	2 KVLY-F	2 KVLY-F	2 KTEX-F<
3 KTEX-F	3 KIWW-F	3 KQXX-F	3 KGBT	3 KVLY-F
4 KFRQ-F	KBFM-F	KIWW-F	4 KIWW-F	4 KIWW-F
5 KTJN-F	5 KQXX-F	5	5 KBFM-F	5 KQXX-F
6	KFRQ-F	6	6 KRGY-F	6
7	7 KRGY-F	7	KQXX-F	7
8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		210 (3)	210 (3)	24.9	20.3
AOR/CLASSIC					
AC/OLDIES		57 (1)	57 (1)	6.8	14.1
FULL SVC/VARIETY					
COUNTRY	1 (1)	132 (2)	133 (3)	15.8	22.8
BLACK/URBAN					
SAC/EZ	10 (1)		10 (1)	1.2	2.5
NEWS/TALK	29 (1)		29 (1)	3.4	3.8
NOSTALGIA					0.5
RELIGION/GOSPEL					
SPANISH	191 (4)	212 (8)	403 (12)	47.9	36.0
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	231 (7)	611 (14)	842 (21)		

OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME
KJAV-F	104.9	Alamo/McAllen	0.3/1.1/ 3/ 56
KVJY	840	Pharr	1.1/2.5/ 10/ 126
KSOX-AF	102.1	Raymondvle/Hrlngn	0.7/3.9/ 7/ 234
XAAA-F	93.1	Reynoso/McAllen	0.5/1.9/ 5/ 99
XEEW-F	97.7	Matamoros	0.4/1.3/ 4/ 68
XRYS-F	90.1	Reynoso/McAllen	0.6/1.2/ 6/ 64
XVTH-F	107.1	Matamoros/Brwnv	1.3/4.4/ 12/ 238

American Radio Spring, 1992 Copyright 1992

MCALLEN-BROWNSVILLE

RADIO STATIONS

KBOR, 1600,	1 KW (DA-1)	, SEE KBOR-FM				
KGBT, 1530,	50 KW/10 KW (DA-N),	HISPANIC	,	$ 44.00 (Katz)		Tichenor
KIRT, 1580,	1 KW/300 W	, HISPANIC	,	$ 12.00 (Caballero)		
KRGE, 1290,	5 KW (DA-1)	, HISPANIC	UNIPWR ABC,	$ 13.00 (Torbet)		
KURV, 710,	1 KW/910W (DA-2)	, TALK	ABC, CNN,	$ 15.00 (---)		
KVJY, 840,	5 KW/1 KW (DA-1)	, EZ	ABC,	$ 12.00 (Christal)		Tate
KBFM-F, 104.1,	100 KW @ 1000,	CHR	ABC ,	$ 37.00 (Banner)		
KTJN-F, 106.3,	.5 KW @ 633,	HISPANIC	,	$ 24.00 (Caballero)		
KFRQ-F, 94.5,	100 KW @ 1158,	CHR	,	$ 30.00 (Katz)		
KIWW-F, 96.1,	100 KW @ 449,	HISPANIC	,	$ 32.00 (Katz Hisp)		Tichenor
KQXX-F, 98.5,	100 KW @ 1319,	HISPANIC	,	$ 24.00 (Caballero)		
KRGV-F, 99.5,	100 KW @ 1036,	AC	UNIPWR ABC,	$ 26.00 (Torbet)		
KTEX-F, 100.3,	100 KW @ 449,	COUNTRY	ABC,	$ 50.00 (Christal)		Tate
KVLY-F, 107.9,	100 KW @ 718,	OLDIES	,	$ 24.00 (Torbet)		Tippie
KVTY-F, 105.3,	3 KW @ 302,	RELIGION	,	$ 10.00 (---)		

Miscellaneous: KELT-F changes to KFRQ-F and format to CHR (Feb) . . . KBOR-F changes to KTJN-F (Jan) . . . KRGV-F changes from CHR to AC (July) . . .

FORMAT CODES

AC - Adult Contemporary	J/NAC- Jazz and New Adult Contemporary
AOR - Album Oriented Rock	M/FS - Middle of Road, (MOR) Full Service
B - Black (audience predominately black - over 75%)	N - News
BB - Big Band, Nostalgia	O - Oldies (1955 to current)
C - Country	REL - Religion, Christian
CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary
CL - Classical	SP - Hispanic/Spanish
CL AOR - Classic AOR, Classic Rock	T - Talk
E - Ethnic	U - Urban (majority of audience is non-white)
EZ - EZ Listening, Beautiful Music, Some Very soft AC	? - Others or Unknown
G - Gospel	

REVENUE LEVEL CODES

A - Less than $ 500,000	G - $ 5,000,000 to $ 6,999,999
B - $ 500,000 to $ 999,999	H - $ 7,000,000 to $ 9,999,999
C - $ 1,000,000 to $ 1,999,999	I - $ 10,000,000 to $14,999,999
D - $ 2,000,000 to $ 2,999,999	J - $ 15,000,000 to $19,999,999
E - $ 3,000,000 to $ 3,999,999	K - $ 20,000,000 +
F - $ 4,000,000 to $ 4,999,999	

American Radio Spring, 1992 Copyright 1992

MELBOURNE-TITUSVILLE-COCOA

Arbitron Rank/Pop (12+): 101/354,700
MSA Rank/Pop: 116/412,200
Orlando ADI
Average Person Ratings: 15.8
Market TSL: 21.25 hours

Stations: 26/8
Diaries: 808/439:1/53.9%
Sample Target: 810
% Below Line: 46.4
% Not Listed: 16.5

1991 Revenue: NA
HH Inc.: $30,004
Retail $: 2.9 Bil
Pop per Station: 44,338
#1 Biller: NA

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level
1. WMMB (BB)	56/10.0	10.5	11.0	8.9	7.3	----	56/506	506/14.3	16.2	13.3	WMMB
2. WWKA-F (C)	44/ 7.8	8.8	10.1	11.3	10.9	----	82/1148	670/18.9	18.9	20.4	WWKA-F
WHTQ-F (AOR)	44/ 7.8	8.6	7.6	7.1	10.3	----	97/1236	668/18.8	18.9	16.2	WHTQ-F
4. WLRQ-F (AC)	41/ 7.3	8.6	7.1	4.5	3.4	----	41/544	538/15.2	16.4	14.8	WLRQ-F
5. WHKR-F (C)	28/ 5.0	4.5	4.9	2.8	3.2	----	28/391	391/11.0	9.1	7.0	WHKR-F
WGGD-F (O)	28/ 5.0	3.1	3.0	4.2	3.8	----	28/334	334/ 9.4	7.7	8.7	WGGD-F
7. WAOA-F (CHR)	27/ 4.8	4.0	4.1	4.7	2.3	----	27/510	501/14.1	13.1	11.9	WAOA-F
8. WVRI-F (AC)	22/ 3.9	3.8	3.7	4.9	8.4	----	37/741	442/12.5	14.2	13.9	WVRI-F
WTAI (N/T)	22/ 3.9	0.5	1.3	2.4	1.1	----	22/165	165/ 4.7	2.6	2.2	WTAI
10. WOCL-F (O)	21/ 3.7	2.2	3.5	5.0	3.8	----	61/842	292/ 8.2	7.4	9.6	WOCL-F
11. WJHM-F (B)	20/ 3.6	3.1	3.5	2.8	2.1	----	57/771	306/ 8.6	6.7	8.6	WJHM-F
12. WDIZ-F (AOR)	17/ 3.0	4.3	3.5	2.4	3.4	----	46/957	449/12.7	12.6	11.2	WDIZ-F
13. WMGF-F (AC)	16/ 2.8	0.9	1.1	0.8	1.9	----	47/587	183/ 5.2	3.6	4.1	WMGF-F
14.											
15.											

12+ FM SHARE (METRO): 81.66% (383 of 469) (SPG 91: 83.63%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAOA-F	1 WHTQ-F››	1 WHTQ-F›	1 WHTQ-F	1 WHTQ-F‹	1 WMMB ›	1 WMMB ›	1 WMMB	1 WHTQ-F	1 WMMB ›	1 WMMB ››
2 WJHM-F››	2 WLRQ-F	2 WLRQ-F›	2 WLRQ-F	2 WLRQ-F›	2 WWKA-F	2 WLRQ-F‹	2 WWKA-F‹	2 WWKA-F	2 WJHM-F	2 WWKA-F
3	3 WWKA-F	3 WWKA-F	3 WGGD-F	3 WGGD-F	3 WLRQ-F	3 WWKA-F	3 WHTQ-F	3 WMMB	WAOA-F	WHKR-F
4	4 WVRI-F	4 WGGD-F‹	4 WWKA-F	4 WWKA-F	4 WGGD-F	4 WHTQ-F‹	4 WLRQ-F›	WLRQ-F›	4 WHTQ-F›	4
5	WAOA-F	5 WVRI-F	WVRI-F	5	5 WHKR-F	5 WHKR-F	5 WGGD-F	5 WAOA-F‹	5 WLRQ-F›	5
6	6	6	6	6	6 WTAI	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WWKA-F	1 WLRQ-F	1 WLRQ-F	1 WLRQ-F›	1 WLRQ-F›	1 WHTQ-F››	1 WHTQ-F››	1 WHTQ-F››	1 WHTQ-F››	1 WHTQ-F›
WJHM-F›	2 WVRI-F	2 WVRI-F›	2 WVRI-F	2 WGGD-F	2 WAOA-F››	2 WWKA-F›	2 WWKA-F››	2 WWKA-F	2 WWKA-F
3 WHTQ-F	3 WHTQ-F›	3 WHTQ-F›	WGGD-F	3 WVRI-F	3 WJHM-F	3 WAOA-F›	3 WLRQ-F	3 WDIZ-F	3 WDIZ-F
WAOA-F	4 WJHM-F	4 WOCL-F	4 WHTQ-F	4 WOCL-F	4	4	4	4	4 WLRQ-F
5	5	WHKR-F	5	5 WHKR-F	5	5	5	5	5 WGGD-F
6	6	WGGD-F	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		29 (2)	29 (2)	6.2	10.8
AOR/CLASSIC		64 (3)	64 (3)	13.6	13.5
AC/OLDIES		165 (9)	165 (9)	35.2	33.2
FULL SVC/VARIETY	2 (1)		2 (1)	0.4	13.7
COUNTRY		84 (3)	84 (3)	17.9	22.0
BLACK/URBAN	2 (1)	20 (1)	22 (2)	4.7	4.9
SAC/EZ		18 (2)	18 (2)	3.8	-
NEWS/TALK	22 (1)		22 (1)	4.7	1.6
NOSTALGIA	56 (1)		56 (1)	11.9	
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		3 (1)	3 (1)	0.6	
UNKNOWN/OTHERS	4 (1)		4 (1)	0.9	0.4
	86 (5)	383 (21)	469 (26)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WWHL	1350	Cocoa/Melbourne	0.7/2.3/ 4/ 84
WWKO	860	Cocoa/Melbourne	0.4/1.9/ 2/ 66
WDBO	580	Orlando	0.4/3.5/ 14/ 308
WGNE-F	98.1	Titusville	2.1/4.8/ 54/ 680
WGYL-F	93.7	Vero Beach	2.3/5.5/ 13/ 194
WHVE-F	104.1	Cocoa Beach	1.8/7.3/ 23/ 506
WKGR-F	98.7	Ft. Pierce	0.5/2.8/ 8/ 108
WLOQ-F	103.1	Winter Park	0.5/1.6/ 13/ 125
WMMO-F	98.9	Orlando	1.4/3.3/ 11/ 212
WOMX-F	105.1	Orlando	2.3/11.5/ 30/ 785
WQOL-F	103.7	Vero Beach	1.1/4.7/ 6/ 167
WWLV-F	94.5	Daytona Beach	0.9/1.8/ 27/ 407
WXXL-F	106.7	Leesburg	0.4/2.7/ 13/ 311

RADIO STATIONS

WMMB , 1240, 1 KW , Nostalgia ABC MBS, $22.00 (Torbet)
WTAI , 1560, 5 KW (DAYS) , News/Talk CBS ABC, $15.00 (Mc-Guild)

WAOA-F, 107.1, 100 KW @ 485 , CHR , $18.00 (Mc-Guild)
WGGD-F, 102.3, 3 KW @ 203 , Oldies , $22.00 (Torbet) City
WHKR-F, 102.7, 6 KW @ 328 , Country , $17.00 (K & P) (ROCKLEDGE)
WLRQ-F, 99.3, 50 KW @ 492 , AC , $24.00 (Eastman)

Other rated stations -- see Orlando or Daytona Beach

American Radio Spring, 1992 Copyright 1992

MEMPHIS

Arbitron Rank/Pop (12+): 43/897,700

MSA Rank/Pop: 49/989,000
ADI # 39

Average Person Ratings: 17.0
Market TSL: 22.75 hours

Stations: 20/19
Diaries: 1305/688:1/46.7%
Sample Target: 1290
% Below Line: 0.5
% Not Listed: 9.2

1991 Revenue: $27,000,000
HH Inc.: $23,401
Retail $: 7.2 Bil
Pop per Station: 47,247
#1 Biller: WGKX-F $5,700,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WGKX-F (C)	208/13.6	11.5	15.7	11.7	9.8	13.1	270/3169	2409/26.8	29.8	20.6	G	WGKX-F
2. WEGR-F (AOR)	160/10.5	10.3	7.7	8.3	8.0	9.2	189/2191	1689/18.8	17.3	16.3	E	WEGR-F
3. WHRK-F (B)	148/ 9.5	12.4	11.5	11.7	12.0	11.3	212/2470	1907/21.2	23.3	24.0	F	WHRK-F
4. WRVR-F (AC)	130/ 8.5	7.4	5.9	5.3	6.9	6.8	144/1660	1523/17.0	18.0	17.1	E	WRVR-F
5. WDIA (B)	126/ 8.2	10.2	10.1	11.3	9.7	9.9	142/1828	1541/17.2	20.8	20.3		WDIA
6. KJMS-F (B)	108/ 7.1	6.8	8.5	9.7	7.9	8.0	120/1808	1632/18.2	20.5	17.4	C	KJMS-F
7. WMC -F (CHR)	104/ 6.8	7.0	8.7	6.7	7.9	7.3	117/2112	1702/19.0	21.8	20.6	E	WMC -F
8. WLOK (G)	85/ 5.6	4.5	3.6	5.0	5.5	4.7	85/1050	1045/11.6	9.1	12.4	B	WLOK
9. WMC (T/N)	67/ 4.4	4.9	3.2	3.9	2.7	4.1	72/1128	975/10.9	9.7	7.3	B	WMC
10. WPYR-F (O)	58/ 3.8	3.9	3.6	3.7	4.8	3.8	99/1918	1254/14.0	14.5	14.4	C	WPYR-F
11. KFTH-F (B)	45/ 2.9	2.9	----	0.5	1.3	1.6	45/894	694/ 7.7	0.0	4.0	A	KFTH-F
12. WREC (BB)	34/ 2.2	2.3	1.7	2.3	2.7	2.1	48/703	509/ 5.7	6.5	7.5	B	WREC
13. WBBP (REL)	30/ 2.0	0.7	0.6	1.0	0.9	1.1	30/370	366/ 4.1	2.0	2.0	A	WBBP
14. WODZ-AF (O)	28/ 1.8	1.5	3.0	2.5	3.9	2.2	29/713	625/ 7.0	8.5	9.1	B	WODZ-AF
15.												

12+ FM SHARE (METRO): 71.37% (992 of 1390) (SPG 91: 70.27%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHRK-F>>	1 WEGR-F>	1 WEGR-F	1 WGKX-F	1 WGKX-F>	1 WGKX-F	1 WGKX-F>	1 WGKX-F	1 WGKX-F>	1 WHRK-F	1 WHRK-F<
2 KJMS-F<	2 WGKX-F	2 WGKX-F>	2 WEGR-F	2 WEGR-F	2 WDIA	2 WEGR-F	2 WRVR-F	2 WEGR-F	2 KJMS-F	2 KJMS-F>>
3 WMC -F>	3 WHRK-F	3 WRVR-F<	3 WRVR-F	3 WRVR-F	3 WRVR-F>	3 WRVR-F	3 WEGR-F>	3 WRVR-F<	3 WEGR-F	3 WGKX-F
4 WEGR-F	4 KJMS-F	4 WHRK-F	4 WDIA >	4 WDIA >	4 WLOK	4 WDIA	4 WMC	4 WHRK-F	4 WGKX-F	4 WEGR-F
5	5 WMC -F	5 WDIA	5 WHRK-F >	5 WHRK-F	5 WMC	5 WHRK-F	5 WDIA	5 WMC -F	5 WLOK <	WDIA
6	6 WRVR-F	6 KJMS-F<	6 WMC -F	6 WMC -F	6 WPYR-F	6 WMC -F<	6 WHRK-F<	6 WDIA	6 WMC -F>	6
7	7	7 WMC -F	KJMS-F	7	7	7 WLOK	7 WMC -F	7 WLOK	7	7
8	8	8	8	8	8	8	8	8 KJMS-F	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WEGR-F	1 WHRK-F<	1 WGKX-F	1 WGKX-F	1 WGKX-F
2 WHRK-F	2 WEGR-F<	2 WRVR-F<	2 WRVR-F	2 WRVR-F
KJMS-F	3 WGKX-F	3 WHRK-F	3 WDIA	3 WDIA >
4 WMC -F	4 WRVR-F	4 WEGR-F	4 WHRK-F	4 WMC -F
5 WGKX-F	5 WMC -F	5 WMC -F	WEGR-F<	5 WHRK-F<
6 WRVR-F>	KJMS-F>	6 WDIA	6 WMC -F	6 WEGR-F<
7 KFTH-F	7 WDIA	KJMS-F	7 KJMS-F	7 WLOK
8	8	8 WLOK	8	8

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WEGR-F>>	1 WEGR-F>>	1 WEGR-F>	1 WEGR-F>	1 WGKX-F<
2 WHRK-F>	2 WGKX-F	2 WGKX-F>	2 WGKX-F>	2 WEGR-F>>
3 WMC -F	3 KJMS-F	3 KJMS-F>	3 WHRK-F	3 WRVR-F<
4 KJMS-F	4 WHRK-F>	4 WHRK-F>	4 KJMS-F	4 WDIA
5 WGKX-F	5 WMC -F	5 WRVR-F	5 WRVR-F	KJMS-F
6	6	WMC	6 WMC -F	6 WPYR-F
7	7	7	7	WHRK-F
8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		104 (1)	104 (1)	7.5	9.3
AOR/CLASSIC		160 (1)	160 (1)	11.5	8.9
AC/OLDIES		213 (3)	213 (3)	15.3	17.3
FULL SVC/VARIETY					
COUNTRY	3 (1)	208 (1)	211 (2)	15.2	12.5
BLACK/URBAN	126 (1)	299 (3)	425 (4)	30.6	33.0
SAC/EZ	3 (1)		3 (1)	0.2	
NEWS/TALK	67 (1)		67 (1)	4.8	3.7
NOSTALGIA	34 (1)		34 (1)	2.4	3.0
RELIGION/GOSPEL	165 (5)		165 (5)	11.9	12.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		8 (1)	8 (1)	0.6	
	398 (10)	992 (10)	1390 (20)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KWAM	990	Memphis	0.5/2.5/ 12/ 288
WCRV	640	Collierville	1.5/4.0/ 27/ 537
WHBQ	560	Memphis	0.2/1.7/ 3/ 201
WMPS	1380	Millington	1.2/2.3/ 20/ 233
KFIN-F	107.9	Jonesboro	0.5/1.8/123/1010

American Radio Spring, 1992 Copyright 1992

MEMPHIS

RADIO STATIONS

KWAM,	990,	10 KW/450 W (DA-2),	GOSPEL
WCRV,	640,	10 KW/500 W (DA-2),	RELIGION
WDIA,	1070,	50 KW/5 KW (DA-2) ,	BLACK
WHBQ,	560,	5 KW/1 KW (DA-2) ,	OLDIES
WLOK,	1340,	1 KW (DA-1) ,	GOSPEL
WMC ,	790,	5 KW (DA-N) ,	TALK/NEWS
WREC,	600,	5 KW (DA-N) ,	NOSTALGIA

KJMS-F,	101.1,	100 KW @	449,	BLACK
WEQR-F,	102.7,	100 KW @	899,	AOR
WODZ-F,	94.3,	0 KW @	298,	OLDIES
WQRX-F,	105.9,	100 KW @	994,	COUNTRY
WRRK-F,	97.1,	100 KW @	531,	BLACK
WMC-F ,	99.7,	290 KW @	908,	CHR
WPYR-F,	98.1,	100 KW @	712,	OLDIES
WRVR-F,	104.5,	100 KW @	751,	AC

UNIULT,	$	20.00 (---)	Rivers (COLLIERVILLE)
,	$	17.00 (---)	Regan Henry
CBS,	$	39.00 (McGuild)	
ABC, APR,	$	18.00 (Roslin)	
NBC, SBN,	$	25.00 (K & P)	Scripps-Howard
,	$	31.00 (Banner,	New Market
CBS,	$	32.00 (McGuild)	

NBC,	$	43.00 (Durpetti)	Rivers
UNIPWR,	$	66.00 (McGuild)	New Market
UNISUP, UNIPWR,	$	35.00 (MMR)	Ardman
,	$	119.00 (Katz)	Barnstable
NBC,	$	74.00 (McGuild)	Regan Henry
SOURCE,	$	86.00 (Banner)	Scripps-Howard
,	$	50.00 (CBS)	Diamond (OSCEOLA, AR)
,	$	75.00 (MMR)	Keymarket

American Radio Spring, 1992 Copyright 1992

MIAMI-FT. LAUDERDALE

Arbitron Rank/Pop (12+): 11/2,777,200
MSA Rank/Pop: 24/3,180,000 (Miami)
38/1,279,600 (Ft. Lauderdale)
ADI # 15
Average Person Ratings: 20.0
Market TSL: 26.50 hours

Stations: 38/34
Diaries: 2795/994:1/44.3%
Sample Target: 2770
% Below Line: 2.4
% Not Listed: 7.8

1991 Revenue: $97,000,000
HH Inc.: $33,612
Retail $: 28.2 Bil
Pop per Station: 81,682
#1 Biller: WIOD $7,500,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WEDR-F	(B)	318/ 5.7	6.9	4.9	6.2	5.7	5.9	350/3818	3303/11.9	11.6	10.5	E	WEDR-F
2. WLYF-F	(SAC)	308/ 5.5	6.6	7.2	7.5	8.9	6.7	333/4349	3828/13.8	14.3	16.2	G	WLYF-F
3. WPOW-F	(CHR)	305/ 5.5	5.9	6.2	5.1	5.2	5.7	342/5581	4937/17.8	16.9	13.6	G	WPOW-F
4. WHQT-F	(B)	279/ 5.0	4.3	5.0	4.5	5.3	4.7	307/4558	4030/14.5	13.2	12.7	G	WHQT-F
5. WIOD	(N/T)	273/ 4.9	3.9	5.7	4.9	4.0	4.8	303/3866	3395/12.2	14.7	9.7	H	WIOD
6. WKIS-F	(C)	269/ 4.8	4.0	4.0	3.5	3.9	4.1	309/3519	2855/10.3	9.5	9.4	G	WKIS-F
7. WAQI	(SP)	259/ 4.7	4.9	5.0	4.7	4.6	4.8	261/2093	2056/ 7.4	8.9	7.5	E	WAQI
8. WRTO-F	(SP)	258/ 4.6	2.8	1.3	0.9	0.6	2.4	270/2300	2243/ 8.1	2.9	2.3		WRTO-F
9. WFLC-F	(AC)	236/ 4.2	4.2	3.3	3.9	4.2	3.9	245/3984	3617/13.0	12.4	13.0	G	WFLC-F
10. WQBA	(SP)	194/ 3.5	3.3	4.1	2.5	2.9	3.3	204/1808	1764/ 6.4	6.7	5.5	F	WQBA
11. WJQY-F	(SAC)	184/ 3.3	3.2	3.0	3.2	3.1	3.2	199/3118	2819/10.2	9.1	8.4	G	WJQY-F
12. WHYI-F	(AC/CHR)	170/ 3.1	3.8	3.6	2.9	3.3	3.3	189/4155	3701/13.3	13.6	12.3	G	WHYI-F
13. WZTA-F	(CL AOR)	164/ 2.9	2.9	2.7	2.5	3.6	2.8	192/3165	2565/ 9.2	9.0	9.3	F	WZTA-F
14. WSHE-F	(AOR)	161/ 2.9	3.8	3.3	4.1	3.3	3.5	197/3550	2804/10.1	10.7	9.9	F	WSHE-F
WMXJ-F	(O)	161/ 2.9	2.4	3.1	3.3	2.6	2.9	182/2692	2326/ 8.4	9.9	10.0	H	WMXJ-F
16. WMRZ	(BB)	159/ 2.9	2.1	2.3	2.5	2.9	2.5	190/1816	1536/ 5.5	5.3	5.7		WMRZ
17. WLVE-F	(J/NAC)	154/ 2.8	3.1	2.8	2.7	2.3	2.8	183/2433	2088/ 7.5	8.0	6.9	F	WLVE-F
18. WTMI-F	(CL)	151/ 2.7	2.7	2.8	3.4	2.5	2.9	178/2401	2028/ 7.3	7.4	7.8	E	WTMI-F
19. WXDJ-F	(SP)	130/ 2.3	3.1	2.4	3.2	3.5	2.8	131/1389	1363/ 4.9	5.9	6.7	D	WXDJ-F
20. WINZ	(N/T)	123/ 2.2	2.5	2.5	2.6	3.0	2.5	132/2445	2191/ 7.9	9.0	8.6	D	WINZ
21. WQBA-F	(SP)	103/ 1.8	1.7	2.0	1.8	1.9	1.8	107/1569	1506/ 5.4	5.9	5.7	F	WQBA-F
22. WCMQ-F	(SP)	101/ 1.8	2.0	2.0	2.6	2.6	2.1	103/1403	1385/ 5.0	6.0	6.5	G	WCMQ-F
23. WAXY-F	(O)	88/ 1.6	1.9	1.4	2.1	2.1	1.8	102/2174	1874/ 6.7	6.8	8.3		WAXY-F
24. WWFE	(SP)	85/ 1.5	1.4	2.0	2.0	1.6	1.7	89/937	906/ 3.3	4.2	3.0		WWFE
25.													

12+ FM SHARE (METRO): 70.42% (3613 of 5131) (SPG 91: 73.17%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPOW-F	1 WPOW-F	1 WEDR-F	1 WFLC-F	1 WFLC-F	1 WLYF-F<	1 WRTO-F	1 WLYF-F	1 WPOW-F	1 WEDR-F	1 WIOD >>
2 WHQT-F>	2 WEDR-F	2 WFLC-F<	2 WEDR-F	2 WRTO-F	2 WAQI	2 WAQI	2 WIOD	2 WEDR-F<	2 WHQT-F	2 WEDR-F>>
3 WEDR-F	3 WFLC-F	3 WPOW-F	3 WRTO-F<	WEDR-F	3 WIOD	3 WLYF-F<	3 WRTO-F	3 WLYF-F<	3 WPOW-F>	3 WKIS-F
4	4 WHQT-F<	4 WKIS-F	4 WKIS-F	4 WKIS-F	4 WRTO-F	4 WIOD <	WKIS-F<	4 WHQT-F<	4	4 WAQI
5	5 WSHE-F	5 WHQT-F	5 WZTA-F	5 WLVE-F	WQBA	5 WPOW-F<	5 WFLC-F	5 WKIS-F	5	5 WQBA <
6	6 WKIS-F	6 WRTO-F	WLVE-F	WIOD	6 WMRZ	6 WEDR-F	WAQI	WFLC-F	6	6 WJNO
7	7 WHYI-F<	7 WZTA-F	7 WIOD <	7 WLYF-F<	7 WKIS-F	7	7	7	7	WHQT-F
8	8 WZTA-F	8 WSHE-F	8 WPOW-F	8 WZTA-F	8 WTMI-F	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WPOW-F>	1 WPOW-F	1 WFLC-F	1 WPOW-F	1 WRTO-F
2 WHQT-F	2 WFLC-F	2 WPOW-F	WFLC-F<	2 WEDR-F<
3 WFLC-F	3 WHQT-F	3 WHYI-F	3 WRTO-F	3 WFLC-F<
4 WEDR-F	WEDR-F	WEDR-F	WEDR-F	4 WKIS-F
5 WSHE-F	5 WHYI-F	5 WJQY-F	5 WKIS-F	5 WLYF-F<
6 WKIS-F	6 WKIS-F	6 WRTO-F	WHQT-F	6 WJQY-F
7 WHYI-F	7 WJQY-F	WKIS-F<	7 WJQY-F<	7 WHYI-F
8	8	8 WHQT-F	8 WHYI-F	8

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WEDR-F	1 WEDR-F	1 WZTA-F	1 WEDR-F	1 WIOD
2 WSHE-F	2 WSHE-F	2 WSHE-F<	2 WIOD <	2 WZTA-F
WPOW-F	3 WPOW-F	3 WFLC-F	3 WZTA-F	3 WFLC-F
4 WKIS-F<	4 WZTA-F	4 WEDR-F<	4 WSHE-F<	4 WLVE-F<
5 WHQT-F>>	WKIS-F	5 WPOW-F	5 WKIS-F<	5 WEDR-F
6 WZTA-F	6 WFLC-F	6 WIOD	6 WFLC-F<	6 WKIS-F
WFLC-F	7 WHQT-F	7 WLVE-F	7 WPOW-F	7
8	8 WIOD	8 WKIS-F	8	8

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		305 (1)	305 (1)	5.9	9.3
AOR/CLASSIC		325 (2)	325 (2)	6.3	7.6
AC/OLDIES		703 (5)	703 (5)	13.7	14.3
FULL SVC/VARIETY					
COUNTRY		269 (1)	269 (1)	5.2	4.2
BLACK/URBAN	76 (2)	597 (2)	673 (4)	13.1	12.7
SAC/EZ		517 (3)	517 (3)	10.1	11.7
NEWS/TALK	538 (5)		538 (5)	10.5	9.6
NOSTALGIA	159 (1)		159 (1)	3.1	3.2
RELIGION/GOSPEL	54 (3)		54 (3)	1.1	0.5
SPANISH	662 (6)	592 (4)	1254 (10)	24.4	21.0
CLASSICAL		151 (1)	151 (1)	2.9	2.8
JAZZ/NEW AGE		154 (1)	154 (1)	3.0	2.5
UNKNOWN/OTHERS	29 (1)		29 (1)	0.6	0.6
	1518 (18)	3613 (20)	5131 (38)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAVS	1170	Davie/Miami	0.6/1.8/ 39/ 552
WCMQ	1210	Miami	1.1/2.9/ 64/ 803
WEXY	1520	Wltn Mnrs/Ft Ld	0.3/1.0/ 17/ 297
WFTL	1400	Ft.Lauderdale	1.1/3.4/ 63/1006
WKAT	1360	North Miami	0.5/1.5/ 29/ 410
WMBM	1490	Miami Beach	0.9/2.0/ 49/ 552
WQAM	560	Miami/Ft. Ldrdl	0.9/4.1/ 57/1412
WRFM	830	Hialeah	0.4/0.9/ 20/ 248
WRHC	1550	Coral Gables	0.5/1.7/ 29/ 475
WVCG	1080	Coral Gables	0.3/1.6/ 18/ 460
WEAT-F	104.3	West Palm Beach	0.4/2.2/145/2199
WJNO	1230	West Palm Beach	0.6/1.3/143/1594
WRMF-F	97.9	West Palm Beach	0.9/3.1/188/2578
WYFX	1040	Boynton Beach	0.5/1.1/ 39/ 592

American Radio Spring, 1992 Copyright 1992

MIAMI-FT. LAUDERDALE

RADIO STATIONS

AM STATIONS

WAQI,	710, 50 KW (DA-2)	Hispanic		$ 69.00	(Caballero)	
WCMQ,	1210, 25 KW/2.5 KW (DA-2),	Hispanic MOR		$ 55.00	(---)	SBS
WFTL,	1400, 1 KW	Talk	CNN UNISUP,	$ 39.00	(Roslin)	
WINZ,	940, 50 KW/25 KW (DA-N) ,	News/Talk	CNN CBS,	$ 57.00	(Katz)	Paxson
WIOD,	610, 10 KW (DA-2)	News/Talk	MBS,	$139.00	(Christal)	Cox
WMBM,	1490, 1 KW	Gospel/Black	NBN,	$ 28.00	(K & P)	
WMRZ,	790, 25 KW	Nostalgia	ABC,	$ 47.00	(Banner)	Jeff-Pilot
WQAM,	560, 5 KW/1 KW	Sports	NBC SMN,	$ 34.00	(HNWH)	Sunshine Wireless
WQBA,	1140, 50 KW/10 KW (DA-2) ,	Hispanic		$100.00	(Katz Hisp.)	Tichenor
WRHC,	1550, 10 KW/500 W (DA-1) ,	Hispanic		$ 31.00	(Lotus)	
WWFE,	670, 50 KW/1 KW (DA-2) ,	Hispanic	UPI,	$ 38.00	(---)	
WVCG,	1080, 50 KW/20 KW (DA-2) ,	Religion/Ethnic		$ 32.00	(---)	Evergreen

FM STATIONS

WAXY,	105.9, 100 KW @ 1023	Oldies		$ 73.00	(Eastman)	Ackerly
WCMQ,	92.3, 41 KW @ 282	Hispanic		$ 70.00	(---)	SBS
WEDR,	99.1, 100 KW @ 925	Black	CBS,	$ 80.00	(McGuild)	Rivers
WFLC,	97.3, 100 KW @ 800	AC		$146.00	(Christal)	Cox
WHQT,	105.1, 100 KW @ 1007	Black/AC		$129.00	(HMR)	EZ
WHYI,	100.7, 100 KW @ 928	AC/CHR		$121.00	(Mc-Guild)	Metroplex
WJQY,	106.7, 100 KW @ 984	Soft AC	UNISUP,	$123.00	(Katz)	Tak
WKIS,	99.9, 100 KW @ 984	Country	UNIPWR,	$117.00	(HNWH)	Sunshine Wireless
WLVE,	93.9, 96 KW @ 1007	Jazz/NAC		$108.00	(Torbet)	Gilmore
WLYF,	101.5, 100 KW @ 810	EZ		$105.00	(Banner)	Jeff-Pilot
WMXJ,	102.7, 100 KW @ 1007	Oldies		$151.00	(Durpetti)	Sconnix
WPOW,	96.5, 100 KW @ 1007	CHR	SOURCE,	$120.00	(HNWH)	Beasley
WQBA,	107.5, 95 KW @ 1007	Hispanic		$ 74.00	(Katz Hisp.)	Tichenor
WSHE,	103.5, 100 KW @ 1007	AOR		$ 96.00	(Schubert)	TK
WTMI,	93.1, 96 KW @ 1007	Classical		$ 84.00	(CMBS)	Marlin
WXDJ,	95.7, 100 KW @ 981	Hispanic		$ 67.00	(Caballero)	
WZTA,	94.9, 100 KW @ 600	Classic AOR		$ 79.00	(Katz)	Paxson

Miscellaneous: WHQT-F reclassified as Black AC (June) . . . WLVE-F from Gilmore to Paxson for $13,900,000 (Blackburn) . . .

American Radio Spring, 1992 Copyright 1992

MILWAUKEE

Arbitron Rank/Pop (12+): 26/1,319,900
MSA Rank/Pop: 34/1,400,000
ADI # 28
Average Person Ratings: 17.4
Market TSL: 22.75 hours

Stations: 28/25
Diaries: 1630/810:1/58.1%
Sample Target: 1570
% Below Line: 1.7
% Not Listed: 8.1

1991 Revenue: $41,600,000
HH Inc.: $31,752
Retail $: 11.6 Bil
Pop per Station: 52,796
#1 Biller: WTMJ $9,200,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WTMJ	(FS)	269/11.7	10.0	11.0	10.6	11.9	10.8	299/4146	3568/27.0	25.4	26.5	H	WTMJ
2. WMIL-F	(C)	182/ 7.9	8.4	8.3	7.2	9.8	7.9	229/2873	2403/18.2	14.8	17.5	E	WMIL-F
3. WKLH-F	(CL AOR)	158/ 6.9	6.3	5.9	6.3	4.9	6.4	173/2507	2309/17.5	16.2	14.7	F	WKLH-F
4. WOKY	(BB/FS)	153/ 6.7	5.9	7.4	7.7	7.5	6.9	158/1836	1706/12.9	12.5	14.7	D	WOKY
5. WLZR-F	(AOR)	142/ 6.2	6.1	6.2	5.3	4.8	5.9	171/2598	2140/16.2	14.6	13.6	D	WLZR-F
6. WLUM-F	(CHR)	141/ 6.1	6.4	7.1	7.6	7.3	6.8	145/2629	2500/18.9	21.2	21.1	D	WLUM-F
7. WKTI-F	(AC)	128/ 5.6	5.8	5.8	5.7	6.5	5.7	139/3111	2696/20.4	19.8	21.7	G	WKTI-F
8. WKKV-F	(B/AC)	114/ 5.0	4.7	4.7	2.9	1.4	4.3	123/1517	1368/10.4	10.6	4.6	B	WKKV-F
9. WMYX-F	(AC)	104/ 4.5	5.2	3.8	4.1	4.9	4.4	117/1868	1590/12.0	13.6	12.7	C	WMYX-F
10. WEZW-F	(SAC)	100/ 4.4	5.6	4.9	5.8	4.8	5.2	109/1616	1452/11.0	11.5	12.1	C	WEZW-F
11. WLTQ-F	(SAC)	99/ 4.3	4.6	3.6	4.4	3.2	4.2	104/1573	1467/11.1	10.8	10.8	C	WLTQ-F
12. WISN	(T)	88/ 3.8	4.8	4.8	4.1	3.7	4.4	116/1857	1452/11.0	12.1	9.7	C	WISN
13. WQFM-F	(AOR)	83/ 3.6	3.8	2.6	2.9	3.3	3.2	120/2189	1758/13.3	11.0	12.9	C	WQFM-F
14. WZTR-F	(O)	76/ 3.3	4.1	3.2	5.0	4.3	3.9	108/2221	1792/13.6	12.4	14.4	C	WZTR-F
15. WFMR-F	(CL)	59/ 2.6	1.4	2.1	2.2	3.0	2.1	59/788	788/ 6.0	6.4	6.5	B	WFMR-F
16. WNOV	(B/G)	47/ 2.0	1.5	1.8	1.0	0.9	1.6	47/714	714/ 5.4	4.7	3.7	A	WNOV
17. WTKM-F	(?)	25/ 1.1	0.6	0.6	0.5	1.2	0.7	35/509	380/ 2.9	1.6	3.1	A	WTKM-F
18. WEMP	(O)	24/ 1.0	0.9	1.1	1.0	1.3	1.0	25/621	592/ 4.5	3.7	4.2	A	WEMP
19. WMVP	(B)	23/ 1.0	2.1	1.5	1.5	1.8	1.5	24/492	480/ 3.6	4.1	4.8	A	WMVP
20.													

12+ FM SHARE (METRO): 68.31% (1442 of 2111) (SPG 91: 66.70%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WLUM-F>>	1 WLZR-F	1 WKLH-F	1 WKLH-F	1 WKLH-F<	1 WTMJ >	1 WTMJ >	1 WMIL-F	1 WTMJ	1 WTMJ >	1 WTMJ >>
2 WKKV-F>	2 WKLH-F	2 WLZR-F	2 WMIL-F	2 WMIL-F	2 WOKY	2 WMIL-F	2 WTMJ	2 WKLH-F	2 WLUM-F	2 WMIL-F
3 WLZR-F	3 WKTI-F	3 WKTI-F<	3 WKTI-F	3 WKTI-F	3 WMIL-F>	3 WKTI-F<	3 WOKY	3 WMIL-F<	3 WKKV-F	3 WKTI-F
4	4 WLUM-F	4 WMIL-F	4 WMYX-F	4 WMYX-F<	4 WEZW-F	4 WKLH-F	4 WKLH-F<	4 WLUM-F<	4 WKLH-F	4 WKKV-F
5	5 WMIL-F<	5 WMYX-F	5 WLTQ-F<	5 WLTQ-F<	5 WISN	5 WOKY	5 WLZR-F	5 WLZR-F<	5 WLZR-F	5 WKLH-F
6	6 WQFM-F	6 WLUM-F	6 WLZR-F	6 WTMJ	6	6 WLZR-F	6 WMYX-F	6 WKTI-F<	6 WQFM-F<	6 WOKY
7	7 WKKV-F<	7 WLTQ-F<	7 WTMJ	7 WLZR-F	7	7 WLTQ-F<	7 WLUM-F	7 WOKY	7 WMIL-F	WLZR-F
8	8 WMYX-F>	8 WKKV-F<	8 WZTR-F	8 WZTR-F	8	8 WLUM-F	WKTI-F<	WISN	8	WLUM-F
9	9	9 WQFM-F	9	9	9	9	9 WEZW-F	9 WKKV-F	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WLUM-F	1 WKTI-F<	1 WKLH-F	1 WKTI-F	1 WLTQ-F<
2 WLZR-F	2 WKLH-F	2 WKTI-F	2 WLTQ-F<	2 WKTI-F
3 WKKV-F	3 WLUM-F<	3 WLTQ-F	3 WKLH-F	3 WMIL-F
4 WKTI-F	4 WKKV-F	4 WMIL-F	4 WLUM-F<	4 WKLH-F
5 WKLH-F>	5 WLTQ-F	5 WMYX-F	5 WMYX-F	5 WMYX-F>
6 WQFM-F	6 WMYX-F	WKKV-F>	6 WMIL-F<	6 WTMJ
7 WMYX-F	WLZR-F<	7 WLUM-F	7 WKKV-F	WKKV-F
8	8 WMIL-F	8	8	WEZW-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLZR-F	1 WLZR-F>	1 WLZR-F>	1 WLZR-F	1 WKLH-F
2 WQFM-F	2 WKLH-F	2 WKLH-F>	2 WKLH-F>	2 WMIL-F<
3 WLUM-F>	3 WQFM-F>	3 WMIL-F	3 WMIL-F	3 WLZR-F>
4 WKLH-F>	4 WMIL-F	4 WQFM-F	4 WQFM-F	4 WTMJ
5 WMIL-F	5 WLUM-F	WKTI-F	5 WTMJ	5 WKTI-F
WKKV-F	6 WMYX-F	6 WMYX-F	WMYX-F	6 WMYX-F
7	WKTI-F	7	WKTI-F	7
8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		156 (2)	156 (2)	7.4	15.7
AOR/CLASSIC	6 (1)	383 (3)	389 (4)	18.4	14.4
AC/OLDIES	24 (1)	308 (3)	332 (4)	15.7	16.3
FULL SVC/VARIETY	288 (2)		288 (2)	13.6	13.2
COUNTRY	9 (1)	190 (2)	199 (3)	9.4	11.2
BLACK/URBAN	70 (2)	114 (1)	184 (3)	8.7	3.0
SAC/EZ		207 (3)	207 (3)	9.8	5.4
NEWS/TALK	112 (3)		112 (3)	5.3	5.9
NOSTALGIA	153 (1)		153 (1)	7.2	8.3
RELIGION/GOSPEL	7 (1)		7 (1)	0.3	1.6
SPANISH					
CLASSICAL		59 (1)	59 (1)	2.8	3.3
JAZZ/NEW AGE					1.7
UNKNOWN/OTHERS		25 (1)	25 (1)	1.2	
	669 (12)	1442 (16)	2111 (28)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAUK	1510	Wksha/Mlwkee	0.4/0.9/ 10/ 130
WBWI-F	92.5	West Bend	0.3/1.8/ 15/ 393
WHKQ-F	92.1	Racine	0.3/1.8/ 12/ 325
WLZR	1340	Milwaukee	0.3/1.4/ 6/ 198
WRJN	1400	Racine	0.8/2.4/ 19/ 331
WYLO	540	Jackson/Mlwkee	0.3/1.2/ 8/ 190
WBBM	780	Chicago	0.4/2.7/ 11/ 470
WGN	720	Chicago	0.7/3.5/ 25/ 641
WJZQ-F	95.1	Kenosha/Waukegn	0.7/1.7/ 32/ 501

American Radio Spring, 1992 Copyright 1992

MILWAUKEE

RADIO STATIONS

AM STATIONS

WEMP, 1250, 5 KW (DA-2)	, OLDIES	UNISUP, CBS	, $ NA	(Eastman)	Heritage
WISN, 1130, 50 KW/10 KW (DA-N)	, TALK	ABC, MBS	, $ 52.00	(Katz)	Hearst
WMVP, 1290, 5 KW (DA-2)	, BLACK	CBS UNIULT	, $ 23.00	(Banner)	All Pro
WNOV, 860, 250 W (DAYS, DA)	, BLACK/GOSP.	NBN	, $ 21.00	(---)	
WOKY, 920, 5 KW/1 KW (DA-2)	, NOSTALGIA/FS	CNN, MBS	, $ 53.00	(CBS)	Sundance
WTMJ, 620, 5 KW (DA-N)	, FULL SERVICE	CNN, NBC	, $ 130.00	(Christal)	Journal Co.

FM STATIONS

WEZW, 103.7, 20 KW @ 840, EZ/SOFT AC			, $ 53.00	(MMR)	Multimedia
WFMR, 98.3, 6 KW @ 328, CLASSICAL			, $ 38.00	(CMBS)	(MENOMONEE FALLS)
WKKV, 100.7, 50 KW @ 500, BLACK AC		UNIPWR	, $ 40.00	(Torbet)	
WKLH, 96.5, 20 KW @ 810, CLASSIC AOR			, $ 116.00	(McGuild)	Saga
WKTI, 94.5, 16 KW @ 909, AC/CHR		SOURCE	, $ 106.00	(Christal)	Journal Co.
WLTQ, 97.3, 18 KW @ 912, SOFT AC		ABC	, $ 55.00	(Katz)	Hearst
WLUM, 102.1, 50 KW @ 490, CHR		CBS, UNPWR	, $ 68.00	(Banner)	All Pro
WLZR, 102.9, 50 KW @ 430, AOR		ABC	, $ 70.00	(Eastman)	Great American
WMIL, 106.1, 13 KW @ 974, COUNTRY		UNIULT	, $ 90.00	(CBS)	Sundance
WMYX, 99.1, 50 KW @ 449, AC		CBS	, $ 72.00	(Eastman)	Heritage
WQFM, 93.3, 13 KW @ 991, AOR		ABC	, $ 48.00	(MMR)	Shamrock
WZTR, 95.7, 34 KW @ 610, OLDIES			, $ 51.00	(Durpetti)	Shockley

Miscellaneous: WFMR-F (Menominee Falls) sold to Dick Harris for $1,080,000 . . .

American Radio Spring, 1992 Copyright 1992

MINNEAPOLIS-ST. PAUL

Arbitron Rank/Pop (12+): 17/2,060,800

MSA Rank/Pop: 16/2,430,000
ADI # 13

Average Person Ratings: 18.0
Market TSL: 23.25 hours

Stations: 17/17
Diaries: 1942/1058:1/56.7%
Sample Target: 1900
% Below Line: 0.0
% Not Listed: 14.9

1991 Revenue: $74,000,000
MH Inc.: $35,952
Retail $: 21.0 Bil
Pop per Station: 121,223
#1 Biller: WCCO $19,800,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WCCO	(FS)	611/16.5	13.9	18.5	20.1	15.0	17.3	828/10642	7841/38.0	41.7	33.9	J	WCCO
2. KEEY-F	(C)	402/10.8	10.9	10.8	9.3	9.7	10.4	475/5655	4669/22.7	20.9	20.9	I	KEEY-F
3. KQRS-AF	(AOR)	344/ 9.3	8.4	9.7	9.8	11.0	9.3	406/6447	5454/26.5	25.5	27.1	H	KQRS-AF
4. WLTE-F	(SAC)	292/ 7.9	8.7	8.2	8.5	8.9	8.3	337/4601	3907/19.0	19.9	20.9	H	WLTE-F
5. KSTP-F	(AC)	265/ 7.1	7.7	6.0	5.5	7.9	6.6	301/4867	4293/20.8	19.2	17.6	G	KSTP-F
6. KDWB-F	(CHR)	260/ 7.0	8.4	8.1	8.7	9.7	8.1	295/5148	4346/21.1	24.1	26.9	G	KDWB-F
7. KRXX-F	(AOR)	251/ 6.8	6.4	3.0	4.1	4.1	5.1	322/4259	3366/16.3	14.5	17.6	E	KRXX-F
8. KQQL-F	(O)	197/ 5.3	4.3	4.9	4.2	3.7	4.7	248/4313	3565/17.3	14.5	12.5	E	KQQL-F
9. KTCZ-AF	(AOR)	173/ 4.7	4.2	4.6	2.8	3.7	4.1	182/2511	2398/11.6	10.8	10.2	E	KTCZ-AF
10. KSTP	(T)	144/ 3.9	3.3	3.0	3.7	3.7	3.5	150/2303	2141/10.4	8.9	13.7	D	KSTP
11. KJJO-F	(AOR)	61/ 1.6	2.6	2.0	2.6	1.7	2.2	66/1496	1350/ 6.6	6.5	6.6	C	KJJO-F
12. KLBB	(BB)	59/ 1.6	2.5	1.9	1.7	2.7	1.9	59/1011	996/ 4.8	3.6	4.9	B	KLBB
13. WMIN	(BB)	38/ 1.0	0.8	1.5	1.1	1.5	1.1	38/790	728/ 3.5	3.8	4.5	A	WMIN
14. KFAN	(SPRTS)	37/ 1.0	0.7	1.2	0.4	0.5	0.8	38/762	718/ 3.5	5.9	3.7	A	KFAN
15.													

12+ FM SHARE (METRO): 70.74% (2236 of 3161) (SPG 91: 70.30%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDWB-F>>	1 KQRS-AF	1 KQRS-AF	1 KEEY-F<	1 KEEY-F<	1 WCCO >>	1 WCCO >	1 WLTE-F	1 WCCO	1 WCCO >>	1 WCCO >>
2 KRXX-F>	2 KRXX-F	2 KEEY-F>	2 KQRS-AF	2 WCCO	2 WLTE-F	2 KQRS-AF	WCCO <	2 KEEY-F>	2 KEEY-F	2 KEEY-F>>
3 KEEY-F>	3 KEEY-F>	3 KSTP-F<	3 WCCO	3 KQRS-AF	3 KEEY-F>	3 KEEY-F	3 KEEY-F<	3 KQRS-AF	3 KDWB-F	3 KQRS-F>>
4 KQRS-AF	4 KSTP-F	4 WCCO	4 KSTP-F	4 WLTE-F	4 KQQL-F<	4 KSTP-F	4 KQRS-AF	4 WLTE-F<	4 KRXX-F>	4 KRXX-F>>
5	5 KDWB-F	5 KRXX-F	5 WLTE-F<	5 KSTP-F	5 KSTP-F	5 KDWB-F	5 KSTP-F	5 KRXX-F<	5 KQRS-AF<	5 KSTP-F<
6	6 KTCZ-AF>	6 WLTE-F	6 KTCZ-AF<	6 KTCZ-AF	6	6 WLTE-F>	6 KRXX-F	6 KSTP-F<	6 WLTE-F	6 KQQL-F
7	7	7 KQQL-F<	7 KQQL-F	KQQL-F	7	7	7 KTCZ-AF	7 KDWB-F	7	7 WLTE-F
8	8	8 KTCZ-AF					KQQL-F	8 KQQL-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KQRS-AF	1 KEEY-F	1 KEEY-F<	1 KEEY-F	1 KEEY-F
2 KDWB-F	2 KSTP-F	2 KSTP-F>	2 KSTP-F	2 WLTE-F
3 KRXX-F	3 KQRS-AF	3 KDWB-F	3 WLTE-F	3 KSTP-F
4 KEEY-F	KDWB-F>	4 KTCZ-AF	4 KQRS-AF	4 WCCO
5 KSTP-F	5 KRXX-F	KQRS-AF>	5 KDWB-F	5 KQQL-F
6 WLTE-F>	6 WLTE-F	6 WLTE-F	6 KQQL-F	6 KTCZ-AF
7 KJJO-F	7 KTCZ-AF	7 KQQL-F	7 KTCZ-AF	7 KQRS-AF<
8	8	8	8	8 KDWB-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRXX-F>>	1 KQRS-AF	1 KQRS-AF>>	1 KQRS-AF>	1 WCCO <
2 KQRS-AF>	2 KRXX-F>	2 KEEY-F	2 WCCO <	2 KQRS-AF>
3 KEEY-F>	3 KEEY-F>	3 KTCZ-AF	3 KRXX-F<	3 KEEY-F>
4 KDWB-F>	4 KTCZ-AF	4 WCCO	4 KEEY-F>	4 KTCZ-AF
5 KSTP-F	5 WCCO	5 KRXX-F>	5 KTCZ-AF	5 KQQL-F
6 KJJO-F	6 KSTP-F	6 KSTP <	6 KSTP-F<	6 KSTP-F
7	7	7 KSTP-F	7 KQQL-F	7 WLTE-F
8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		260 (1)	260 (1)	8.2	11.6
AOR/CLASSIC	36 (3)	820 (4)	856 (7)	27.1	24.6
AC/OLDIES		462 (2)	462 (2)	14.6	24.3
FULL SVC/VARIETY	611 (1)		611 (1)	19.3	17.3
COUNTRY		402 (1)	402 (1)	12.7	11.9
BLACK/URBAN					
SAC/EZ		292 (1)	292 (1)	9.2	0.3
NEWS/TALK	181 (2)		181 (2)	5.7	4.8
NOSTALGIA	97 (2)		97 (2)	3.1	4.8
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					0.4
UNKNOWN/OTHERS					
	925 (8)	2236 (9)	3161 (17)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KMZZ	980	Richfield	0.7/2.3/ 27/ 548

American Radio Spring, 1992 Copyright 1992

MINNEAPOLIS-ST. PAUL

RADIO STATIONS

AM STATIONS

KFAN, 1130, 50 KW/25 KW (DA-2),	SPORTS	MBS,	$ 40.00 (Katz)	Malrite
KLBB, 1400, 1 KW,	NOSTALGIA	ABC UNISUP,	$ 33.00 (Roslin)	
KMZZ, 980, 5 KW (DA-1),	AOR	UNIULT,	$ 28.00 (HNWH)	Entercom
KSTP, 1500, 50 KW (DA-N),	TALK	ABC,	$ 54.00 (McGuild)	Hubbard
KTCJ, 690, 500 W (DAYS),	JAZZ	,	$ 24.00 (Eastman)	American Media
WCCO, 830, 50 KW,	FULL SERVICE	CBS,UNISUP,	$ 290.00 (CBS)	CBS
WDGY, 630, 5 KW/500 W (DA-2),	COUNTRY	MBS, NBC,	$ 31.00 (Banner)	
WMIN, 1030, 50 KW/1 KW (DA-2),	NOSTALGIA	UNIULT, UNISUP,	$ 30.00 (---)	

FM STATIONS

KDWB, 101.3, 100 KW @ 817,	CHR	,	$ 129.00 (Banner)	Midcontinent
KEEY, 102.1, 100 KW @ 1033,	COUNTRY	,	$ 200.00 (Katz)	Malrite
KJJO, 104.1, 100 KW @ 1069,	COUNTRY	ABC,	$ 56.00 (MMR)	Park
KRRX, 93.7, 100 KW @ 820,	AOR	SOURCE,	$ 70.00 (HNWH)	Entercom
KQRS, 92.5, 50 KW @ 817,	Classic AOR/AOR	ABC,	$ 190.00 (Katz)	Cap.Cities/ABC
KQQL, 107.9, 97 KW @ 1089,	OLDIES	,	$ 76.00 (Durpetti)	Trumper
KSTP, 94.5, 95 KW @ 1220,	AC	,	$ 148.00 (McGuild)	Hubbard
KTCZ, 97.1, 100 KW @ 236,	PROG AOR	,	$ 74.00 (Eastman)	American Media
WLTE, 102.9, 100 KW @ 1033,	SOFT AC	,	$ 163.00 (CBS)	CBS

Miscellaneous: WCTS-F from Central Baptist Seminary to Rales for $10,000,000 + (Kalil) . . . KLXK-F to KRRX-F; Classic AOR to AOR . . . KJJO-F from AOR to Country (Sep) . . . KTCJ, KTCZ-F from Parker to American Media for $8,025,000 (E) (MVP) . . .

American Radio Spring, 1992 Copyright 1992

MOBILE

Arbitron Rank/Pop (12+): 89/391,500

MSA Rank/Pop: 101/494,000
ADI # 55 (w/Pensacola)

Average Person Ratings: 17.0
Market TSL: 23.25 hours

Stations: 23/19
Diaries: 919/426:1/48.6%
Sample Target: 860
% Below Line: 10.7
% Not Listed: 9.2

1991 Revenue: $10,200,000
HH Inc.: $27,432
Retail $: 3.4 Bil
Pop per Station: 20,605
#1 Biller: WKSJ-AF $2,800,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WBLX-F (B)	115/17.3	17.7	16.5	17.3	15.9	17.2	210/1741	884/22.6	23.1	24.5	C	WBLX-F
2. WKSJ-AF (C)	93/14.0	18.0	20.0	19.7	21.7	17.9	107/1537	1128/28.8	46.1	47.4	D	WKSJ-AF
3. WABB-F (CHR)	54/ 8.1	7.3	8.4	6.8	6.8	7.7	82/1483	915/23.4	21.3	19.0	C	WABB-F
4. WGCX-F (AOR)	45/ 6.8	6.5	5.3	4.4	5.9	5.8	73/967	495/12.6	10.9	12.5	C	WGCX-F
5. WKRG (N/T)	37/ 5.6	4.7	4.9	6.2	4.9	5.3	37/441	421/10.8	8.9	11.9	B	WKRG
WGOK (G/B)	37/ 5.6	5.1	5.9	5.3	6.8	5.5	37/438	433/11.1	11.8	12.6	A	WGOK
7. WKRG-F (AC)	32/ 4.8	4.8	5.5	5.6	5.3	5.2	73/1251	583/14.9	16.3	17.1	B	WKRG-F
8. WAVH-F (O)	31/ 4.7	5.0	3.4	5.6	5.6	4.7	57/995	510/13.0	11.7	13.9	B	WAVH-F
9. WXBM-F (C)	23/ 3.5	2.9	2.8	2.6	2.1	3.0	109/1251	297/ 7.6	9.7	5.5		WXBM-F
WMEZ-F (SAC)	23/ 3.5	3.9	2.5	3.5	2.8	3.3	58/665	238/ 6.1	5.7	7.7		WMEZ-F
11. WDLT-F (SAC)	21/ 3.2	3.6	4.3	3.5	2.8	3.7	22/370	359/ 9.2	9.5	9.9		WDLT-F
12. WZEW-F (AOR)	11/ 1.7	2.5	2.1	2.7	2.8	2.3	11/270	259/ 6.6	6.1	8.1	A	WZEW-F
13. WJLQ-F (CHR)	10/ 1.5	1.4	1.5	0.9	0.9	1.3	33/702	238/ 6.1	8.8	5.9		WJLQ-F
WLVV (G)	10/ 1.5	0.3	0.7	----	----	0.6	10/129	129/ 3.3	1.4	0.0	A	WLVV
WABB (T)	10/ 1.5	0.8	1.0	0.3	0.4	0.9	11/181	141/ 3.6	5.2	2.8	A	WABB

12+ FM SHARE (METRO): 79.34% (480 of 605) (SPG 91: 79.77%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBLX-F>>	1 WBLX-F>	1 WBLX-F	1 WKSJ-AF<	1 WKSJ-AF	1 WKSJ-AF>	1 WKSJ-AF	1 WKSJ-AF>	1 WBLX-F	1 WBLX-F>>	1 WKRG
2 WABB-F>>	2 WGCX-F	2 WKSJ-AF>	2 WBLX-F>	2 WBLX-F>	2 WKRG <	2 WBLX-F>	2 WBLX-F	2 WKSJ-AF>	2 WABB-F	WBLX-F>
3 WGCX-F	3 WKSJ-AF	3 WABB-F	3 WABB-F	3 WAVH-F	3 WBLX-F	3 WABB-F	3 WGCX-F	3 WABB-F	3 WGCX-F	3 WKSJ-F
4	4 WABB-F	4 WGCX-F>	4 WAVH-F	WABB-F	4 WGOK	4 WGCX-F<	4 WKRG	4 WGCX-F	4 WKSJ-AF	WABB-F
5	5	5 WAVH-F	5 WGCX-F	5 WGCX-F<	5 WAVH-F<	5 WKRG-F	5 WABB-F	5 WKRG <	5 WKRG	5 WQID-F
6	6	6 WKRG-F	6 WKRG-F	6 WKRG-F	6 WMEZ-F	6 WKRG >	6 WGOK	6 WAVH-F	WGOK >	6
7	7	7	7	7	WKRG-F	7	7 WKRG-F	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WBLX-F>>	1 WBLX-F>>	1 WBLX-F	1 WBLX-F>	1 WKSJ-AF
2 WABB-F>>	2 WKSJ-AF	2 WKSJ-AF>>	2 WKSJ-AF>	WBLX-F>
3 WKSJ-AF	3 WABB-F>	3 WABB-F	3 WABB-F	3 WKRG-F
WXBM-F	4 WKRG-F	4 WKRG-F	4 WKRG-F>	4 WABB-F
WKRG-F	5 WXBM-F	5	5 WAVH-F	5 WAVH-F
WGCX-F	6	6	6 WGOK	6 WGOK
7	7	7	7	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGCX-F	1 WGCX-F	1 WGCX-F	1 WGCX-F<	1 WKSJ-AF>
2 WBLX-F>>	2 WBLX-F>	2 WBLX-F	2 WBLX-F<	2 WGCX-F
3 WABB-F	3 WKSJ-AF	3 WKSJ-AF	3 WKSJ-AF>	WBLX-F>
4 WKSJ-AF>	4 WABB-F	4 WABB-F>>	4 WABB-F	4 WAVH-F
5 WDLT-F	5	5 WXBM-F	5 WAVH-F	5 WABB-F
6	6	WKRG	6	6
7	7	WAVH-F	7	7

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		67 (3)	67 (3)	11.1	8.7
AOR/CLASSIC		56 (2)	56 (2)	9.3	9.9
AC/OLDIES	1 (1)	63 (2)	64 (3)	10.6	15.6
FULL SVC/VARIETY	6 (1)		6 (1)	1.0	
COUNTRY		131 (6)	131 (6)	21.7	21.6
BLACK/URBAN	45 (2)	115 (1)	160 (3)	26.4	29.4
SAC/EZ		44 (2)	44 (2)	7.3	3.2
NEWS/TALK	49 (3)		49 (3)	8.1	6.0
NOSTALGIA					1.3
RELIGION/GOSPEL	24 (3)	4 (1)	28 (4)	4.6	2.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					1.8
	125 (10)	480 (17)	605 (27)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBHY	840	Mobile	1.1/2.1/ 13/ 106
WBLX	660	Fairhope/Mobile	1.2/6.2/ 11/ 287
WHEP	1310	Foley	0.9/1.9/ 6/ 74
WKQR-F	101.9	Citronelle	0.8/1.2/ 9/ 96
WMOB	1360	Mobile	1.1/2.3/ 7/ 94
WZBA-F	104.9	Moss Point	0.8/3.6/ 8/ 215
WKNN-F	99.1	Pscgla/Biloxi	0.5/2.6/ 37/ 567
WOSM-F	103.1	Ocean Springs	0.6/1.3/ 11/ 129
WOWW-F	107.3	Pensacola	0.5/2.8/ 75/ 896
WQID-F	93.7	Biloxi/Glfport	0.5/1.6/ 14/ 249
WWL	870	New Orleans	0.3/1.5/ 6/ 114

American Radio Spring, 1992 Copyright 1992

MOBILE

RADIO STATIONS

WABB	1480,	5 KW (DA-N)	Talk	SUN UPI,	$11.00	(Christal)	Dittman
WBLX	660,	22 KW/1 KW (DA-2)	Black	,	$10.00	(---)	
WGOK	900,	1 KW/500 W (DA-2)	Gospel/Black	SBN,	$16.00	(Roslin)	
WKRG	710,	1 KW/500 W (DA-N)	News/Talk	CBS MBS,	$23.00	(Katz)	
WLPR	960,	5 KW/1 KW (DA-2)	Nostalgia	SMN,	$13.00	(---)	
WABB-F	97.5,	100 KW @ 1348	CHR	ABC,	$46.00	(Christal)	Dittman
WAVH-F	96.1,	100 KW @ 1342	Oldies	UNISUP,	$24.00	(Durpetti)	AT&T
WBLX-F	92.9,	100 KW @ 1555	Black	UNIPWR ABC,	$40.00	(HNWH)	
WDLT-F	98.3,	6 KW @ 298	Soft AC	UNISUP,	$18.00	(K & P)	
WGCX-F	104.1,	100 KW @ 1555	AOR	ABC UNIPWR,	$30.00	(Eastman)	(ATMORE)
WKRG-F	99.9,	100 KW @ 1755	AC	MBS,	$26.00	(Katz)	
WKSJ-F	94.9,	100 KW @ 410	Country	ABC,	$61.00	(Banner)	Franklin
WZBA-F	104.9,	33 KW @ 183	Country	,	$12.00	(---)	Waldron (MOSS POINT)
WZEW-F	92.1,	14 KW @ 449	AOR	CNN,	$15.00	(---)	(FAIRHOPE)

Other Ranked Stations - See Pensacola

Miscellaneous: WKSJ A/F sold by Capitol to Franklin for $4,025,000 (E) (Blackburn) . . .

American Radio Spring, 1992 Copyright 1992

MODESTO

Arbitron Rank/Pop (12+): 119/310,800

MSA Rank/Pop: 128/382,400
ADI # 19+

Average Person Ratings: 14.2
Market TSL: 19.50 hours

Stations: 30/17
Diaries: 782/397:1/48.0%
Sample Target: 730
% Below Line: 16.5
% Not Listed: 16.7

1991 Revenue: $10,200,000
HH Inc.: $32,820
Retail $: 2.5 Bil
Pop per Station: 18,282
#1 Biller: KHOP-F $2,000,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KMIX-F (C)	51/11.5	10.0	8.1	14.6	9.3	----	90/1007	609/19.5	20.0	16.2	C	KMIX-F
2. KHOP-F (CHR)	37/ 8.4	9.0	10.8	9.7	13.9	----	86/1642	727/23.4	23.5	25.3	D	KHOP-F
3. KLOC (SP)	23/ 5.2	3.9	2.1	3.9	6.1	----	28/256	199/ 6.4	5.5	4.2	A	KLOC
KDJK-F (AOR)	23/ 5.2	6.3	4.2	6.7	7.5	----	48/804	431/13.9	12.7	12.3	C	KDJK-F
5. KJSN-F (SAC)	20/ 4.5	4.9	6.7	5.4	5.1	----	26/500	382/12.3	13.2	12.2	C	KJSN-F
KHTN-F (CHR)	20/ 4.5	2.1	0.4	----	----	----	26/420	247/ 7.9	6.2	1.8	A	KHTN-F
KBEE-F (SAC/EZ)	20/ 4.5	7.2	9.2	10.5	11.1	----	79/942	345/11.1	13.5	18.7	C	KBEE-F
8. KOSO-F (AC)	19/ 4.3	7.2	4.6	5.2	3.6	----	49/997	383/12.3	12.7	11.8	C	KOSO-F
9. KNBR (T)	17/ 3.8	5.6	3.3	1.9	3.4	----	54/926	324/10.4	13.9	8.5		KNBR
KABX-F (O)	17/ 3.8	1.6	3.1	1.5	2.0	----	26/452	265/ 8.5	5.4	7.2	A	KABX-F
11. KVFX-F (CL AOR)	16/ 3.6	3.9	5.4	4.1	4.6	----	50/810	364/11.7	10.0	10.3	B	KVFX-F
12. KTRB (C)	15/ 3.4	2.8	4.2	7.1	3.6	----	32/332	186/ 6.0	9.6	8.6	A	KTRB
13. KCBS (N/T)	14/ 3.2	2.1	2.3	2.6	1.8	----	31/609	264/ 7.9	6.9	7.1		KCBS
14. KSGO-F (O)	11/ 2.5	2.1	1.7	1.5	1.4	----	33/603	187/ 6.0	5.5	4.5		KSGO-F
15. KAMB-F (REL)	10/ 2.3	0.7	1.9	1.7	1.4	----	18/225	133/ 4.3	4.9	5.7	A	KAMB-F

12+ FM SHARE (METRO): 74.18% (273 of 368) (SPG 91: 74.75%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHOP-F	1 KMIX-F	1 KMIX-F›	1 KMIX-F›	1 KMIX-F›	1 KMIX-F›	1 KMIX-F	1 KMIX-F›	1 KMIX-F	1 KHOP-F	1 KCBS ››
2 KHTN-F››	2 KDJK-F	2 KHOP-F	2 KDJK-F	2 KDJK-F	2 KBEE-F	2 KHOP-F	2 KBEE-F	2 KHOP-F›	2 KMIX-F	2 KMIX-F
3	3 KHOP-F	3 KDJK-F	3 KHOP-F	3 KOSO-F	3 KCBS	3 KCBS	3 KDJK-F	3 KDJK-F‹	3 KHTN-F›	3 KOSO-F
4	4 KVFX-F	4 KLOC	4 KOSO-F	KHOP-F	4 KNBR	4 KTRB ‹	4 KHOP-F	4 KHTN-F	4 KLOC	4
5	5 KLOC	5 KJSN-F	5 KLOC	5 KLOC	KTRB	5 KBEE-F	5 KABX-F‹	5 KOSO-F	5 KVFX-F	5
6	6	6	KJSN-F	6	KABX-F	6	6	KBEE-F‹	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KHOP-F	1 KMIX-F›	1 KMIX-F›	1 KMIX-F›	1 KMIX-F›	1 KMIX-F	1 KDJK-F›	1 KDJK-F››	1 KDJK-F	1 KDJK-F
2 KMIX-F›	2 KHOP-F›	2 KOSO-F›	2 KHOP-F	2 KOSO-F	KHTN-F	2 KVFX-F	2 KVFX-F	2 KMIX-F	2 KMIX-F
3 KLOC	3 KOSO-F	3 KVFX-F	3 KOSO-F	3 KLOC	KHOP-F	KHOP-F	3 KHOP-F	3 KHOP-F	3 KNBR
KHTN-F›	KLOC	KLOC	KLOC	KHOP-F	4 KMEL-F	4 KMIX-F›	4 KMIX-F	4 KVFX-F	KJSN-F
5 KJSN-F	5 KVFX-F	KDJK-F	5	KABX-F	KVFX-F	5 KLOC	KLOC	KJSN-F	5 KHOP-F
6	6	6	6	6	KDJK-F	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		65 (4)	65 (4)	17.7	14.1
AOR/CLASSIC		39 (2)	39 (2)	10.6	11.4
AC/OLDIES	4 (1)	47 (3)	51 (4)	13.9	21.8
FULL SVC/VARIETY					
COUNTRY	21 (3)	58 (3)	79 (6)	21.5	21.3
BLACK/URBAN					0.7
SAC/EZ		40 (2)	40 (2)	10.9	10.9
NEWS/TALK	43 (6)		43 (6)	11.7	11.6
NOSTALGIA	4 (1)		4 (1)	1.1	1.2
RELIGION/GOSPEL		13 (2)	13 (2)	3.5	3.5
SPANISH	23 (1)	11 (2)	34 (3)	9.2	2.5
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					1.0
	95 (12)	273 (18)	368 (30)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KFIV	1360	Modesto	0.9/2.9/ 4/ 103
KMIX	1390	Turlock/Modesto	0.7/2.3/ 5/ 112
KNTO-F	95.9	Livingston	1.8/2.3/ 11/ 131
KOOK	970	Modesto	0.9/2.1/ 6/ 105
KUBB-F	96.3	Mariposa	1.1/5.2/ 30/ 571
KCIV-F	99.9	Mt. Bullion	0.7/3.4/ 10/ 229
KFRC	610	San Francisco	0.9/2.1/ 14/ 242
KGO	810	San Francisco	0.7/1.5/ 17/ 257
KMEL-F	106.1	San Francisco	1.4/3.7/ 26/ 448
KMJ	580	Fresno	0.7/1.8/ 15/ 249
KRAK	1140	Sacramento	0.7/2.0/ 37/ 397
KSKS-F	93.7	Fresno	0.5/1.4/ 16/ 205
KSTN-F	107.3	Stockton	0.7/1.4/ 26/ 366
KWOD-F	106.5	Sacramento	0.5/1.3/ 11/ 279
KYOS	1480	Merced	0.5/1.5/ 12/ 320

RADIO STATIONS

KLOC , 920,	500 W/2.5 KW (DA-2)	, Hispanic	, $17.00	(Lotus Hisp.)		(CERES)
KOOK , 970,	1 KW (DA-2)	, Oldies	ABC, $10.00	(Eastman)	Citadel	
KTRB , 860,	50 KW/10 KW (DA-2)	, Country	NBC, $14.00	(Banner)		
KABX-F, 97.5,	50 KW @ 489	, Oldies	, $16.00	(Christal)		(MERCED)
KAMB-F, 101.5,	50 KW @ 387	, Religion	, $11.00	(---)		(MERCED)
KBEE-F, 103.3,	50 KW @ 500	, Soft AC/EZ	ABC, $25.00	(Eastman)	Citadel	
KDJK-F, 95.1,	50 KW @ 633	, AOR	, $26.00	(Eastman)		(OAKDALE)
KHOP-F, 104.1,	50 KW @ 500	, CHR	, $43.00	(Mc-Guild)	Fuller-Jeffrey	
KHTN-F, 104.7,	50 KW @ 469	, CHR	, $10.00	(K & P)		(LOS BANOS)
KJSN-F, 102.3,	6 KW @ 298	, Soft AC	, $25.00	(MMR)	Comm. Pacific	
KMIX-F, 98.3,	2 KW @ 390	, Country	MBS, $35.00	(Durpetti)	Radio Assoc.	(TURLOCK)
KOSO-F, 93.1,	3 KW @ 1790	, AC	AP, $31.00	(Katz)		(PATTERSON)
KUBB-F, 96.3,	2 KW @ 2112	, Country	UNIULT UNISUP, $16.00	(Mc-Guild)	Buckley	(MARIPOSA)
KVFX-F, 96.7,	3 KW @ 328	, Classic AOR	UNISUP, $19.00	(HNWH)		(MANTECA)

KCBS -- see San Francisco KSGO -- see Stockton

American Radio Spring, 1992 Copyright 1992

MONMOUTH-OCEAN

Arbitron Rank/Pop (12+): 44/852,300

MSA Rank/Pop: 50/1,002,100
New York ADI
Average Person Ratings: 19.1
Market TSL: 25.00 hours

Stations: 43/8
Diaries: 1032/826:1/51.8%
Sample Target: 1050
% Below Line: 66.6
% Not Listed: 11.3

1991 Revenue: NA
HH Inc.: $50,549
Retail $: 8.6 B11
Pop per Station: 106,538
#1 Biller: NA

12+ METRO		1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level
1. WXRK-F	(CL AOR)	102/ 6.3	5.3	5.2	5.7	5.3	----	102/1448	1448/17.0	17.7	16.8	WXRK-F
2. WOBM-F	(AC)	95/ 5.8	6.6	4.5	5.6	4.0	----	95/1254	1254/14.7	14.6	13.4	WOBM-F
3. WOR	(N/T)	86/ 5.3	4.9	5.1	3.3	2.7	----	86/879	879/10.3	10.4	11.1	WOR
4. WADB-F	(SAC)	84/ 5.2	6.8	5.1	5.5	5.6	----	84/891	891/10.5	11.8	11.0	WADB-F
5. WNEW-F	(AOR)	82/ 5.0	4.6	4.2	5.8	4.9	----	82/1260	1260/14.8	13.8	13.7	WNEW-F
6. WJLK-F	(AC)	77/ 4.7	5.2	3.1	3.4	3.2	----	77/795	795/ 9.3	11.8	10.0	WJLK-F
7. WFAN	(SPRTS)	62/ 3.8	3.0	2.8	3.3	2.9	----	62/1024	1024/12.0	11.6	10.8	WFAN
8. WPAT-F	(SAC)	59/ 3.6	2.2	3.7	5.2	5.5	----	59/713	713/ 8.4	8.8	9.8	WPAT-F
9. WPLJ-F	(CHR)	58/ 3.6	3.2	4.0	3.1	3.4	----	58/1453	1453/17.0	14.7	15.2	WPLJ-F
10. WYNY-F	(C)	57/ 3.5	3.3	4.5	2.9	3.6	----	57/627	627/ 7.4	6.9	9.3	WYNY-F
11. WCBS-F	(O)	53/ 3.3	2.1	2.8	2.9	3.1	----	53/813	813/ 9.5	6.6	8.7	WCBS-F
WABC	(T)	53/ 3.3	3.3	4.0	2.3	2.4	----	53/850	850/10.0	9.6	10.4	WABC
13. WCBS	(N)	50/ 3.1	4.0	3.5	3.2	2.8	----	50/1152	1152/13.5	15.0	14.7	WCBS
14. WKXW-F	(T/O)	49/ 3.0	3.6	5.4	4.0	2.7	----	49/1035	1035/12.1	12.6	12.3	WKXW-F
15.												

12+ FM SHARE (METRO): 77.16% (1115 of 1445) (SPG 91: 76.04%)

NOTE: Monmouth-Ocean's Metro and TSA are the same.

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQHT-F›	1 WNEW-F	1 WXRK-F	1 WXRK-F›	1 WXRK-F›	1 WOR	1 WXRK-F	1 WNEW-F	1 WXRK-F	1 WQHT-F	1 WOR ›
2 WHTZ-F	2 WXRK-F›	2 WNEW-F›	2 WNEW-F	2 WJLK-F	2 WADB-F	2 WFAN ‹	WOBM-F‹	2 WNEW-F‹	WNEW-F‹	2 WFAN ›
3 WPLJ-F›	3 WPLJ-F	3 WJLK-F	WJLK-F	3 WOBM-F	3 WOBM-F›	3 WOBM-F‹	3 WJLK-F‹	3 WOBM-F	3 WPLJ-F	3 WNEW-F
4 WIOQ-F	4 WJLK-F›	4 WPLJ-F‹	4 WOBM-F‹	4 WYNY-F‹	4 WPAT-F	4 WOR	4 WXRK-F	4 WADB-F	4 WXRK-F	WCBS
5	5 WMMR-F	5 WOBM-F	5 WPLJ-F	5 WFAN	5 WFAN	5 WJLK-F	WPAT-F‹	5	5 WOR	WOBM-F
6	6	6 WCBS-F	WFAN ‹	6	6	6 WCBS	6 WADB-F		6	6 WKXW-F
7		7	7 WCBS-F	7	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WNEW-F	1 WPLJ-F	1 WPLJ-F	1 WJLK-F	1 WJLK-F
2 WQHT-F	2 WNEW-F	2 WJLK-F	2 WPLJ-F	2 WOBM-F
3 WXRK-F	3 WJLK-F	3 WNEW-F	3 WXRK-F‹	3 WPLJ-F
WPLJ-F	4 WXRK-F	4 WXRK-F›	4 WNEW-F	4 WXRK-F
5 WHTZ-F	5 WQHT-F	5 WYNY-F	5 WOBM-F	5 WYNY-F
6 WCBS-F	6	WKXW-F	6	6
7 WJLK-F	7	7	7	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNEW-F›	1 WXRK-F	1 WXRK-F›	1 WXRK-F	1 WXRK-F›
2 WXRK-F››	2 WNEW-F››	2 WNEW-F	2 WNEW-F›	2 WFAN
3 WHTG-F	3 WMMR-F›	3 WMMR-F››	3 WFAN ›	3 WNEW-F›
4 WFAN	4 WOBM-F	4 WOBM-F	4 WCBS-F	4 WYNY-F‹
WOBM-F	WHTG-F	5 WFAN	5 WOBM-F	5 WCBS-F
WJRZ-F	6	WHTG-F	6	6
7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		176 (6)	176 (6)	12.2	14.6
AOR/CLASSIC		235 (5)	235 (5)	16.3	15.0
AC/OLDIES	7 (1)	390 (11)	397 (12)	27.5	26.8
FULL SVC/VARIETY					
COUNTRY	19 (1)	57 (1)	76 (2)	5.3	6.5
BLACK/URBAN		38 (2)	38 (2)	2.6	1.9
SAC/EZ	3 (1)	154 (3)	157 (4)	10.9	10.0
NEWS/TALK	257 (5)		257 (5)	17.8	18.4
NOSTALGIA	44 (2)	14 (1)	58 (3)	4.0	3.7
RELIGION/GOSPEL		7 (1)	7 (1)	0.5	
SPANISH					
CLASSICAL		26 (2)	26 (2)	1.8	1.5
JAZZ/NEW AGE		18 (1)	18 (1)	1.2	1.6
UNKNOWN/OTHERS					
	330 (10)	1115 (33)	1445 (43)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WHTG-F	106.3	Eatontown	1.3/4.2/ 21/ 357
WJLK	1310	Asbury Park	0.4/2.2/ 7/ 191
WJRZ-F	100.1	Manahawkin/TmRv	1.6/6.8/ 0/ 0
WOBM	1160	Lakewood	1.2/3.3/ 19/ 285
WZVU-F	107.1	Long Branch	1.9/7.8/ 31/ 665
WBLS-F	107.5	New York	0.9/3.4/ 14/ 290
WFEM-F	94.7	Newark	0.4/1.5/ 7/ 127
WFPG-F	96.9	Atlantic City	0.7/2.1/ 11/ 181
WHLI	1100	Hempstead/GrdnC	1.5/1.6/ 25/ 133
WHTZ-F	100.3	Newark/New York	1.9/9.0/ 31/ 769
WINS	1010	New York	0.4/2.5/ 6/ 209
WIOQ-F	102.1	Philadelphia	0.9/3.3/ 14/ 279
WLTW-F	106.7	New York	1.4/5.8/ 22/ 491
WMGQ-F	98.3	New Brunswick	0.4/1.6/ 6/ 136
WMMR-F	93.3	Philadelphia	1.5/5.3/ 25/ 451
WMXV-F	105.1	New York	1.7/6.9/ 27/ 584
WNCN-F	104.3	New York	0.7/2.8/ 12/ 242
WNEW	1130	New York	1.2/4.1/ 19/ 353
WOGL-F	98.1	Philadelphia	0.9/3.3/ 15/ 284
WPAT	930	Paterson	0.2/2.0/ 3/ 172
WPST-F	97.5	Trenton/Phila.	0.4/2.7/ 6/ 226
WQCD-F	101.9	New York	1.1/3.8/ 18/ 324
WQHT-F	97.1	New York	2.5/7.8/ 41/ 662
WQXR-F	96.3	New York	0.9/2.8/ 14/ 239
WRDR-F	104.9	Egg Harbor	0.9/2.8/ 14/ 236
WRKS-F	98.7	New York	1.5/5.0/ 24/ 422
WXTU-F	92.5	Philadelphia	0.5/1.6/ 8/ 139
WYSP-F	94.1	Philadelphia	0.3/1.7/ 5/ 144
WYXR-F	104.5	Philadelphia	0.4/1.5/ 7/ 124

American Radio Spring, 1992 Copyright 1992

MONMOUTH-OCEAN

RADIO STATIONS

WJLK ,	1310,	2.5 KW/1 KW (DA-D),	Oldies	UNIULT SMN,	$ NA	(Katz)	D & F	(ASBURY)
WOBM ,	1160,	5 KW/9 KW (DA-2),	Country	UNIULT UNISUP,	$ NA	(Katz)		(LAKEWOOD)
WADB-F,	95.9,	4 KW @ 239 ,	SAC/EZ	,	$ NA	(---)		(PT. PLEAS.)
WHTG-F,	106.3,	3 KW @ 233 ,	AOR	,	$ NA	(Banner)		(EATONTOWN)
WJLK-F,	94.3,	3 KW @ 328 ,	AC	UNIULT,	$ NA	(Katz)	D & F	(ASBURY)
WJRZ-F,	100.1,	1.6 KW @ 449 ,	CHR	UNISUP ABC,	$ NA	(Durpetti)		(MANAHAWK)
WOBM-F,	92.7,	1.4 KW @ 485 ,	AC	,	$ NA	(Katz)		(TOMS RIV.)
WZVU-F,	107.1,	2.3 KW @ 371 ,	AC	,	$ NA	(Katz)	Kelly	(LONG BRANCH)

WKXW-F -- see Trenton

Other ranked stations -- see New York in Spring 91 edition

American Radio Spring, 1992 Copyright 1992

MONTGOMERY

Arbitron Rank/Pop (12+): 141/241,900
MSA Rank/Pop: 154/295,100
ADI # 110
Average Person Ratings: 17.7
Market TSL: 23.50 hours

Stations: 15/13
Diaries: 744/325:1/49.0%
Sample Target: 700
% Below Line: 1.2
% Not Listed: 13.3

1991 Revenue: $9,100,000
HH Inc.: $27,810
Retail $: 3.5 Bil
Pop per Station: 18,508
#1 Biller: WLWI-F $2,800,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WZHT-F (B)	97/22.7	19.1	18.9	22.5	24.4	----	163/1286	703/29.1	28.6	26.9	C	WZHT-F
2. WLWI-F (C)	89/20.8	19.6	21.2	16.2	17.6	----	124/1324	799/33.0	32.5	33.3	D	WLWI-F
3. WHHY-AF (CHR)	47/11.0	9.8	14.8	12.0	12.1	----	74/1154	627/25.9	34.6	35.7	C	WHHY-AF
4. WXFX-F (AOR)	31/ 7.3	9.1	6.6	8.5	5.7	----	34/471	348/14.4	18.8	14.6	B	WXFX-F
5. WSYA-F (AC)	21/ 4.9	6.2	8.9	9.4	8.4	----	34/728	427/17.7	16.3	20.9	C	WSYA-F
6. WXVI (B)	19/ 4.4	6.0	6.8	7.0	4.8	----	23/267	228/ 9.4	10.5	11.9	A	WXVI
7. WACV (T)	14/ 3.3	4.8	2.3	2.8	2.2	----	16/261	211/ 8.7	8.3	7.4	A	WACV
8. WLNE-F (SAC)	13/ 3.0	2.6	1.1	----	----	----	13/225	214/ 8.8	7.0	6.1	A	WLNE-F
9. WBAM-F (O)	12/ 2.8	3.3	4.6	4.5	5.1	----	21/412	265/11.0	12.4	15.8	B	WBAM-F
10. WAPZ (G)	10/ 2.3	2.4	0.9	1.6	3.7	----	10/71	71/ 2.9	3.1	2.0	A	WAPZ

12+ FM SHARE (METRO): 83.78% (310 of 370) (SPG 91: 85.27%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZHT-F>>	1 WZHT-F>>	1 WZHT-F	1 WZHT-F<	1 WLWI-F<	1 WLWI-F>>	1 WLWI-F>	1 WLWI-F>	1 WZHT-F<	1 WZHT-F>>	1 WZHT-F
2 WHHY-AF>	2 WLWI-F	2 WLWI-F>	2 WLWI-F>>	2 WZHT-F>>	2 WZHT-F>	2 WZHT-F	2 WZHT-F>	2 WLWI-F>	2 WLWI-F<	2 WLWI-F>>
3 WLWI-F	3 WXFX-F	3 WHHY-AF<	3 WHHY-AF	3 WHHY-AF	3 WHHY-AF>	3 WHHY-AF>>	3 WHHY-AF>	3 WHHY-AF	3 WHHY-AF>	3
4	4 WHHY-AF	4 WXFX-F>	4 WXFX-F>	4 WXFX-F>	4 WXVI	4	4 WACV <	4 WXFX-F>	4 WXFX-F	4
5	5	5 WSYA-F	5 WSYA-F	5 WSYA-F	5 WACV	5	5 WXFX-F	5	5 WXVI >	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WZHT-F>>	1 WZHT-F>>	1 WZHT-F	1 WZHT-F>	1 WZHT-F
2 WLWI-F	2 WLWI-F	2 WHHY-AF	2 WLWI-F>	WLWI-F>
3 WHHY-AF>>	3 WHHY-AF>>	WLWI-F>>	3 WHHY-AF>	3 WHHY-AF>
4	4	4 WSYA-F>	4 WSYA-F>	4 WSYA-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZHT-F>>	1 WZHT-F>>	1 WZHT-F	1 WZHT-F	1 WLWI-F
2 WXFX-F	2 WXFX-F	2 WXFX-F	2 WLWI-F>	2 WZHT-F>
3 WLWI-F>	3 WLWI-F>>	3 WLWI-F>>	3 WXFX-F>>	3 WXFX-F>>
4 WSYA-F>	4	4	4	4

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP	5 (1)	44 (2)	49 (3)	13.2	16.8
AOR/CLASSIC		31 (1)	31 (1)	8.4	7.5
AC/OLDIES		33 (2)	33 (2)	8.9	15.2
FULL SVC/VARIETY					
COUNTRY		92 (2)	92 (2)	24.9	24.0
BLACK/URBAN	19 (1)	97 (1)	116 (2)	31.4	29.2
SAC/EZ		13 (1)	13 (1)	3.5	1.3
NEWS/TALK	14 (1)		14 (1)	3.8	2.6
NOSTALGIA	7 (1)		7 (1)	1.9	1.8
RELIGION/GOSPEL	15 (2)		15 (2)	4.1	1.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	60 (6)	310 (9)	370 (15)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WLWI	740	Montgomery	1.6/6.8/ 8/ 215
WMGY	800	Montgomery	1.2/3.6/ 5/ 87
WALX-F	100.9	Selma	0.5/1.6/ 2/ 114
WSTH-F	106.1	Alxndr City	0.7/1.7/ 43/ 511

RADIO STATIONS

WACV , 1170, 10 KW/1 KW (DA-2) , Talk	SUN CBS, $11.00 (Roslin)	Woods			
WAPZ , 1250, 5 KW (DAYS) , Gospel/Black	AURN, $ 9.00 (---)		(WETUMPKA)		
WLWI , 740, 50 KW/184 W , Oldies	MBS, $10.00 (Katz)	Colonial			
WXVI , 1600, 5 KW/1 KW , Black	ABC, $10.00 (Mc-Guild)	New South			
WBAM-F, 98.9, 100 KW @ 731 , Oldies	UNIULT, $19.00 (Christal)				
WHHY-F, 101.9, 100 KW @ 1036 , CHR	ABC, $38.00 (Banner)				
WLNE-F, 96.1, .9 KW @ 820 , Soft AC	, $12.00 (K & P)				
WLWI-F, 92.3, 100 KW @ 500 , Country	UNISUP MBS, $56.00 (Katz)	Colonial			
WSYA-F, 103.3, 100 KW @ 1096 , AC	UNIPWR, $24.00 (Torbet)	Magic			
WXFX-F, 95.1, 50 KW @ 735 , AOR/Classic	, $23.00 (Torbet)		(PRATTVILLE)		
WZHT-F, 105.7, 100 KW @ 1800 , Black	ABC, $28.00 (Mc-Guild)	New South	(TROY)		

American Radio Spring, 1992 Copyright 1992

NASHVILLE

Arbitron Rank/Pop (12+): 45/836,500

MSA Rank/Pop: 47/994,000
ADI # 32

Average Person Ratings: 16.2

Market TSL: 21.25 hours

Stations: 21/20
Diaries: 1231/680:1/48.7%
Sample Target: 1240
% Below Line: 2.6
% Not Listed: 10.2

1991 Revenue: $33,000,000
MM Inc.: $33,040
Retail $: $.1 Bil
Pop per Station: 41,825
#1 Biller: WSIX-F $5,700,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WSIX-F	(C)	182/13.4	12.6	11.6	10.1	12.2	11.9	238/2926	2084/24.9	23.3	24.5	G	WSIX-F
2. WSM -F	(C)	150/11.0	11.6	12.6	11.9	9.0	11.8	253/3287	2028/24.2	26.5	22.6	G	WSM -F
3. WYHY-F	(CHR)	132/ 9.7	7.1	9.1	11.0	9.9	9.2	191/3277	2009/24.0	23.4	25.7	F	WYHY-F
4. WKDF-F	(AOR)	102/ 7.5	8.0	9.2	7.3	7.6	8.0	211/2949	1463/17.5	18.0	21.2	F	WKDF-F
5. WQQK-F	(B)	91/ 6.7	8.4	6.0	7.9	6.0	7.3	112/1218	1019/12.2	12.4	13.8	C	WQQK-F
6. WZEZ-F	(SAC)	85/ 6.3	7.0	6.1	7.2	7.8	6.7	108/1729	1408/16.8	14.5	16.3	D	WZEZ-F
7. WLAC-F	(AC)	65/ 4.8	6.7	5.2	6.1	7.9	5.7	100/1992	1262/15.1	15.1	20.8	E	WLAC-F
WGFX-F	(CL AOR)	65/ 4.8	5.0	5.5	4.9	4.6	5.1	87/1502	1164/13.9	14.8	16.0	C	WGFX-F
9. WLAC	(T/REL)	55/ 4.1	3.8	3.5	2.2	2.5	3.4	60/979	887/10.6	10.0	6.2	C	WLAC
10. WRMX-F	(O)	54/ 4.0	3.6	3.1	4.0	5.1	3.7	67/1131	933/11.2	10.0	10.6	C	WRMX-F
11. WSM	(C)	48/ 3.5	3.7	3.7	3.6	4.3	3.6	72/1237	791/ 9.5	10.4	11.2		WSM
12. WBVR-F	(C)	35/ 2.6	1.2	2.0	1.8	2.2	1.9	123/1835	502/ 6.0	6.3	6.0	C	WBVR-F
13. WRLT-F	(AOR)	27/ 2.0	1.0	1.7	1.6	1.2	1.6	27/356	356/ 4.3	4.2	3.2	B	WRLT-F
14. WMDB	(B)	26/ 1.9	1.7	1.6	2.4	0.6	1.9	28/332	317/ 3.8	3.2	2.9	A	WMDB
15. WVOL	(B)	25/ 1.8	2.3	2.2	2.6	3.1	2.2	26/458	430/ 5.1	5.1	5.3		WVOL

12+ FM SHARE (METRO): 83.93% (1024 of 1220) (SPG 91: 84.79%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYHY-F>>	1 WYHY-F<	1 WSIX-F>	1 WSIX-F>	1 WSIX-F	1 WSM -F<	1 WSIX-F>	1 WSIX-F	1 WSIX-F	1 WYHY-F>	1 WSM -F
2 WQQK-F>	2 WSIX-F	2 WSM -F	2 WSM -F>	2 WSM -F>	2 WSIX-F>	2 WSM -F>	2 WSM -F>	2 WYHY-F	2 WQQK-F	2 WYHY-F<
3 WKDF-F	3 WKDF-F>	3 WYHY-F	3 WKDF-F	3 WKDF-F<	3 WZEZ-F>	3 WYHY-F	3 WZEZ-F	3 WSM -F	3 WKDF-F	3 WSIX-F>>
4	4 WQQK-F	4 WKDF-F	4 WZEZ-F<	4 WZEZ-F	4 WSM <	4 WKDF-F	4 WYHY-F	4 WKDF-F	4 WSIX-F<	4 WZEZ-F
5	5 WGFX-F	5 WQQK-F	5 WGFX-F	5 WGFX-F<	5 WRMX-F	5 WZEZ-F<	5 WLAC <	5 WQQK-F	5 WSM -F	WKDF-F
6	6 WSM -F	6 WGFX-F	6 WYHY-F	6 WRMX-F<	6 WLAC >	6 WQQK-F	6 WKDF-F	6 WZEZ-F	6 WGFX-F	WDBL-F
7	7 WLAC-F	7 WZEZ-F	7 WRMX-F	7 WYHY-F	7	7	7 WLAC-F<	7 WLAC	7	7
8	8	8 WLAC-F	WQQK-F<	8 WQQK-F	8	8	8 WQQK-F	8	8	8
9	9	9	9 WLAC-F	9	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WYHY-F>	1 WYHY-F	1 WSIX-F	1 WSM -F	1 WSM -F>
2 WSIX-F	2 WSIX-F	2 WSM -F	2 WSIX-F	2 WSIX-F
WQQK-F	3 WQQK-F	3 WYHY-F	3 WYHY-F	3 WZEZ-F>
4 WKDF-F>	4 WSM -F	WLAC-F	4 WZEZ-F	4 WLAC-F
5 WLAC-F	5 WLAC-F	WGFX-F	5 WQQK-F	5 WYHY-F
WGFX-F	WGFX-F	6 WZEZ-F	6 WLAC-F	6 WQQK-F
7 WZEZ-F	7 WZEZ-F	WQQK-F>	7 WGFX-F	7 WRMX-F
WSM -F	WKDF-F	8 WKDF-F	8 WKDF-F	WGFX-F
9	9	9 WRLT-F	9	9

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYHY-F>	1 WKDF-F	1 WKDF-F	1 WSIX-F	1 WSIX-F>
2 WKDF-F	2 WSIX-F	2 WSIX-F>	2 WKDF-F>	2 WKDF-F
3 WQQK-F>	3 WYHY-F>	3 WGFX-F	3 WYHY-F	3 WSM -F>
4 WSIX-F>	4 WGFX-F	4 WYHY-F>	4 WSM -F	4 WGFX-F<
5 WSM -F	5 WQQK-F>	5 WQQK-F	5 WGFX-F	5 WLAC
WGFX-F>	6 WSM -F	WLAC	6 WQQK-F	WRMX-F
7 WLAC	WLAC	7	7 WLAC	7
8	8	8	8	8
9	9	9	9	9

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		132 (1)	132 (1)	10.8	11.1
AOR/CLASSIC		194 (3)	194 (3)	15.9	15.0
AC/OLDIES		119 (2)	119 (2)	9.8	23.3
FULL SVC/VARIETY					
COUNTRY	56 (2)	390 (5)	446 (7)	36.6	32.7
BLACK/URBAN	51 (2)	91 (1)	142 (3)	11.6	10.8
SAC/EZ		85 (1)	85 (1)	7.0	
NEWS/TALK	55 (1)	13 (1)	68 (2)	5.6	3.3
NOSTALGIA	17 (1)		17 (1)	1.4	1.9
RELIGION/GOSPEL	17 (1)		17 (1)	1.4	1.2
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					0.7
	196 (7)	1024 (14)	1220 (21)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAKM	950	Franklin	0.6/1.4/ 8/ 117
WDBL-F	94.3	Springfield	0.9/1.0/ 12/ 85
WENO	760	Nashville	1.3/1.5/ 17/ 129
WWTN-F	99.7	Manchester	1.0/3.6/ 14/ 323
WYCQ-F	102.9	Shelbyville	0.8/4.5/ 30/ 753

American Radio Spring, 1992 Copyright 1992

NASHVILLE

RADIO STATIONS

AM STATIONS

WAMB, 1160, 50 KW/1 KW (DA-N)	NOSTALGIA	MBS	$ 21.00 (Roslin)	
WLAC, 1510, 50 KW (DA-N)	TALK/NEWS/RELIG	CBS	$ 37.00 (Durpetti)	Fairmont
WMDB, 880, 2.5 KW (DAYS,DA)	BLACK		$ 18.00 (---)	
WSM, 650, 50 KW	COUNTRY	NBC	$ 44.00 (Christal)	Gaylord
WVOL, 1470, 5 KW/1 KW (DA-2)	BLACK	SMN	$ 24.00 (HMR)	

FM STATIONS

WGFX-F, 104.5, 49 KW @ 1312	CLASSIC AOR	SOURCE	$ 45.00 (Katz)	(GALLATIN)
WKDF-F, 103.3, 100 KW @ 1233	AOR	ABC	$ 85.00 (Katz)	Dick
WLAC-F, 105.9, 100 KW @ 1233	AC		$ 80.00 (Durpetti)	Fairmont
WQQK-F, 92.1, 1.5 KW @ 430	BLACK		$ 40.00 (HMR)	
WRMX-F, 96.3, 100 KW @ 810	OLDIES		$ 41.00 (McGuild)	(MURFREESBORO)
WSIX-F, 97.9, 100 KW @ 1138	COUNTRY		$ 115.00 (Mc-Guild)	Capstar
WSM-F, 95.5, 100 KW @ 1279	COUNTRY		$ 83.00 (Christal)	Gaylord
WYCQ-F, 102.9, 100 KW @ 810	COUNTRY		$ 23.00 (---)	Cromwell (SHELBYVILLE)
WYHY-F, 107.5, 58 KW @ 708	CHR		$ 80.00 (Eastman)	Legacy (LEBANON)
WZEZ-F, 92.9, 100 KW @ 1053	SOFT AC/EZ		$ 57.00 (HNWH)	South Central
WBVR-F, 101.1, 100 KW @ 1289	COUNTRY	ABC,	$ NA (---)	Tremont (RUSSELLVILLE, KY)

Miscellaneous: WHNK, WRLT-F (Madison) sold by receiver for $505,000 (Stevens) . . .

American Radio Spring, 1992 Copyright 1992

NASSAU-SUFFOLK

Arbitron Rank/Pop (12+): 14/2,218,800

MSA Rank/Pop: 12/2,670,000
New York ADI
Average Person Ratings: 17.7
Market TSL: 23.25 hours

Stations: 43/14
Diaries: 1753/1266:1/48.8%
Sample Target: 1820
% Below Line: NA
% Not Listed: NA

1991 Revenue: $32,100,000
HH Inc.: $62,636
Retail $: 27.2 Bil
Pop per Station: 158,485
#1 Biller: WALK-AF $7,500,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WALK-AF (AC)	216/ 5.5	5.4	6.3	6.3	7.1	5.9	216/2681	2681/12.1	15.1	16.0	H	WALK-AF
2. WBLI-F (CHR)	206/ 5.2	4.5	4.6	4.5	5.1	4.7	206/2825	2825/12.7	12.3	14.9	G	WBLI-F
3. WBAB-F (AOR)	179/ 4.5	5.1	3.8	4.7	4.7	4.5	179/2967	2967/13.4	13.7	13.9	G	WBAB-F
4. WYNY-F (C)	149/ 3.8	3.0	3.6	5.0	3.2	3.8	149/1823	1823/ 8.2	8.1	7.4		WYNY-F
5. WKJY-F (SAC)	100/ 2.5	2.6	2.2	2.9	3.1	2.5	100/1359	1359/ 6.1	7.3	7.4	E	WKJY-F
6. WDRE-F (AOR)	84/ 2.1	1.7	2.1	1.4	2.3	1.8	84/1609	1609/ 7.3	5.9	7.1	D	WDRE-F
7. WMJC-F (SAC)	82/ 2.1	1.8	2.5	2.0	2.6	2.1	82/1272	1272/ 5.7	5.6	5.5	C	WMJC-F
8. WGSM (BB)	81/ 2.1	2.1	2.2	2.1	2.1	2.1	81/713	713/ 3.2	3.2	3.7	B	WGSM
9. WHLI (BB)	80/ 2.0	3.5	3.6	2.3	3.1	2.8	80/861	861/ 3.9	4.3	4.6	C	WHLI
10. WRCN-F (AOR)	54/ 1.4	0.9	1.7	1.3	0.8	1.3	54/783	783/ 3.5	4.3	3.1	C	WRCN-F

NOTE: Nassau-Suffolk is a portion of the New York metro. Only stations home to the Nassau-Suffolk survey area are included. There is no TSA.

12+ FM SHARE (METRO): NA

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBLI-F›	1 WBAB-F›	1 WBAB-F‹	1 WALK-AF	1 WALK-AF	1 WALK-AF‹	1 WALK-AF	1 WALK-AF	1 WALK-AF‹	1 WBAB-F	1 WYNY-F
2 WBAB-F	2 WALK-AF	2 WALK-AF	2 WBAB-F‹	2 WBLI-F	2 WBLI-F	2 WBLI-F›	2 WBLI-F‹	2 WBLI-F	2 WYNY-F	2 WALK-F
3 WDRE-F	3 WBLI-F	3 WBLI-F›	3 WBLI-F	3 WBAB-F	3 WYNY-F›	3 WBAB-F	3 WBAB-F›	3 WBAB-F	3 WBLI-F‹	3 WBLI-F‹
4 WRCN-F	4 WDRE-F	4 WYNY-F	4 WYNY-F	4 WYNY-F›	4 WGSM	4 WYNY-F›	4 WYNY-F	4 WYNY-F›	4 WALK-AF	4 WDRE-F
5	5 WKJY-F	5 WKJY-F	5 WKJY-F	5 WHLI	5		5 WKJY-F›	5	5 WDRE-F›	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WBLI-F	1 WALK-AF	1 WALK-AF›	1 WALK-AF	1 WALK-AF
2 WDRE-F	2 WBLI-F	2 WKJY-F	2 WBLI-F›	2 WBLI-F›
3 WBAB-F›	3 WKJY-F	WBLI-F›	3 WKJY-F	3 WYNY-F
4 WALK-AF	4 WBAB-F›	4 WBAB-F‹	4 WYNY-F	WKJY-F›
WRCN-F›	5 WDRE-F	5 WYNY-F	5 WBAB-F	5
6 WKJY-F	6	6	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBAB-F›	1 WBAB-F››	1 WBAB-F››	1 WBAB-F››	1 WBAB-F›
2 WDRE-F››	2 WDRE-F	2 WALK-AF	2 WALK-AF	2 WALK-AF
3 WBLI-F	3 WRCN-F	3 WRCN-F	3 WBLI-F	3 WYNY-F
4 WRCN-F	4 WALK-AF	4 WYNY-F	4 WYNY-F‹	4 WBLI-F
5	5 WYNY-F	5	5 WDRE-F	5
6	6 WBLI-F	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		206 (1)	206 (1)	16.4	14.8	WLIX	540	Suffolk	0.3/1.0/ 12/ 211
AOR/CLASSIC		317 (3)	317 (3)	25.2	22.4				
AC/OLDIES	8 (2)	224 (2)	232 (4)	18.4	36.9				
FULL SVC/VARIETY									
COUNTRY		149 (1)	149 (1)	11.8	9.4				
BLACK/URBAN									
SAC/EZ		182 (2)	182 (2)	14.5					
NEWS/TALK									
NOSTALGIA	161 (2)		161 (2)	12.8	14.9				
RELIGION/GOSPEL	12 (1)		12 (1)	1.0	1.6				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	181 (5)	1078 (9)	1259 (14)						

RADIO STATIONS

WGSM ,	740,	25 KW (DAYS, DA) ,	Nostalgia	UNISUP/ULT, $ 40.00 (MMR)	Greater Media
WHLI ,	1100,	10 KW (DAYS, DA) ,	Nostalgia	, $ 40.00 (Katz)	Barnstable
WALK-F,	97.5,	39 KW @ 554 ,	AC	, $175.00 (Durpetti)	American
WBAB-F,	102.3,	3 KW @ 269 ,	AOR	, $135.00 (MMR)	Nobis
WBAZ-F,	101.7,	5.5 KW @ 341 ,	Soft AC	CNN UNISUP, $ 36.00 (Schubert)	
WBLI-F,	106.1,	25 KW @ 492 ,	CHR	, $125.00 (Katz)	Beck-Ross
WMJC-F,	94.3,	3 KW @ 300 ,	EZ/Soft AC	, $ 50.00 (MMR)	Greater Media
WDRE-F,	92.7,	1 KW @ 521 ,	AOR	, $ 62.00 (Katz)	
WKJY-F,	98.3,	3 KW @ 328 ,	Soft AC	, $ 75.00 (Katz)	Barnstable
WRCN-F,	103.9,	1.5 KW @ 466 ,	AOR	, $ 35.00 (McGuild)	

Other Stations - See New York

Miscellaneous: WCTO to WMJC (Feb) . . .

American Radio Spring, 1992 Copyright 1992

NEW HAVEN

Arbitron Rank/Pop (12+): 90/391,000
MSA Rank/Pop: 93/533,300
ADI # 21 (w/Hartford)
Average Person Ratings: 16.7
Market TSL: 22.00 hours

Stations: 31/6
Diaries: 844/463:1/44.6%
Sample Target: 860
% Below Line: 49.1
% Not Listed: 18.6

1991 Revenue: $13,500,000
HH Inc.: $41,004
Retail $: 3.7 Bil
Pop per Station: 65,166
#1 Biller: WKCI-F $6,000,000

12+ METRO		1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WPLR-F	(AOR)	60/ 9.2	9.4	8.3	7.9	7.2	----	146/2006	873/22.3	19.4	17.4	F	WPLR-F
2. WKCI-F	(CHR)	53/ 8.1	9.4	9.7	10.9	12.1	----	113/2413	975/24.9	26.1	27.9	G	WKCI-F
3. WELI	(FS)	52/ 8.0	8.3	7.6	8.4	9.2	----	56/762	658/16.8	18.6	18.6	C	WELI
4. WFAN	(SPRTS)	38/ 5.8	3.7	3.3	3.8	3.7	----	87/1396	541/13.8	12.4	10.4		WFAN
5. WEZN-F	(SAC)	35/ 5.4	5.4	7.4	6.0	7.3	----	122/1694	529/13.5	14.4	15.9		WEZN-F
6. WWYZ-F	(C)	34/ 5.2	5.1	5.4	5.8	5.0	----	110/1158	446/11.4	10.7	12.1		WWYZ-F
7. WKSS-F	(CHR)	26/ 4.0	4.8	5.6	4.6	4.6	----	64/1339	680/17.4	14.9	17.8		WKSS-F
8. WZMX-F	(AC)	24/ 3.7	1.5	1.1	0.8	0.3	----	49/750	378/ 9.7	5.7	6.0		WZMX-F
9. WDRC-F	(O)	22/ 3.4	4.2	6.9	4.6	3.9	----	58/1160	522/13.4	10.5	14.2		WDRC-F
10. WEBE-F	(AC)	20/ 3.1	1.7	3.9	3.3	3.6	----	81/1245	349/ 8.9	8.3	10.9		WEBE-F
11. WCBS	(O)	17/ 2.6	2.8	3.6	3.5	1.7	----	50/1114	343/ 8.8	11.0	10.5		WCBS
WNHC	(B)	17/ 2.6	3.2	3.0	2.7	3.7	----	18/261	247/ 6.3	8.4	7.8	B	WNHC
13. WYBC-F	(J/V)	15/ 2.3	2.5	3.0	3.0	2.2	----	15/354	340/ 8.7	8.0	8.5	A	WYBC-F
14. WRCH-F	(SAC)	14/ 2.1	2.2	0.9	1.1	2.7	----	31/584	266/ 6.8	6.8	6.3		WRCH-F
WIOF-F	(AC)	14/ 2.1	2.5	1.7	2.4	3.3	----	32/589	267/ 6.8	6.5	9.1		WIOF-F
WAVZ	(BB)	14/ 2.1	2.8	3.3	4.9	5.2	----	17/298	203/ 5.2	8.0	8.1	B	WAVZ
17. WHCN-F	(AOR)	13/ 2.0	3.4	1.9	1.9	1.9	----	34/710	339/ 8.7	8.6	8.0		WHCN-F
18.													
19.													
20.													

12+ FM SHARE (METRO): 67.80% (360 of 531) (SPG 91: 70.03%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKCI-F›	1 WPLR-F›	1 WPLR-F›	1 WPLR-F	1 WPLR-F	1 WELI ›	1 WFAN	1 WPLR-F	1 WPLR-F	1 WPLR-F	1 WPLR-F
2 WKSS-F››	2 WKCI-F›	2 WKCI-F›	2 WKCI-F	2 WKCI-F	2 WWYZ-F	2 WELI	2 WKCI-F	2 WKCI-F›	2 WKCI-F	2 WELI ›
3	3 WKSS-F›	3 WFAN ›	3 WFAN ›	3 WFAN ›	3 WFAN	3 WPLR-F	3 WELI	3 WELI	3 WELI	3 WFAN
4	4 WYBC-F	4 WKSS-F	4 WEBE-F‹	4 WEZN-F	4 WEZN-F	4 WKCI-F›	4 WEZN-F	4 WWYZ-F	4 WKSS-F	4
5	5	WDRC-F	5 WEZN-F	WEBE-F	5 WPLR-F	5 WEZN-F›	5 WWYZ-F›	5 WEZN-F	5	5
6	6	6	6	6 WELI	WKCI-F	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKCI-F	1 WKCI-F›	1 WKCI-F›	1 WKCI-F›	1 WKCI-F›	1 WPLR-F››	1 WPLR-F››	1 WPLR-F››	1 WPLR-F›	1 WPLR-F
2 WKSS-F	2 WPLR-F	2 WPLR-F	2 WPLR-F›	2 WPLR-F	2 WDRC-F	2	2 WKSS-F	2 WFAN ›	2 WFAN ››
WPLR-F	3 WKSS-F›	3 WKSS-F	3 WZMX-F	3 WZMX-F	WCCC-F›	3	WFAN	3 WDRC-F	3 WEBE-F
4 WZMX-F	4 WEZN-F	4 WEBE-F	WKSS-F	4 WEZN-F	4 WHCN-F	4	WEBE-F	4 WKCI-F	WKCI-F
WYBC-F	WYBC-F	5 WEZN-F	5 WEZN-F	WELI	WBLS-F	5	WKCI-F	5	5

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		84 (3)	84 (3)	15.8	19.2
AOR/CLASSIC		85 (4)	85 (4)	16.0	13.3
AC/OLDIES	19 (2)	80 (4)	99 (6)	18.6	24.7
FULL SVC/VARIETY	63 (3)	15 (1)	78 (4)	14.7	11.6
COUNTRY		34 (1)	34 (1)	6.4	6.4
BLACK/URBAN	17 (1)	12 (2)	29 (3)	5.5	5.4
SAC/EZ		49 (2)	49 (2)	9.2	1.0
NEWS/TALK	52 (4)		52 (4)	9.8	10.1
NOSTALGIA	14 (1)		14 (1)	2.6	3.9
RELIGION/GOSPEL	3 (1)		3 (1)	0.6	0.8
SPANISH					
CLASSICAL	3 (1)	1 (1)	4 (2)	0.8	
JAZZ/NEW AGE					
UNKNOWN/OTHERS					3.5
	171 (13)	360 (18)	531 (31)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WABC	770	New York	1.1/3.5/ 25/ 466
WBLS-F	107.5	New York	1.1/2.6/ 12/ 182
WCCC-F	106.9	Hartford	0.9/3.4/ 22/ 356
WFIF	1500	Milford	0.5/2.0/ 9/ 158
WICC	600	Bridgeport	0.3/3.5/ 98/1315
WMMW	1470	Meriden	0.3/1.2/ 5/ 130
WOR	710	New York	0.8/3.4/ 27/ 454
WPOP	1410	Hartford	0.3/1.8/ 4/ 146
WQXR	1560	New York	0.5/0.0/ 0/ 0
WQXR-F	96.3	New York	0.2/1.9/ 9/ 155
WRKI-F	95.1	Brookfield	0.9/3.5/ 45/ 855
WRKS-F	98.7	New York	0.8/2.9/ 17/ 344
WTIC	1080	Hartford	1.4/3.5/ 45/ 531
WTIC-F	96.5	Hartford	0.8/7.5/ 17/ 643

RADIO STATIONS

WAVZ , 1300, 1 KW (DA-N) , Nostalgia ABC, $ 23.00 (Mc-Guild) Clear Channel
WELI , 960, 5 KW (DA-N) , Full Service , $ 40.00 (Mc-Guild) Clear Channel
WNHC , 1340, 1 KW , Black , $ NA (HNWH)

WKCI-F, 101.3, 10 KW @ 107 , CHR , $120.00 (Mc-Guild) Clear Channel
WPLR-F, 99.1, 14 KW @ 951 , AOR , $ 80.00 (Eastman)
WYBC-F, 94.3, 1 KW @ 125 , Jazz/Various , $ 20.00 (K & P)
Other ranked stations -- see Hartford, Bridgeport or New York

American Radio Spring, 1992 Copyright 1992

NEW ORLEANS

Arbitron Rank/Pop (12+): 39/997,900
MSA Rank/Pop: 38/1,310,000
ADI # 36
Average Person Ratings: 17.9
Market TSL: 24.00 hours

Stations: 28/26
Diaries: 1810/551:1/47.0%
Sample Target: 1650
% Below Line: 0.7
% Not Listed: 10.5

1991 Revenue: $30,200,000
HH Inc.: $26,730
Retail $: 10.1 Bil
Pop per Station: 38,381
#1 Biller: WWL $6,200,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WYLD-F	(B)	172/ 9.6	8.5	9.2	10.8	10.7	9.5	184/2294	2097/21.0	19.6	21.5	D	WYLD-F
2. WWL	(N/T)	165/ 9.2	9.5	11.4	8.1	8.0	9.6	215/2714	2044/20.5	26.6	19.1	G	WWL
3. WQUE-F	(B)	161/ 9.0	8.8	10.1	10.0	10.4	9.5	227/2715	1011/20.2	22.9	21.1	E	WQUE-F
4. WNOE-F	(C)	154/ 8.6	8.0	8.5	7.4	8.2	8.1	215/2490	1696/17.0	16.1	14.9	D	WNOE-F
5. KMEZ-F	(B/AC)	122/ 6.8	6.3	3.2	1.9	1.7	4.6	127/1189	1162/11.6	7.4	4.1	B	KMEZ-F
6. WLMG-F	(SAC)	120/ 6.7	5.7	4.8	5.4	6.4	5.7	148/1937	1620/16.2	13.0	15.6	D	WLMG-F
7. WEZB-F	(CHR)	110/ 6.2	8.7	7.4	8.1	9.3	7.6	148/2802	2064/20.7	21.6	26.0	F	WEZB-F
8. KQLD-F	(O)	69/ 3.9	3.3	3.0	4.2	3.8	3.6	75/1364	1234/12.4	9.9	11.4	C	KQLD-F
9. WYLD	(G)	64/ 3.6	2.3	2.9	2.9	1.9	2.9	66/731	631/ 6.3	5.2	4.5	A	WYLD
WLTS-F	(AC)	64/ 3.6	4.2	5.0	4.2	5.1	4.3	81/1503	1154/11.6	12.9	13.4	D	WLTS-F
WCKW-F	(CL AOR)	64/ 3.6	3.7	3.5	4.6	4.0	3.8	128/1980	1267/12.7	10.2	11.4	C	WCKW-F
12. WBYU	(BB)	60/ 3.4	4.2	3.4	3.8	3.3	3.7	61/695	677/ 6.8	6.3	6.7	B	WBYU
13. WMXZ-F	(AC)	55/ 3.1	3.5	3.6	5.3	3.8	3.9	63/1323	1110/11.1	11.5	13.3	B	WMXZ-F
14. WBOK	(G)	48/ 2.7	3.6	3.5	3.2	3.4	3.3	48/781	762/ 7.6	6.1	6.8	B	WBOK
15. WRNO-F	(AOR)	45/ 2.5	2.4	3.3	3.3	2.4	2.9	65/1300	950/ 9.5	9.0	7.9	C	WRNO-F

12+ FM SHARE (METRO): 74.25% (1188 of 1600) (SPG 91: 74.28%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQUE-F	1 WYLD-F<	1 WYLD-F	1 WNOE-F	1 WNOE-F	1 WWL >	1 WWL >	1 WWL >	1 WNOE-F<	1 WYLD-F<	1 WYLD-F
2 WYLD-F>	2 WQUE-F>	2 WQUE-F	2 KMEZ-F	2 KMEZ-F	2 WNOE-F	2 WNOE-F	2 WNOE-F	2 WWL	2 WQUE-F>	2 WWL <
3 WEZB-F	3 WEZB-F	3 WNOE-F	3 WLMG-F<	3 WLMG-F	3 WEZB-F	WLMG-F	3 WYLD-F	3 KMEZ-F>	3 WNOE-F	
4	4 WNOE-F	4 WLMG-F	4 WYLD-F<	4 WWL	4 KMEZ-F	4 WQUE-F	4 WQUE-F	4 WQUE-F	4 WNOE-F	4 KMEZ-F
5	5 WCKW-F	KMEZ-F	5 WWL	5 WYLD-F	5 WBYU <	5 WYLD-F	5 WYLD-F	5 WLMG-F	5	5 WQUE-F
6	KMEZ-F	6 WEZB-F<	6 WQUE-F	6 WQUE-F	6 WYLD-F	6 WLMG-F	KMEZ-F	6 WEZB-F<	6	6
7	7 WLMG-F	7 WWL	7 WEZB-F	7 KQLD-F	7	7 KMEZ-F>	7	7	7	7
8	8	8	WCKW-F	8	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WYLD-F	1 WYLD-F<	1 KMEZ-F	1 KMEZ-F	1 KMEZ-F
WQUE-F>	2 WQUE-F	2 WNOE-F	2 WYLD-F<	2 WLMG-F
3 WEZB-F>	3 KMEZ-F	3 WLMG-F	3 WLMG-F	3 WNOE-F
4 WLMG-F	4 WNOE-F	4 WYLD-F	4 WQUE-F	4 WYLD-F
5 WMXZ-F	5 WLMG-F	5 WQUE-F	5 WNOE-F	WLTS-F
6 KMEZ-F	6 WEZB-F	6 WEZB-F	6 WLTS-F	6 WQUE-F
7 WNOE-F	7 WMXZ-F	7 WMXZ-F	WEZB-F	7 KQLD-F
8	8	8 WLTS-F	8	8

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYLD-F<	1 WCKW-F<	1 WCKW-F>	1 WWL <	1 WWL >
2 WRNO-F	2 WYLD-F	2 WWL	2 WYLD-F	2 WNOE-F
3 WQUE-F	WQUE-F	3 WQUE-F	3 WNOE-F	3 WCKW-F
4 WEZB-F>>	4 WRNO-F	4 WNOE-F	4 WQUE-F	4 WYLD
5 WCKW-F>	5 WEZB-F	5 WYLD-F	5 WCKW-F	5 KMEZ-F<
6 WNOE-F	6 WWL	6 WRNO-F	6 WEZB-F	6 WLMG-F
WLMG-F	7 WNOE-F	WEZB-F	7 WRNO-F	7 WQUE-F
8	8	8 KMEZ-F	8	8

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		117 (2)	117 (2)	7.3	10.3
AOR/CLASSIC		116 (3)	116 (3)	7.3	7.1
AC/OLDIES		210 (4)	210 (4)	13.1	23.9
FULL SVC/VARIETY					
COUNTRY	9 (1)	167 (3)	176 (4)	11.0	10.5
BLACK/URBAN	6 (1)	455 (3)	461 (4)	28.8	23.5
SAC/EZ	16 (1)	123 (2)	139 (3)	8.7	4.5
NEWS/TALK	187 (3)		187 (3)	11.7	11.1
NOSTALGIA	60 (1)		60 (1)	3.8	
RELIGION/GOSPEL	117 (3)		117 (3)	7.3	6.1
SPANISH	17 (1)		17 (1)	1.1	1.2
CLASSICAL					
JAZZ/NEW AGE					1.9
UNKNOWN/OTHERS					
	412 (11)	1188 (17)	1600 (28)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KCIL-F	107.5	Houma/New Orlns	0.4/0.8/ 77/ 792
KGLA	1540	Gretna	1.0/0.6/ 17/ 69
KHOM-F	104.1	Houma	1.2/6.1/ 47/1052
WADU	830	Norco/Kenner	0.9/2.5/ 23/ 317
WADU-F	94.5	Reserve	0.2/0.6/ 3/ 75
WNOE	1060	New Orleans	0.5/2.5/ 12/ 306
WQUE	1280	New Orleans	0.3/1.6/ 6/ 177
WSHO	800	New Orleans	0.3/1.7/ 5/ 182
WSMB	1350	New Orleans	0.9/3.8/ 18/ 426
WTIX	690	New Orleans	0.3/2.0/ 9/ 269
WZRH-F	106.1	Picayne	0.4/2.1/ 10/ 283
WFMF-F	102.5	Baton Rouge	0.4/1.9/ 48/ 947
WKJN-F	103.3	Hammond	0.3/2.3/ 60/1120

American Radio Spring, 1992 Copyright 1992

NEW ORLEANS

RADIO STATIONS

AM STATIONS

WBOK,	1230,	1 KW	, GOSPEL	SBN, UNIULT ,	$ 23.00	(Roslin)	
WBYU,	1450,	1 KW	, NOSTALGIA/EZ	SMN ,	$ 31.00	(Roslin)	
WNOE,	1060,	50 KW/5 KW (DA-2)	, COUNTRY	ABC ,	$ NA	(Mc-Guild)	New Market
WSMB,	1350,	5 KW (DA-2)	, TALK	ABC ,	$ 25.00	(---)	
WTIX,	690,	10 KW/5 KW (DA-2)	, TALK	NBC, MBS ,	$ 23.00	(---)	GHB (Buck)
WWL ,	870,	50 KW (DA-1)	, NEWS/TALK	ABC ,	$ 118.00	(Katz)	Keymarket
WYAT,	990,	250 W	, OLDIES	CBS,UNISP,	$ 21.00	(Durpetti)	Muniz
WYLD,	940,	10 KW/500 W (DA-2)	, GOSPEL	,	$ 21.00	(HNWH)	Interurban

FM STATIONS

KHOM,	104.1,	100 KW @ 1945,	OLDIES	UNISUP, NBC ,	$ 25.00	(Torbet)	(HOUMA)
KMEZ,	102.9,	4.7 KW @ 604,	BLACK AC	SMN ,	$ 26.00	(---)	(BELLE CHASE)
KQLD,	106.7,	100 KW @ 981,	OLDIES	ABC ,	$ 37.00	(McGuild)	Beasley (PORT SULPHUR)
WCKW,	92.3,	100 KW @ 1945,	CLASSIC AOR	SOURCE ,	$ 40.00	(Banner)	(LAPLACE)
WEZB,	97.1,	100 KW @ 449,	CHR	,	$ 90.00	(MMR)	EZ
WLMG,	101.9,	100 KW @ 830,	SOFT AC	,	$ 59.00	(Katz)	Keymarket
WLTS,	105.3,	100 KW @ 902,	AC	CBS,	$ 56.00	(Durpetti)	Muniz
WMXZ,	95.7,	100 KW @ 984,	AC	,	$ NA	(MMR)	Stoner
WNOE,	101.1,	100 KW @ 1004,	COUNTRY	ABC,	$ 60.00	(McGuild)	Keymarket
WQUE,	93.3,	93 KW @ 459,	BLACK	,	$ 75.00	(Christal)	Clear Channel
WRNO,	99.5,	100 KW @ 1004,	AOR	ABC UNIPWR,	$ 44.00	(MMR)	Galloway
WYLD,	98.5,	100 KW @ 361,	BLACK	ABC,	$ 60.00	(HNWH)	Interurban

Miscellaneous: WRNO-F sold to Galloway for $4,312,000 . . .

American Radio Spring, 1992 Copyright 1992

NEW YORK

Arbitron Rank/Pop (12+): 1/14,024,700

MSA Rank/Pop: 1/15,400,000
ADI # 1

Average Person Ratings: 19.3
Market TSL: 25.25 hours

Stations: 44/43
Diaries: 6562/2137:1/47.0%
Sample Target: 4400
% Below Line: 0.3
% Not Listed: 11.2

1991 Revenue: $334,000,000
HH Inc.: $41,370
Retail $:113.0 Bil
Pop per Station: 326,155
#1 Biller: WINS $30,000,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WRKS-F	(B)	1518/ 5.6	5.5	5.2	4.8	5.1	5.3	1560/19773	18931/13.5	12.3	11.9	I	WRKS-F
2. WLTW-F	(SAC)	1416/ 5.2	5.4	5.8	4.9	4.8	5.3	1444/18462	17882/12.8	14.1	13.2	K	WLTW-F
3. WCBS-F	(O)	1347/ 5.0	4.2	4.9	5.1	5.2	4.8	1385/19821	18928/13.5	14.0	14.5	K	WCBS-F
4. WXRK-F	(CL AOR)	1207/ 4.5	4.1	3.9	3.8	3.3	4.1	1324/20466	18814/13.4	12.8	11.4	J	WXRK-F
5. WBLS-F	(B)	1171/ 4.3	4.9	4.4	4.2	3.8	4.4	1197/17113	16581/11.8	11.7	10.3	I	WBLS-F
6. WHTZ-F	(CHR)	1079/ 4.0	3.6	3.3	3.8	3.6	3.7	1111/22596	21856/15.6	14.3	14.1	I	WHTZ-F
7. WMXV-F	(AC)	1023/ 3.8	4.3	4.2	3.4	4.2	3.9	1059/16116	15665/11.2	13.4	11.8	K	WMXV-F
8. WPAT-F	(SAC)	1012/ 3.7	3.5	2.7	3.9	4.0	3.5	1053/11973	11267/ 8.0	7.2	11.6	I	WPAT-F
9. WINS	(N)	1009/ 3.7	3.8	4.1	4.3	4.3	4.0	1018/23856	23457/16.7	17.1	18.0	K	WINS
10. WQHT-F	(CHR)	973/ 3.6	3.9	4.8	4.2	4.0	4.1	1027/17630	16392/11.7	12.6	10.8	I	WQHT-F
11. WABC	(T)	917/ 3.4	3.2	3.3	2.6	2.7	3.1	1039/14438	12383/ 8.8	8.8	9.0	I	WABC
12. WOR	(T)	878/ 3.2	4.0	3.3	4.0	4.6	3.6	975/12978	11443/ 8.2	9.4	9.7	J	WOR
13. WPLJ-F	(CHR)	846/ 3.1	2.8	2.8	2.3	2.2	2.8	905/21390	19788/14.1	12.6	11.7	G	WPLJ-F
14. WNEW-F	(AOR)	825/ 3.1	3.7	3.8	4.0	3.1	3.7	878/16014	14868/10.6	11.2	10.3	K	WNEW-F
15. WCBS	(N)	814/ 3.0	3.4	3.0	3.5	3.4	3.2	923/20635	17877/12.7	13.7	14.8	K	WCBS
16. WFAN	(SPRTS)	808/ 3.0	2.4	3.0	3.3	2.9	2.9	1019/16142	12725/ 9.1	10.0	10.3	K	WFAN
17. WYNY-F	(C)	753/ 2.8	2.7	2.7	3.5	3.3	2.9	823/11036	10184/ 7.3	6.9	7.3	I	WYNY-F
18. WSKQ-F	(SP)	741/ 2.7	2.2	2.4	2.0	1.9	2.3	741/6890	6881/ 4.9	4.9	3.9	H	WSKQ-F
19. WQCD-F	(J)	595/ 2.2	2.3	1.9	2.0	2.4	2.1	621/9093	8602/ 6.1	6.1	6.9	H	WQCD-F
20. WNEW	(BB)	543/ 2.0	1.9	1.9	2.5	2.1	2.1	578/7485	6853/ 4.9	6.1	5.6		WNEW
21. WQXR-AF	(CL)	436/ 1.6	1.9	1.4	1.8	1.7	1.7	469/7878	7394/ 5.3	5.2	5.3	F	WQXR-AF
WADO	(SP)	436/ 1.6	1.6	1.9	1.5	1.8	1.6	438/4893	4875/ 3.5	3.3	3.8	F	WADO
23. WNCN-F	(CL)	334/ 1.2	1.3	1.5	1.1	1.3	1.3	350/6596	6244/ 4.5	4.8	5.5		WNCN-F
24. WSKQ	(SP)	313/ 1.2	1.2	1.1	1.2	1.3	1.2	313/3591	3591/ 2.6	2.3	2.6		WSKQ
25. WLIB	(B/T)	290/ 1.1	1.3	1.2	1.7	1.6	1.3	291/3817	3781/ 2.7	2.4	2.5		WLIB
26. WALK-F	(AC)	230/ 0.9	0.9	1.0	1.0	1.1	0.9	242/3559	3260/ 2.3	2.6	2.8	H	WALK-F
27. WPAT	(SAC)	223/ 0.8	0.8	0.8	0.7	0.9	0.8	223/3519	3494/ 2.5	3.1	0.0		WPAT
28. WBLI-F	(CHR)	210/ 0.8	0.7	0.7	0.7	0.9	0.7	215/3288	3127/ 2.2	2.2	2.7	G	WBLI-F
29. WDRE-F	(AOR)	187/ 0.7	0.7	0.8	0.5	0.8	0.7	193/4183	4087/ 2.9	2.8	2.8		WDRE-F
30. WHUD-F	(SAC)	186/ 0.7	0.7	0.3	0.6	0.4	0.6	315/3115	1844/ 1.3	1.3	1.0		WHUD-F
WBAB-F	(AOR)	186/ 0.7	0.8	0.7	0.8	0.8	0.8	187/3417	3356/ 2.4	2.5	2.4		WBAB-F
32. WWRL	(G)	180/ 0.7	0.7	0.8	0.8	0.5	0.8	180/2454	2454/ 1.7	1.8	1.1		WWRL
33.													
34.													
35.													

12+ FM SHARE (METRO): 70.60% (16941 of 23996) (SPG 91: 67.64%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRKS-F	1 WRKS-F	1 WXRK-F	1 WCBS-F	1 WCBS-F	1 WCBS-F	1 WXRK-F	1 WLTW-F	1 WLTW-F	1 WRKS-F›	1 WOR ››
2 WHTZ-F‹	2 WXRK-F	2 WRKS-F	2 WXRK-F	2 WLTW-F	2 WPAT-F‹	2 WINS ›	2 WCBS-F‹	2 WCBS-F	2 WBLS-F	2 WCBS ››
3 WQHT-F››	3 WMXV-F	3 WLTW-F‹	WLTW-F	3 WXRK-F	3 WLTW-F‹	3 WRKS-F	3 WMXV-F	3 WRKS-F‹	3 WFAN	3 WRKS-F››
4 WBLS-F	WHTZ-F	4 WCBS-F	4 WMXV-F	4 WMXV-F	4 WOR ‹	4 WCBS	4 WPAT-F	4 WABC	4 WQHT-F‹	4 WINS
5	5 WNEW ‹	5 WMXV-F‹	5 WRKS-F	5 WBLS-F	5 WINS ‹	5 WCBS-F‹	5 WXRK-F	5 WMXV-F	5 WHTZ-F	WBLS-F››
6	6 WQHT-F	6 WBLS-F	WBLS-F	6 WRKS-F	6 WABC	6 WOR	6 WRKS-F	6 WHTZ-F	6 WLTW-F‹	6 WABC
7	WBLS-F‹	7 WHTZ-F	7 WSKQ-F‹	7 WSKQ-F	7 WCBS	7 WHTZ-F	WABC	WBLS-F‹	7 WCBS-F›	7 WPAT-F››
8	8 WPLJ-F	8 WNEW-F	8 WNEW-F‹	8 WHTZ-F‹	8 WFAN	8 WLTW-F‹	8 WBLS-F	8 WQHT-F‹	8 WPLJ-F	8 WFAN
9	9 WLTW-F›	9 WPLJ-F	9 WHTZ-F	9 WYNY-F	9	9 WFAN	9 WNEW-F	9 WPAT-F	WMXV-F	9 WCBS-F
10	10 WSKQ-F	10	10 WPLJ-F	WPLJ-F	10	WBLS-F	10 WHTZ-F	10 WPLJ-F	10 WOR	10 WLTW-F
								WNEW-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WRKS-F›	1 WRKS-F	1 WMXV-F‹	1 WRKS-F	1 WLTW-F
2 WQHT-F	2 WHTZ-F	2 WLTW-F	2 WLTW-F	2 WCBS-F
3 WHTZ-F	3 WMXV-F‹	WHTZ-F	3 WMXV-F	3 WMXV-F
4 WPLJ-F	4 WLTW-F	4 WRKS-F	4 WHTZ-F‹	4 WRKS-F‹
5 WMXV-F	5 WPLJ-F	5 WPLJ-F	5 WBLS-F‹	5 WBLS-F
WBLS-F‹	6 WBLS-F‹	6 WBLS-F	6 WCBS-F	6 WHTZ-F
7 WLTW-F	7 WQHT-F	7 WXRK-F‹	7 WPLJ-F	7 WSKQ-F
8 WNEW-F‹	8 WXRK-F	8 WSKQ-F	8 WSKQ-F	8 WPLJ-F
9 WXRK-F	9 WSKQ-F	9 WNEW-F	9 WXRK-F	9 WXRK-F
10 WSKQ-F	10 WNEW-F	10 WQHT-F	10 WQHT-F	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WXRK-F‹	1 WXRK-F›	1 WXRK-F›	1 WXRK-F›	1 WXRK-F
2 WRKS-F	2 WNEW-F	2 WNEW-F›	2 WCBS-F	2 WCBS-F›
3 WQHT-F	3 WRKS-F	3 WMXV-F	3 WNEW-F	3 WFAN
4 WBLS-F	4 WQHT-F	4 WPLJ-F‹	4 WFAN ‹	4 WLTW-F
5 WNEW-F‹	WBLS-F	5 WBLS-F	5 WRKS-F‹	5 WNEW-F
6 WHTZ-F	6 WMXV-F	6 WRKS-F	6 WLTW-F	6 WMXV-F
7 WMXV-F	7 WPLJ-F‹	WFAN	7 WBLS-F‹	WBLS-F‹
8 WPLJ-F	8 WHTZ-F›	8 WQHT-F‹	8 WMXV-F	8 WQCD-F
9	9 WFAN	9 WHTZ-F	9 WQHT-F	9 WYNY-F
10	10 WLTW-F	10 WSKQ-F	10 WPLJ-F	10 WSKQ-F

American Radio Spring, 1992 Copyright 1992

NEW YORK

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		3108 (4)	3108 (4)	13.0	12.0
AOR/CLASSIC		2501 (5)	2501 (5)	10.4	9.4
AC/OLDIES		2735 (4)	2735 (4)	11.4	18.6
FULL SVC/VARIETY					
COUNTRY		753 (1)	753 (1)	3.1	3.7
BLACK/URBAN	290 (1)	2689 (2)	2979 (3)	12.4	11.8
SAC/EZ	223 (1)	2820 (5)	3043 (6)	12.7	5.9
NEWS/TALK	4426 (5)	94 (1)	4520 (6)	18.8	20.7
NOSTALGIA	860 (4)		860 (4)	3.6	3.4
RELIGION/GOSPEL	317 (2)	169 (1)	486 (3)	2.0	2.0
SPANISH	905 (3)	741 (1)	1646 (4)	6.9	6.6
CLASSICAL	34 (1)	736 (2)	770 (3)	3.2	3.3
JAZZ/NEW AGE		595 (1)	595 (1)	2.5	2.7
UNKNOWN/OTHERS					
	7055 (17)	16941 (27)	23996 (44)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WDHA-F	105.5	Dover	0.4/1.5/101/2219
WEVD	1050	New York	0.3/1.4/ 79/2178
WFME-F	94.7	Newark	0.6/1.5/181/2214
WGSM	740	Huntington	0.3/0.6/106/ 994
WHLI	1100	Hempstead	0.5/0.9/155/1364
WKDM	1380	New York	0.6/1.7/ 0/ 0
WKJY-F	98.3	Hempstead	0.5/1.2/123/1685
WMGQ-F	98.3	New Brunswick	0.5/1.0/149/1498
WMJC-F	94.3	Smithtown/LngIs	0.3/0.9/ 83/1299
WWRV	1330	New York	0.5/0.8/137/1099
WKXW-F	101.5	Trenton	0.3/1.5/168/3392

RADIO STATIONS

AM STATIONS

WABC,	770,	50 KW	, Talk	ABC,	$260.00	(Banner)	Cap Cities/ABC
WADO,	1280,	5 KW (DA-1)	, Hispanic	,	$110.00	(Katz Hisp)	Tichenor
WCBS,	880,	50 KW	, News	CBS,	$365.00	(CBS)	CBS
WEVD,	1050,	50 KW (DA-1)	, Nostlgia/FS/Ethnic	MBS NBC,	$ 80.00	(Groskin)	Forward
WFAN,	660,	50 KW	, Sports	NBC UNIPWR,	$350.00	(HNWH)	Infinity (p)
WINS,	1010,	50 KW (DA-1)	, News	CNN, ABC,	$405.00	(Group W)	Westinghouse
WKDM,	1380,	5 KW (DA-1)	, Hispanic	CRC, CBS,	$ 84.00	(Katz Hisp)	United
WLIB,	1190,	10 KW (Days, DA)	, Black News/Talk	SBN,	$ 88.00	(Mc-Guild)	Inner City
WMCA,	570,	5 KW (DA-1)	, Religion	,	$ NA	(---)	Salem
WNEW,	1130,	50 KW (DA-N)	, Nostalgia	MBS, NBC,	$160.00	(Schubert)	Westwood One
WOR ,	710,	50 KW (DA-1)	, Talk	ABC, NBC,	$290.00	(Mc-Guild)	Buckley
WPAT,	930,	5 KW (DA-2)	, SEE WPAT-FM				
WQXR,	1560,	50 KW (DA-2)	, SEE WQXR-FM				
WSKQ,	620,	5 KW (DA-2)	, Hispanic	,	$110.00	(---)	SBS
WWRL,	1600,	5 KW (DA-2)	, Gospel	MBS NBN,	$ 45.00	(K & P)	Unity
WWDJ,	970,	5 KW (DA-2)	, Religion	,	$ 50.00	(---)	Communicom
WZRC,	1480,	5 KW (DA-2)	, AOR	,	$ NA	(Torbet)	Infinity

FM STATIONS

WBLS,	107.5,	5.4 KW @ 1220	, Black	ABC,	$300.00	(Mc-Guild)	Inner City
WCBS,	101.1,	6.8 KW @ 1325	, Oldies	CBS,	$420.00	(CBS)	CBS
WHTZ,	100.3,	7.8 KW @ 1220	, CHR	,	$300.00	(Christal)	Malrite
WFME,	94.7,	37 KW @ 571	, Religion	,	$ NA	(---)	Family (PEEKSKILL)
WHUD,	100.7,	50 KW @ 500	, EZ/Soft AC	,	$100.00	(Katz)	Viacom
WLTW,	106.7,	7.8 KW @ 1223	, Soft AC	,	$440.00	(Katz)	GAF
WNCN,	104.3,	7.8 KW @ 1220	, Classical	CNN UNISUP,	$170.00	(CMBS)	Westinghouse
WNEW,	102.7,	7.8 KW @ 1220	, AOR	SOURCE UNIPWR,	$350.00	(Group W)	Bonneville
WMXV,	105.1,	7.8 KW @ 1222	, AC	UNIPWR,	$320.00	(Mc-Guild)	
WPAT,	93.1,	5.4 KW @ 1420	, EZ	,	$230.00	(MMR)	Park
WPLJ,	95.5,	6.7 KW @ 1345	, CHR	,	$200.00	(Katz)	Cap Cities/ABC
WQCD,	101.9,	5.3 KW @ 1420	, Jazz	UNISUP,	$270.00	(Christal)	Tribune Co.
WQHT,	97.1,	6.7 KW @ 1338	, CHR	,	$300.00	(HNWH)	Emmis
WQXR,	96.3,	7.8 KW @ 1223	, Classical	UNISUP,	$175.00	(MMR)	New York Times
WRKS,	98.7,	7.8 KW @ 1223	, Black	SOURCE UNIPWR,	$300.00	(Durpetti)	Summit
WSKQ,	97.9,	7.8 KW @ 1224	, Hispanic	,	$100.00	(---)	SBS
WXRK,	92.3,	7.6 KW @ 1223	, Classic AOR	ABC,	$400.00	(Torbet)	Infinity
WYNY,	103.5,	6.7 KW @ 1391	, Country	NBC MBS,	$240.00	(Schubert)	Westwood One

Miscellaneous: WMXV was WNSR until March . . . WNEW from Westwood One/Sillerman to Bloomberg for $13,500,000 . . .

American Radio Spring, 1992 Copyright 1992

NORFOLK

Arbitron Rank/Pop (12+): 33/1,171,000
MSA Rank/Pop: 34/1,390,000
ADI # 38
Average Person Ratings: 17.1
Market TSL: 22.75 hours

Stations: 28/27
Diaries: 1505/778:1/48.3%
Sample Target: 1450
% Below Line: 0.8
% Not Listed: 10.9

1991 Revenue: $30,600,000
MH Inc.: $34,700
Retail $: 10.9 Bil
Pop per Station: 43,370
#1 Biller: WNOR-F $4,100,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUN 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WOWI-F (B)	254/12.7	9.6	11.4	9.3	8.2	10.8	278/3099	2613/22.3	19.6	20.0	D	WOWI-F
2. WWDE-F (AC)	157/ 7.9	5.8	6.1	4.7	7.1	6.1	171/1921	1756/15.0	14.7	15.8	F	WWDE-F
3. WNOR-AF (AOR)	153/ 7.7	6.5	7.7	8.8	7.3	7.7	159/2264	2191/18.7	17.7	15.9	F	WNOR-AF
4. WFOG-F (SAC)	152/ 7.6	7.8	8.7	8.1	6.8	8.1	174/2234	1922/16.4	15.7	14.1	D	WFOG-F
5. WCMS-AF (C)	135/ 6.8	8.1	8.1	9.1	8.1	8.0	161/2063	1725/14.7	15.2	17.8	E	WCMS-AF
6. WMXN-F (AC)	117/ 5.9	6.4	4.0	5.0	4.3	5.3	129/2010	1813/15.5	15.4	12.7	B	WMXN-F
7. WAFX-F (CL AOR)	96/ 4.8	4.4	4.7	5.1	6.2	4.8	110/2057	1779/15.2	15.3	15.6	E	WAFX-F
8. WGH -F (C)	89/ 4.5	4.5	3.7	3.1	4.2	4.0	119/1602	1259/10.8	8.0	9.1	C	WGH -F
9. WJQI-AF (SAC)	85/ 4.3	5.5	4.3	4.6	5.4	4.7	86/1340	1288/11.0	10.9	13.6	C	WJQI-AF
WLTY-F (O)	85/ 4.3	4.6	3.8	4.8	6.1	4.4	95/1583	1404/12.0	11.1	14.0	D	WLTY-F
11. WNVZ-F (CHR)	79/ 4.0	4.9	5.2	4.3	6.1	4.6	80/2074	1915/16.4	18.2	19.1	D	WNVZ-F
12. WNIS (N/T)	77/ 3.9	3.1	3.6	3.6	2.5	3.5	82/976	918/ 7.8	7.3	6.1	B	WNIS
13. WMYA-FF (B)	64/ 3.2	4.4	3.4	5.6	2.8	4.2	68/1216	996/ 8.5	7.3	3.8		WMYA-FF
14. WKOC-FF (AOR)	52/ 2.6	3.8	4.0	4.3	7.6	3.7	67/932	781/ 6.7	8.9	12.2	C	WKOC-FF
15. WBSK (G/B)	42/ 2.1	1.2	1.3	2.3	1.3	1.7	46/519	493/ 4.2	3.6	4.6	A	WBSK

12+ FM SHARE (METRO): 86.75% (1545 of 1781) (SPG 91: 88.38%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	WOWI-F››	WOWI-F	WOWI-F	WWDE-F	WWDE-F	WFOG-F›	WOWI-F	WFOG-F	WOWI-F	WOWI-F››	WOWI-F››
2	WNVZ-F››	WNOR-AF›	WNOR-AF	WNOR-AF	WOWI-F	WCMS-AF	WWDE-F	WOWI-F	WWDE-F‹	WWDE-F	WNOR-F››
3	WMXN-F	WMXN-F	WWDE-F	WOWI-F›	WNOR-AF	WWDE-F	WNOR-AF	WWDE-F	WNOR-AF	WNOR-AF	WCMS-F‹
4		WAFX-F	WMXN-F	WLTY-F	WLTY-F	WLTY-F	WFOG-F	WNOR-AF‹	WFOG-F	WMXN-F	WLTY-F
5		WWDE-F	WAFX-F	WCMS-AF	WCMS-AF	WNIS	WCMS-AF›	WCMS-AF	WCMS-AF	WAFX-F‹	WFOG-F
6		WNVZ-F	WGH -F‹	WAFX-F‹	WFOG-F‹	WOWI-F‹		WNIS	WMXN-F		WAFX-F‹
7		WGH -F	WLTY-F	WGH -F	WJQI-AF	WJQI-AF		WMXN-F			WWDE-F
8		WKOC-FF						WJQI-AF›			WMXN-F

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	WOWI-F›	WOWI-F›	WWDE-F	WWDE-F‹	WWDE-F›	WOWI-F›	WNOR-AF	WNOR-AF›	WNOR-AF	WNOR-AF›
2	WMXN-F›	WMXN-F	WOWI-F›	WOWI-F›	WOWI-F	WNOR-AF›	WOWI-F›	WAFX-F	WOWI-F›	WOWI-F
3	WAFX-F	WWDE-F	WNOR-AF	WMXN-F	WJQI-AF‹	WMXN-F›	WAFX-F›	WOWI-F›	WAFX-F›	WLTY-F
4	WNOR-AF	WNOR-AF	WMXN-F	WJQI-AF	WFOG-F	WAFX-F›	WMXN-F›	WCMS-AF	WWDE-F‹	WAFX-F
	WGH -F	WNVZ-F‹	WNVZ-F	WGH -F	WMXN-F	WWDE-F	WCMS-AF	WNIS	WLTY-F‹	WCMS-AF
6	WJQI-AF	WGH -F‹	WMYA-FF	WNOR-AF‹	WCMS-AF	WNVZ-F	WNVZ-F	WKOC-FF	WMXN-F	WWDE-F
	WWDE-F	WJQI-AF	WJQI-AF	WFOG-F	WGH -F‹		WNIS			WNIS ›
8	WNVZ-F	WAFX-F	WGH -F		WLTY-F		WGH -F			WGH -F

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		79 (1)	79 (1)	4.4	6.7
AOR/CLASSIC	2 (1)	299 (4)	301 (5)	16.9	16.5
AC/OLDIES		375 (4)	375 (4)	21.1	26.1
FULL SVC/VARIETY					
COUNTRY	8 (2)	222 (2)	230 (4)	12.9	15.2
BLACK/URBAN	42 (1)	318 (3)	360 (4)	20.2	17.1
SAC/EZ	4 (1)	233 (2)	237 (3)	13.3	7.5
NEWS/TALK	116 (2)		116 (2)	6.5	2.7
NOSTALGIA					3.4
RELIGION/GOSPEL	53 (3)	19 (1)	72 (4)	4.0	4.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	11 (1)		11 (1)	0.6	0.3
	236 (11)	1545 (17)	1781 (28)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBSK-F	107.7	Windsor/Norfolk	1.0/1.9/ 22/ 266
WGH	1310	Newport News	0.3/1.7/ 7/ 212
WLPM	1450	Suffolk	0.6/0.9/ 11/ 107
WPCE	1400	Portsmouth	1.7/5.0/ 34/ 588
WPMH	1010	Portsmouth	0.4/1.2/ 8/ 144
WTAR	790	Norfolk	2.0/6.9/ 41/ 862
WTJZ	1270	Newport News	0.6/2.5/ 11/ 294
WDCK-F	96.5	Williamsburg	0.8/2.1/ 29/ 438

American Radio Spring, 1992 Copyright 1992

RADIO STATIONS

AM STATIONS

WBSK	1350, 5 KW/1 KW (DA-2)	Black	NBN ABC, $ 28.00	(Mc-Guild)	Ragan Henry
WNIS	850, 5 KW/1 KW (DA-2)	News/Talk	NBC ABC, $ 36.00	(MMR)	Sinclair
WPCE	1400, 1 KW/250 W	Gospel	SBN, $ 23.00	(Mc-Guild)	Willis
WTAR	790, 5 KW (DA-1)	Talk/News	CBS CNN, $ 29.00	(Katz)	Landmark

FM STATIONS

WAFX	108.9, 100 KW @ 938	Classic AOR	, $ 63.00	(CBS)	Radio Ventures
WCMS	100.5, 50 KW @ 499	Country	ABC, $ 86.00	(Eastman)	
WFOG	92.9, 50 KW @ 479	EZ	UNIULT, $ 64.00	(MMR)	Sunshine Wireless
WGH	97.3, 74 KW @ 394	Country	ABC, $ 39.00	(Durpetti)	Susquehanna
WJQI	94.9, 50 KW @ 499	Soft AC	UNIPWR UNISUP, $ 46.00	(HNWH)	Coleman
WKOC	93.7, 100 KW @ 997	AOR	ABC, $ 32.00	(Durpetti)	Edge (ELIZABETH CITY)
WKOD	94.1, 50 KW @ 500	AOR	ABC, $ NA	(Durpetti)	Eure
WLTY	95.7, 40 KW @ 879	Oldies	, $ 61.00	(Katz)	Landmark
WMXN	105.3, 50 KW @ 500	AC	, $ 38.00	(Katz)	ML/Win
WMYA	98.1, 50 KW @ 482	Black AC	SMN, $ 31.00	(Torbet)	Willis (CAPE CHARLES)
WMYK	92.1, 3.7 KW @ 413	Black	SMN, $ 25.00	(Torbet)	Willis (MOYOCK)
WNOR	98.7, 46 KW @ 518	AOR	SOURCE, $ 95.00	(Mc-Guild)	Saga
WNVZ	104.5, 50 KW @ 479	CHR	, $ 63.00	(Banner)	Wilks-Schwartz
WOWI	102.9, 50 KW @ 469	Black	SBN UNIULT, $ 58.00	(Mc-Guild)	Ragan Henry
WWDE	101.3, 50 KW @ 500	AC	CBS, $ 94.00	(Christal)	Edens

Miscellaneous: WXRI-F to WBSK-F (May) . . .

American Radio Spring, 1992 Copyright 1992

OKLAHOMA CITY

Arbitron Rank/Pop (12+): 52/787,900
MSA Rank/Pop: 53/978,000
ADI # 40
Average Person Ratings: 16.0
Market TSL: 21.25 hours

Stations: 21/20
Diaries: 1247/632:1/51.4%
Sample Target: 1250
% Below Line: 0.3
% Not Listed: 7.8

1991 Revenue: $23,300,000
HH Inc.: $26,669
Retail $: 7.5 Bil
Pop per Station: 39,395
#1 Biller: KXXY-AF $5,400,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KXXY-F	(C)	222/17.6	17.4	18.0	17.8	17.6	17.7	302/3445	2621/33.3	32.9	30.7	G	KXXY-F
2. KJYO-F	(CHR)	121/ 9.6	10.9	9.9	10.6	9.8	10.3	156/2245	1763/22.4	21.9	25.2	C	KJYO-F
3. KATT-F	(AOR)	114/ 9.0	7.3	7.7	8.7	8.4	8.2	158/2156	1432/18.2	16.8	17.5	D	KATT-F
4. KEBC-F	(C)	111/ 8.8	7.2	8.0	7.4	7.4	7.8	165/2430	1643/20.9	19.9	17.3	C	KEBC-F
5. KTOK	(N/T)	93/ 7.4	6.9	7.6	6.8	6.9	7.2	101/1466	1260/16.0	17.8	16.8	D	KTOK
6. WKY	(BB/EZ)	91/ 7.2	6.2	4.4	3.7	4.9	5.4	109/1299	957/12.1	10.5	10.6	B	WKY
7. KRXO-F	(CL AOR)	84/ 6.6	8.1	6.8	6.3	8.1	6.4	110/1521	1118/14.2	18.2	14.2	D	KRXO-F
8. KMGL-F	(AC)	80/ 6.3	7.0	6.4	7.0	7.6	6.7	101/1536	1134/14.4	16.4	16.6	C	KMGL-F
9. KOQL-F	(O)	64/ 5.1	4.3	4.5	5.2	5.7	4.8	91/1296	949/12.0	12.7	14.6	C	KOQL-F
10. KYIS-F	(CHR)	36/ 2.8	3.8	2.6	3.5	3.6	3.2	47/1105	923/11.7	12.4	16.1	B	KYIS-F
11. KOMA-F	(O)	33/ 2.6	2.6	3.7	3.5	3.8	3.1	36/612	509/ 6.5	8.8	12.5	C	KOMA-F
12. KOMA	(O)	32/ 2.5	2.0	3.4	3.4	1.9	2.8	46/784	577/ 7.3	13.3	6.0	B	KOMA
13. KNTL-F	(REL)	27/ 2.1	1.4	1.6	1.4	1.1	1.6	27/408	397/ 5.0	4.7	2.2	A	KNTL-F
14.													
15.													

12+ FM SHARE (METRO): 78.03% (909 of 1165) (SPG 91: 80.92%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KJYO-F››	1 KATT-F	1 KXXY-F›	1 KXXY-F›	1 KXXY-F››	1 KXXY-F›	1 KXXY-F››	1 KXXY-F›	1 KXXY-F›	1 KXXY-F	1 KXXY-F››
2 KXXY-F	2 KXXY-F	2 KATT-F	2 KRXO-F	2 KEBC-F	2 WKY	2 KTOK	2 KEBC-F	2 KATT-F‹	2 KJYO-F	2 KTOK ››
3 KATT-F››	3 KJYO-F	3 KJYO-F	3 KEBC-F	3 KRXO-F	3 KTOK	3 KEBC-F	3 KATT-F	3 KJYO-F	3 KATT-F›	3 KMGL-F
4 KEBC-F	4 KRXO-F	4 KRXO-F	4 KATT-F	4 KMGL-F‹	4 KEBC-F›	4 KJYO-F	4 KJYO-F	KEBC-F›	4 KEBC-F	4 KATT-F‹
5	5 KEBC-F	5 KEBC-F	5 KMGL-F	5 KATT-F	5 KMGL-F	5 KRXO-F	5 KTOK	5 KTOK	5 KTOK	5 KJYO-F
6	6 KMGL-F	6 KMGL-F	6 KOQL-F	6 KOQL-F	6 KOQL-F	6 WKY	6 WKY ‹	6 WKY ‹	KMGL-F	6
7	7 KYIS-F	7 KOQL-F	7 KJYO-F	7 KJYO-F	7	KMGL-F‹	7 KMGL-F	7 KRXO-F	7 KOQL-F	7
8	8	8	8	8	8	8 KATT-F›	8 KRXO-F	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KJYO-F››	1 KXXY-F	1 KXXY-F›	1 KXXY-F›	1 KXXY-F››
2 KXXY-F	2 KJYO-F›	2 KRXO-F	2 KJYO-F›	2 KMGL-F
KATT-F›	3 KATT-F	KJYO-F›	3 KMGL-F	KEBC-F
4 KMGL-F	4 KMGL-F	4 KMGL-F	4 KEBC-F	4 KJYO-F
KEBC-F›	KEBC-F	KEBC-F	5 KOQL-F	5 KOQL-F
6 KYIS-F	6 KRXO-F›	6 KOQL-F›	6 KATT-F	6 KRXO-F
7	7 KYIS-F	7 KNTL-F	7 KRXO-F	7
8	KOQL-F	KATT-F	8	8

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KATT-F››	1 KATT-F››	1 KATT-F›	1 KATT-F	1 KXXY-F›
2 KJYO-F›	2 KXXY-F	2 KRXO-F	2 KXXY-F	2 KRXO-F
3 KXXY-F›	3 KRXO-F	3 KXXY-F›	3 KRXO-F›	3 KATT-F
4 KRXO-F›	4 KJYO-F›	4 KEBC-F›	4 KEBC-F	4 KEBC-F›
5 KYIS-F	5 KEBC-F	5 KJYO-F	5 KJYO-F	5 KMGL-F‹
6	6 KYIS-F	6 KTOK	6 KOQL-F‹	6 KTOK
7	7	7	7 KTOK	7 KOQL-F
8	8	8	KMGL-F	8

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		157 (2)	157 (2)	13.5	14.5
AOR/CLASSIC		198 (2)	198 (2)	17.0	17.7
AC/OLDIES	36 (2)	177 (3)	213 (5)	18.3	20.5
FULL SVC/VARIETY	4 (1)		4 (1)	0.3	0.4
COUNTRY	4 (1)	333 (2)	337 (3)	28.9	27.5
BLACK/URBAN					
SAC/EZ	91 (1)		91 (1)	7.8	5.3
NEWS/TALK	103 (3)		103 (3)	8.8	8.2
NOSTALGIA					
RELIGION/GOSPEL	18 (2)	27 (1)	45 (3)	3.9	3.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		17 (1)	17 (1)	1.5	2.1
UNKNOWN/OTHERS					
	256 (10)	909 (11)	1165 (21)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KGFF	1450	Shawnee	0.3/1.2/ 4/ 98
KPRW	1140	Oklahoma City	0.1/0.7/ 1/ 57
KQCV	800	Oklahoma City	1.0/2.0/ 18/ 214
KTLV	1220	Midwest Cty/OK	0.4/1.7/ 5/ 137
KTNT-F	97.7	Edmond	1.3/4.5/ 17/ 360
KXXY	1340	Oklahoma City	0.3/2.2/ 5/ 186
WWLS	540	Moore/Norman	0.7/3.0/ 11/ 300
KRMG	740	Tulsa	0.3/1.4/ 14/ 297

American Radio Spring, 1992 Copyright 1992

OKLAHOMA CITY

RADIO STATIONS

KOMA	1520	50 KW (DA-N)	Oldies	CBS	$29.00	(CBS)	Diamond
KPRW	1140	1 KW (DAYS)	Business News	BRN	$19.00	(Banner)	Surrey
KQCV	800	250 W/500 W	Religion		$14.00	(---)	Bott
KTOK	1000	5 KW (DA-2)	News/Talk	ABC MBS	$53.00	(Christal)	Clear Channel
WKY	930	5 KW (DA-N)	EZ		$24.00	(Torbet)	Gaylord
WWLS	640	1 KW (DA-N)	Sports	CBS	$18.00	(McGuild)	(MOORE)
KATT-F	100.5	97 KW @ 1191	AOR	SOURCE	$59.00	(Banner)	Surrey
KEBC-F	94.7	100 KW @ 1387	Country	ABC	$38.00	(Schubert)	Independence
KJYO-F	102.7	98 KW @ 899	CHR		$43.00	(Christal)	Clear Channel
KOMA-F	92.5	100 KW @ 899	Oldies		$37.00	(Torbet)	Wilks-Schwartz
KMGL-F	104.1	99 KW @ 1361	AC		$44.00	(Eastman)	Renda
KNTL-F	104.9	3.3 KW @ 298	Religion	APR	$17.00	(---)	CBN -(BETHANY)
KOQL-F	101.9	98 KW @ 1387	Oldies		$36.00	(Katz)	Entercom
KRXO-F	107.7	99 KW @ 991	Classic AOR		$54.00	(CBS)	Diamond
KTNT-F	97.7	3 KW @ 298	Jazz/NAC		$22.00	(---)	(EDMOND)
KXXY-F	96.1	98 KW @ 1171	Country	MBS	$115.00	(Mc-Guild)	NewMarket
KYIS-F	98.9	100 KW @ 1099	CHR	APR	$30.00	(HNWH)	

Miscellaneous: KKNG-F to KOMA-F; Soft AC to Oldies (June) . . .

American Radio Spring, 1992 Copyright 1992

OMAHA

Arbitron Rank/Pop (12+): 74/502,900

MSA Rank/Pop: 82/623,000
ADI # 73

Average Person Ratings: 16.9
Market TSL: 22.00 hours

Stations: 20/16
Diaries: 1069/470:1/60.6%
Sample Target: 980
% Below Line: 2.5
% Not Listed: 13.5

1991 Revenue: $21,000,000
HH Inc.: $35,758
Retail $: 4.9 Bil
Pop per Station: 31,431
#1 Biller: WOW -AF $3,800,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WOW -F (C)	113/13.3	11.3	12.6	11.3	11.9	12.1	164/1701	1072/21.3	21.9	19.7	E	WOW -F
2. KQKQ-F (CHR)	96/11.3	12.7	8.6	8.8	10.3	10.4	116/1884	1397/27.8	24.7	28.3	D	KQKQ-F
3. KEZO-AF (AOR)	73/ 8.6	7.8	10.6	10.6	11.8	9.4	105/1787	1230/24.5	26.1	22.0	E	KEZO-AF
4. KFAB (FS)	70/ 8.2	13.1	14.6	11.6	10.2	11.9	135/2177	1207/24.0	34.7	25.7	E	KFAB
5. KEFM-F (AC)	64/ 7.5	9.7	6.9	6.8	8.4	7.7	83/1352	963/19.1	22.9	20.5		KEFM-F
6. KGOR-F (O)	60/ 7.1	7.4	6.0	9.8	7.8	7.6	92/1504	1056/21.0	16.6	20.0	D	KGOR-F
7. KESY-AF (SAC)	60/ 7.0	8.0	8.8	7.8	6.8	7.9	70/1072	899/17.9	16.5	15.5	C	KESY-AF
8. KRRK-F (AOR)	41/ 4.8	2.7	2.5	2.9	----	3.2	41/616	568/11.3	7.8	0.0	A	KRRK-F
9. WOW (C)	39/ 4.6	2.8	4.1	3.9	5.3	3.8	81/1108	492/ 9.8	11.5	11.0		WOW
10. KKAR (T)	37/ 4.4	3.1	2.9	1.9	3.0	3.1	40/657	583/11.6	8.2	8.5	B	KKAR
11. KKCD-F (CL AOR)	27/ 3.2	3.9	3.1	2.0	3.4	3.0	27/564	543/10.8	7.8	5.6	B	KKCD-F
12. KXKT-F (CHR)	23/ 2.7	3.3	4.1	5.1	4.3	3.8	48/1058	672/13.4	15.2	18.6	B	KXKT-F
13.												
14.												
15.												

12+ FM SHARE (METRO): 77.28% (568 of 735) (SPG 91: 76.42%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQKQ-F››	1 KEZO-AF	1 KEZO-AF	1 WOW -F	1 WOW -F	1 WOW -F	1 KFAB ‹	1 WOW -F›	1 WOW -F	1 KQKQ-F›	1 KQKQ-F
2 KRRK-F	2 KQKQ-F	KQKQ-F‹	2 KEZO-AF‹	2 KGOR-F	2 KFAB	2 WOW -F	2 KQKQ-F	2 KQKQ-F	2 WOW -F	2 KFAB ‹
3 KXKT-F	3 KEFM-F	3 WOW -F	3 KGOR-F	3 KEZO-AF‹	3 KESY-AF	3 KQKQ-F›	3 KEZO-AF	3 KEZO-AF	3 KEZO-AF	3 WOW -F››
4	4 KRRK-F	4 KEFM-F	KEFM-F	4 KEFM-F	4 KGOR-F	4 KEZO-AF	4 KEFM-F	4 KGOR-F‹	4 KFAB ‹	4 WOW
5	5 WOW -F›	5 KGOR-F›	5 KQKQ-F›	5 KQKQ-F›	5 WOW	5 KESY-AF‹	5 KKAR ‹	5 KEFM-F	5 KEFM-F	5 KEFM-F
6	6 KGOR-F	6 KRRK-F	6 KESY-AF	6 KESY-AF	6	6 KEFM-F	6 KESY-AF	6 KESY-AF›	6 KGOR-F	6
7	7	7	7	7	7	7 WOW	7 KGOR-F	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KQKQ-F›	1 KQKQ-F	1 KEFM-F‹	1 KQKQ-F	1 WOW -F‹
2 KEZO-AF	2 KEFM-F	2 KQKQ-F	2 KEFM-F	2 KEFM-F
KEFM-F›	3 KEZO-AF›	3 KEZO-AF	3 WOW -F	3 KQKQ-F
4 WOW -F	4 WOW -F›	4 KEZO-AF	4 KGOR-F	4 KGOR-F
KXKT-F	5 KGOR-F	5 KGOR-F	KGOR-F›	5 KESY-AF
6 KRRK-F	6 KESY-AF	6 KESY-AF	6 KESY-AF	6 KEZO-AF
7 KESY-AF	7	7	7	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRRK-F	1 KEZO-AF	1 KEZO-AF›	1 KEZO-AF	1 WOW -F
2 KQKQ-F	2 KRRK-F›	2 KKAR	2 WOW -F	2 KEZO-AF
3 KEZO-AF››	3 KQKQ-F›	3 KRRK-F	3 KRRK-F	3 KGOR-F
4 KFMQ-F	4 KKAR	KKCD-F	4 KQKQ-F	4 KKAR
WOW -F	5 WOW -F	KGOR-F	KGOR-F	5 KKCD-F
KEFM-F	KKCD-F	6 WOW -F	6 KKAR	6 KEFM-F
7	KEFM-F	KEFM-F	7 KEFM-F	7 KQKQ-F

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		122 (3)	122 (3)	16.6	16.7
AOR/CLASSIC	3 (1)	146 (4)	149 (5)	20.3	15.7
AC/OLDIES	4 (1)	124 (2)	128 (3)	17.4	28.3
FULL SVC/VARIETY	76 (2)		76 (2)	10.3	11.7
COUNTRY	39 (1)	117 (2)	156 (3)	21.2	20.3
BLACK/URBAN					
SAC/EZ	1 (1)	59 (1)	60 (2)	8.2	
NEWS/TALK	37 (1)		37 (1)	5.0	3.4
NOSTALGIA					
RELIGION/GOSPEL	7 (1)		7 (1)	1.0	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					3.9
UNKNOWN/OTHERS					
	167 (8)	568 (12)	735 (20)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KCRO	660	Omaha	0.8/1.4/ 9/ 96
KOIL	1290	Omaha	0.5/4.7/ 9/ 275
KFMQ-F	101.9	Lincoln/Omaha	0.9/5.9/ 37/ 882
KFRX-F	102.7	Lincoln	0.4/1.9/ 41/ 777
KMA	960	Shenandoah	0.7/1.7/ 37/ 382
KZKX-F	96.9	Seward	0.5/2.9/ 82/1071

RADIO STATIONS

KFAB, 1110, 50 KW (DA-N)	, FULL SERVICE	NBC,	$ 70.00 (Christal)	Henry
KKAR, 1180, 5 KW/1 KW	, TALK	CBS, MBS,	$ 22.00 (HNWH)	
KOIL, 1290, 5 KW (DA-N)	, OLDIES	CBS UNIULT,	$ 20.00 (Banner)	
WOW , 590, 5 KW	, SEE WOW-FM			
KEFM-F, 96.1, 100 KW @ 1440, AC		,	$ 48.00 (McGuild)	
KESY-F, 104.5, 100 KW @ 1087, SOFT AC/EZ		ABC,	$ 34.00 (Durpetti)	Sun Group
KEZO-F, 92.3, 100 KW @ 1210, AOR		,	$ 70.00 (HMR)	Narragansett
KGOR-F, 99.9, 115 KW @ 1230, OLDIES		NBC, UNIPWR ,	$ 46.00 (Christal)	Henry
KKCD-F, 105.9, 6 KW @ 328, CLASSIC AOR		,	$ 24.00 (K & P)	
KQKQ-F, 98.5, 100 KW @ 508, CHR		,	$ 59.00 (HNWH)	
KRRK-F, 93.3, 3.6 KW @ 426, AOR		,	$ 19.00 (---)	(BENNINGTON)
KXKT-F, 103.7, 100 KW @ 1246, CHR		,	$ 25.00 (Banner)	(ATLANTIC, IA)
WOW-F , 94.1, 100 KW @ 508, COUNTRY		ABC,	$ 84.00 (Torbet)	Great Empire

American Radio Spring, 1992 Copyright 1992

ORLANDO

Arbitron Rank/Pop (12+): 42/945,800
MSA Rank/Pop: 46/1,070,000
ADI # 25
Average Person Ratings: 16.7
Market TSL: 22.25 hours

Stations: 22/18
Diaries: 1260/751:1/43.9%
Sample Target: 1260
% Below Line: 5.4
% Not Listed: 12.2

1991 Revenue: $44,100,000
MM Inc.: $32,809
Retail $: 10.6 Bil
Pop per Station: 52,544
#1 Biller: WWKA-F $6,000,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue tavel	
1. WWKA-F (C)	164/10.4	11.2	12.6	13.6	9.4	11.9	329/4250	2013/21.3	22.2	19.5	G	WWKA-F
2. WJHM-F (B)	140/ 8.9	9.5	6.0	7.1	8.0	7.9	258/2967	1596/16.9	14.7	15.5	F	WJHM-F
3. WDBO (FS)	113/ 7.2	7.7	7.5	6.9	6.7	7.3	145/1992	1489/15.7	14.9	15.0	D	WDBO
4. WMGF-F (SAC)	101/ 6.4	6.5	4.0	4.3	4.3	5.3	166/2180	1195/12.6	10.0	10.6	C	WMGF-F
5. WHTQ-F (AOR)	96/ 6.1	5.0	6.3	5.8	4.6	5.8	224/3282	1520/16.1	16.1	12.6	E	WHTQ-F
6. WMMO-F (AC)	93/ 5.9	5.0	6.1	6.8	7.2	5.9	109/1443	1125/11.9	14.5	13.3	E	WMMO-F
7. WVRI-F (AC)	86/ 5.4	4.7	4.9	5.5	6.3	5.1	147/2510	1414/15.0	14.2	16.1	F	WVRI-F
WOCL-F (O)	86/ 5.4	4.1	5.6	5.5	6.0	5.2	183/2865	1337/14.1	15.6	15.1	G	WOCL-F
9. WOMX-AF (AC)	80/ 5.1	5.2	5.1	3.6	6.3	4.8	135/2927	1603/16.9	18.2	18.9	D	WOMX-AF
10. WXXL-F (CHR)	77/ 4.9	5.3	4.7	3.6	4.9	4.6	114/2245	1363/14.4	15.9	15.7	C	WXXL-F
11. WDIZ-F (AOR)	64/ 4.1	5.2	4.9	4.2	5.0	4.6	140/2714	1422/15.0	16.2	14.9	E	WDIZ-F
12. WWNZ (N/T)	58/ 3.7	3.3	2.7	2.7	2.8	3.1	64/1078	848/ 9.0	8.8	6.7	B	WWNZ
13. WLOQ-F (J)	54/ 3.4	3.4	3.1	4.0	3.3	3.5	68/1077	933/ 9.9	9.4	9.7	C	WLOQ-F
14. WHVE-F (CHR)	42/ 2.7	9.5	6.0	7.1	8.0	6.3	69/1678	924/ 9.8	14.7	15.5	C	WHVE-F
15.												

12+ FM SHARE (METRO): 86.23% (1196 of 1387) (SPG 91: 84.12%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJHM-F>>	1 WHTQ-F	1 WJHM-F<	1 WWKA-F	1 WWKA-F	1 WWKA-F	1 WWKA-F	1 WWKA-F	1 WWKA-F	1 WJHM-F>	1 WMGF-F
2 WXXL-F>	2 WJHM-F	2 WWKA-F	2 WMMO-F	2 WMMO-F	2 WDBO	2 WJHM-F	2 WMMO-F	WJHM-F>	2 WDBO	WDBO >>
3 WWKA-F	3 WXXL-F	3 WHTQ-F<	3 WOCL-F	3 WOCL-F	3 WMGF-F>	WDBO	3 WVRI-F<	3 WDBO <	3 WWKA-F	3 WJHM-F
4 WHTQ-F	WMMO-F	4 WMMO-F	4 WJHM-F	4 WJHM-F	4 WOCL-F	4 WMGF-F<	4 WDBO	4 WHTQ-F	WMGF-F	4 WWKA-F>
5	5 WWKA-F	5 WOCL-F	5 WOMX-AF	5 WMGF-F	5 WWNZ	5 WMMO-F	5 WHTQ-F<	5 WMGF-F	5 WHTQ-F	5 WXXL-F<
6	6 WDIZ-F	6 WOMX-AF	6 WHTQ-F	6 WOMX-AF<	WVRI-F	6 WOCL-F<	6 WJHM-F<	6	6 WXXL-F	6 WHTQ-F>
7	7 WVRI-F	WVRI-F	7 WVRI-F	7 WVRI-F	7	7 WVRI-F<	7 WMGF-F	7	7	7
8	8 WOMX-AF	8 WXXL-F	8	WHTQ-F	8	8	8 WOCL-F	8	8	8
9	9	9	9	WDBO	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WJHM-F	1 WJHM-F>	1 WMMO-F<	1 WJHM-F	1 WMGF-F
2 WXXL-F>	2 WXXL-F	2 WJHM-F	2 WVRI-F	2 WWKA-F
3 WVRI-F	3 WVRI-F	3 WVRI-F	3 WWKA-F	WVRI-F
WHTQ-F	WMMO-F	4 WWKA-F	WMGF-F<	4 WOCL-F<
5 WOMX-AF>	5 WHTQ-F	WHTQ-F	5 WOCL-F<	5 WMMO-F
6 WWKA-F	6 WOMX-AF	6 WXXL-F	6 WOMX-AF	6 WJHM-F<
WMGF-F	WWKA-F	7 WOMX-AF	7 WMMO-F	7 WOMX-AF
WHVE-F	8	WOCL-F	8 WXXL-F	8
9	9	9 WMGF-F	9	9
10	10	10	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHTQ-F>	1 WHTQ-F>	1 WHTQ-F	1 WHTQ-F	1 WWKA-F
2 WJHM-F	2 WDIZ-F	2 WMMO-F	2 WWKA-F	2 WMMO-F
3 WDIZ-F	3 WMMO-F	3 WWKA-F	3 WMMO-F	3 WOCL-F
4 WXXL-F	4 WJHM-F<	4 WDIZ-F>	WJHM-F	WHTQ-F
5 WVRI-F	5 WWKA-F	5 WOCL-F	5 WDIZ-F	5 WJHM-F<
6 WWKA-F>	6 WXXL-F	6 WJHM-F	6 WOCL-F	6 WDBO
7 WOMX-AF	7	7 WDBO	7 WOMX-AF	7 WDIZ-F
8	8	8	8	8 WOMX-AF
9	9	9	9	9
10	10	10	10	10

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		119 (2)	119 (2)	8.6	12.6
AOR/CLASSIC		160 (2)	160 (2)	11.5	10.6
AC/OLDIES	4 (1)	341 (4)	345 (5)	24.9	34.9
FULL SVC/VARIETY	113 (1)		113 (1)	8.1	7.3
COUNTRY		204 (3)	204 (3)	14.7	13.1
BLACK/URBAN		140 (1)	140 (1)	10.1	8.8
SAC/EZ		147 (3)	147 (3)	10.6	0.7
NEWS/TALK	58 (1)		58 (1)	4.2	3.0
NOSTALGIA					
RELIGION/GOSPEL	10 (1)	31 (1)	41 (2)	3.0	2.6
SPANISH	6 (1)		6 (1)	0.4	2.1
CLASSICAL					
JAZZ/NEW AGE		54 (1)	54 (1)	3.9	3.6
UNKNOWN/OTHERS					0.5
	191 (5)	1196 (17)	1387 (22)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHART/RTG/AQH/CUME
WAJL	1190	Pncstle/Skylke	0.6/1.0/ 10/ 101
WTLN-F	95.3	Apopka/Orlando	2.0/4.3/ 33/ 470
WXTO	1600	Winter Garden	0.4/1.3/ 6/ 129
WEZY-F	94.1	Lakeland	1.1/2.6/ 76/ 887
WGNE-F	98.1	Titusville	1.1/3.7/ 74/1043
WPCV-F	97.5	Winter Haven/Lk	1.4/4.6/140/1759
WWLV-F	94.5	Daytona Bch/Orl	1.8/5.6/ 65/1189

American Radio Spring, 1992 Copyright 1992

ORLANDO

RADIO STATIONS

WDBO ,	580,	5 KW (DA-N)	, Full Service	ABC, $ 50.00	(Katz)	NewCity	
WWNZ ,	740,	50 KW (DA-2)	, News/Talk	CBS MBS, $ 36.00	(Christal)	Paxson	
WDIZ-F,	100.3,	100 KW @ 1187	, AOR	ABC, $ 91.00	(MMR)	Shamrock-Lynett	
WHTQ-F,	96.5,	100 KW @ 1597	, AOR	SOURCE, $ 69.00	(Schubert)	TK	
WJHM-F,	101.9,	28 KW @ 1584	, Black	, $ 84.00	(HNWH)	Beasley	(DYTNA BCH)
WLOQ-F,	103.1,	2.7 KW @ 351	, Jazz	, $ 47.00	(Banner)		
WMGF-F,	107.7,	100 KW @ 1584	, Soft AC	NBC, $ 55.00	(MMR)	Metroplex	
WMMO-F,	98.9,	38 KW @ 492	, AC/AOR	, $ 78.00	(Eastman)	Granum	
WOCL-F,	105.9,	100 KW @ 1581	, Oldies	APR, $109.00	(Christal)	American	(DELAND)
WOMX-F,	105.1,	100 KW @ 1309	, AC/CHR	, $ 64.00	(Mc-Guild)	Nationwide	
WVRI-F,	101.1,	100 KW @ 1597	, AC	, $100.00	(Banner)	Paxson	(COCOA BEACH)
WTLN-F,	95.3,	3 KW @ 298	, Religion	, $ 17.00	(Keystone)		(APOPKA)
WWKA-F,	92.3,	100 KW @ 1338	, Country	, $137.00	(Katz)	NewCity	
WXXL-F,	106.7,	100 KW @ 387	, CHR	, $ 47.00	(Durpetti)	Taylor	(LEESBURG)
WHVE-F,	104.1,	100 KW @ 1597	, CHR	, $ 43.00	(Christal)		(COCOA BEACH)

WWLV-F - See Daytona Beach

Miscellaneous: WOMX-A sold by Nationwide for $500,000 (Don Clark) . . . WSTF to WVRI (Feb) . . . WZTU-F to WHVE-F; AC to CHR (May) . . . WVRI-F from Capitol (Goodman) to Paxson for $6,700,000 (Blackburn) . .

F O R M A T C O D E S

- AC - Adult Contemporary
- AOR - Album Oriented Rock
- B - Black (audience predominately black - over 75%)
- BB - Big Band, Nostalgia
- C - Country
- CHR - Contemporary Hit Radio, Top 40, Contemporary
- CL - Classical
- CL AOR - Classic AOR, Classic Rock
- E - Ethnic
- EZ - EZ Listening, Beautiful Music, Some very soft AC
- G - Gospel
- J/NAC- Jazz and New Adult Contemporary
- M/FS - Middle of Road, (MOR) Full-Service
- N - News
- O - Oldies (1955 to current)
- REL - Religion, Christian
- SAC - Soft Adult Contemporary
- SP - Hispanic/Spanish
- T - Talk
- U - Urban (majority of audience is non-white)
- ? - Others or Unknown

R E V E N U E L E V E L C O D E S

- A - Less than $ 500,000
- B - $ 500,000 to $ 999,999
- C - $ 1,000,000 to $ 1,999,999
- D - $ 2,000,000 to $ 2,999,999
- E - $ 3,000,000 to $ 3,999,999
- F - $ 4,000,000 to $ 4,999,999
- G - $ 5,000,000 to $ 6,999,999
- H - $ 7,000,000 to $ 9,999,999
- I - $ 10,000,000 to $14,999,999
- J - $ 15,000,000 to $19,999,999
- K - $ 20,000,000 +

American Radio Spring, 1992 Copyright 1992

OXNARD-VENTURA

Arbitron Rank/Pop (12+): 115/326,100
MSA Rank/Pop: 75/684,400
Los Angeles ADI
Average Person Ratings: 18.1
Market TSL: 23.50 hours

Stations: 35/13
Diaries: 810/403:1/45.8%
Sample Target: 800
% Below Line: 42.6
% Not Listed: 12.9

1991 Revenue: $9,400,000
HH Inc.: $46,538
Retail $: 5.6 Bil
Pop per Station: 25,084
#1 Biller: NA

12+ METRO		1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KHAY-F	(C)	48/ 8.1	7.9	8.3	7.9	8.0	----	61/880	554/17.0	16.2	16.7		KHAY-F
2. KRUZ-F	(SAC)	38/ 6.5	4.2	6.0	3.3	2.4	----	71/782	341/10.5	10.4	10.9		KRUZ-F
3. KCAQ-F	(CHR)	34/ 5.8	6.8	6.5	7.4	10.1	----	49/1022	651/20.0	22.0	19.5		KCAQ-F
4. KLOS-F	(AOR)	33/ 5.6	5.9	4.9	6.3	5.8	----	61/1084	427/13.1	14.8	14.4		KLOS-F
5. KBBY-F	(AC)	31/ 5.3	3.6	5.1	4.4	5.6	----	35/507	417/12.8	9.9	7.4		KBBY-F
6. KTRO	(SP)	25/ 4.2	4.9	6.3	6.2	5.4	----	32/347	281/ 8.6	10.6	11.7		KTRO
7. KOXR	(SP)	22/ 3.7	2.8	2.4	3.3	3.8	----	23/269	251/ 7.7	7.6	6.9		KOXR
KELF-F	(SP)	22/ 3.7	3.2	2.7	3.0	3.0	----	25/285	219/ 6.7	7.6	6.3		KELF-F
9. KXLM-F	(SP)	20/ 3.4	3.6	----	----	----	----	20/206	203/ 6.2	7.5	0.0		KXLM-F
KVEN	(T)	20/ 3.4	1.9	2.5	2.8	3.4	----	22/337	306/ 9.4	7.5	7.2		KVEN
11. KNX	(N)	18/ 3.1	3.8	4.0	2.5	3.6	----	42/1038	445/13.6	15.0	14.1		KNX
KFI	(T)	18/ 3.1	1.5	2.0	0.5	1.0	----	33/635	235/ 7.2	5.0	5.6		KFI
13. KRTH-F	(O)	17/ 2.9	2.5	3.1	0.7	1.0	----	30/725	320/ 9.8	11.3	9.3		KRTH-F
14.													
15.													

12+ FM SHARE (METRO): 74.46% (382 of 513) (SPG 91: 72.46%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KCAQ-F>>	1 KLOS-F	1 KHAY-F	1 KHAY-F	1 KHAY-F	1 KRUZ-F>	1 KLOS-F	1 KHAY-F	1 KHAY-F>	1 KCAQ-F>	1 KFI >
2 KPWR-F	2 KHAY-F>	2 KLOS-F	2 KLOS-F	2 KLOS-F<	2 KHAY-F>	2 KHAY-F>	2 KRUZ-F	2 KRUZ-F	2 KXLM-F	2 KDAR-F
KKBT-F	3 KTRO	3 KBBY-F	3 KBBY-F>	3 KBBY-F	3 KVEN <	3 KCAQ-F	3 KBBY-F	3 KLOS-F<	3 KKBT-F	3 KTRO
4	4 KELF-F	4 KTRO	4 KTRO	4 KTRO	4 KNX	KBBY-F<	4 KLOS-F>	4 KCAQ-F	4 KHAY-F	KELF-F
5	5 KCAQ-F	5 KELF-F	5 KELF-F	5	KBBY-F	5 KRUZ-F	5	5	5	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KHAY-F>	1 KHAY-F	1 KHAY-F	1 KBBY-F	1 KBBY-F
2 KQLZ-F	2 KBBY-F	KBBY-F>	2 KHAY-F>	2 KHAY-F>
KKBT-F	3 KCAQ-F	3 KLOS-F	3 KCAQ-F	3 KRUZ-F
KELF-F	4 KELF-F	KTRO	4 KRUZ-F	4 KBIG-F
5	5 KLOS-F	KELF-F	5 KELF-F	5 KRTH-F
6	KTRO	6 KKUR-F	6	KTRO

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KLOS-F>	1 KLOS-F>	1 KLOS-F>	1 KLOS-F	1 KLOS-F
2 KKUR-F	2 KHAY-F	2 KTRO	2 KHAY-F>	2 KHAY-F>
KHAY-F	3 KTRO	3 KHAY-F	3 KTRO	3 KTRO
KCAQ-F>	4 KELF-F	4 KELF-F>	4 KOXR	4 KOXR
5 KQLZ-F	5 KQLZ-F	5	KELF-F	5 KELF-F
KKBT-F>	KKUR-F	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		43 (2)	43 (2)	8.4	12.0
AOR/CLASSIC		70 (5)	70 (5)	13.6	16.1
AC/OLDIES		105 (7)	105 (7)	20.5	18.8
FULL SVC/VARIETY					
COUNTRY	8 (1)	48 (1)	56 (2)	10.9	9.5
BLACK/URBAN		14 (1)	14 (1)	2.7	4.1
SAC/EZ		38 (1)	38 (1)	7.4	6.8
NEWS/TALK	71 (6)		71 (6)	13.8	11.6
NOSTALGIA	2 (1)		2 (1)	0.4	2.5
RELIGION/GOSPEL		6 (1)	6 (1)	1.2	0.8
SPANISH	50 (3)	44 (3)	94 (6)	18.3	14.5
CLASSICAL		6 (2)	6 (2)	1.2	1.4
JAZZ/NEW AGE		8 (1)	8 (1)	1.6	1.7
UNKNOWN/OTHERS					
	131 (11)	382 (24)	513 (35)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KDAR-F	98.3	Oxnard/Ventura	1.0/4.3/ 8/ 234
KKUR-F	105.5	Ojai/Ventura	2.7/8.0/ 16/ 282
KKZZ	1400	Santa Paula/Ven	1.4/2.5/ 9/ 94
KOGO	1590	Ventura	0.3/1.2/ 2/ 41
KXBS-F	96.7	Santa Paula/Ven	1.4/5.0/ 8/ 197
KABC	790	Los Angeles	0.8/3.6/ 12/ 299
KBIG-F	104.3	Los Angeles	2.5/8.5/ 25/ 583
KCBS-F	93.1	Los Angeles	2.5/9.9/ 37/ 709
KDB -F	93.7	Santa Barbara	0.7/2.1/ 21/ 272
KKBT-F	92.3	Los Angeles	2.4/8.0/ 19/ 336
KKGO-F	105.1	Los Angeles	0.3/2.4/ 6/ 208
KLSX-F	97.1	Los Angeles	1.5/7.9/ 36/ 632
KLVE-F	107.5	Los Angeles	0.3/2.1/ 2/ 87
KMPC	710	Los Angeles	1.4/3.2/ 13/ 334
KPWR-F	105.9	Los Angeles	1.5/6.4/ 20/ 492
KQLZ-F	100.3	Los Angeles	2.0/7.3/ 40/ 583
KROQ-F	106.7	Pasadena	0.8/2.8/ 38/ 425
KSBL-F	101.7	Crpntr/Snt Brbr	0.5/1.7/ 23/ 365
KTNQ	1020	Los Angeles	0.5/1.4/ 5/ 67
KTWV-F	94.7	Los Angeles	1.4/4.4/ 10/ 246
KTYD-F	99.9	Snta Barb/Ventr	1.9/6.9/ 38/ 742
XTRA	690	Tjn/San Diego	0.3/1.2/ 8/ 116

American Radio Spring, 1992 Copyright 1992

RADIO STATIONS

KOXR	910,	5 KW/1 KW (DA-2),	Hispanic		$18.00	(Lotus)	Lotus	
KTRO	1520,	10 KW/1 KW (DA-2),	Hispanic		$18.00	(Katz Hisp.)		
KVEN	1450,	1 KW	Talk	NBC-T ABC,	$19.00	(Radio Time)		
KBBY-F	95.1,	13 KW @ 876	AC	UNIULT UNISUP,	$31.00	(Katz)		
KCAQ-F	104.7,	3 KW @ 1581	CHR		$30.00	(Mc-Guild)		
KDAR-F	98.3,	.8 KW @ 886	Religion		$11.00	(N/A)	Salem	
KELF-F	95.9,	.4 KW @ 718	Hispanic		$14.00	(Durpetti)		(CAMARILLO)
KHAY-F	100.7,	39 KW @ 1204	Country		$38.00	(Radio Time)		
KKUR-F	105.5,	3 KW @ 1260	AC		$13.00	(Banner)	Eric/Chandler	(OJAI)
KXBS-F	96.7,	.1 KW @ 1499	Oldies		$11.00	(---)		(S. PAULA)
KXLM-F	102.9,	3 KW @ 328	Hispanic		$12.00	(---)		

Other ranked stations -- see Los Angeles

American Radio Spring, 1992 Copyright 1992

PENSACOLA

Arbitron Rank/Pop (12+): 126/290,900
MSA Rank/Pop: 138/350,300
ADI # 63 (w/Mobile)
Average Person Ratings: 15.8
Market TSL: 20.75 hours

Stations: 15/8
Diaries: 730/398:1/47.9%
Sample Target: 760
% Below Line: 28.7
% Not Listed: 16.3

1991 Revenue: $7,500,000
HH Inc.: $30,030
Retail $: 2.4 Bil
Pop per Station: 36,363
#1 Biller: WOWW-F $1,550,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WXBM-F (C)	76/16.5	8.6	7.2	7.4	7.9	----	107/1083	701/24.1	15.9	17.4	C	WXBM-F
2. WOWW-F (C)	48/10.4	13.5	10.7	14.2	11.7	----	76/954	627/21.6	20.3	18.7	C	WOWW-F
3. WBLX-F (B)	37/ 8.0	11.3	11.4	13.2	12.3	----	63/840	515/17.7	15.9	16.1		WBLX-F
4. WMEZ-F (SAC)	34/ 7.4	6.5	6.0	6.2	6.5	----	56/688	416/14.3	12.9	14.6	B	WMEZ-F
5. WCOA (FS)	31/ 6.7	6.8	7.2	6.4	6.3	----	32/389	377/13.0	13.4	12.7	B	WCOA
6. WKRG-F (AC)	28/ 6.1	5.9	5.6	4.2	3.5	----	38/727	501/17.2	16.1	15.3		WKRG-F
7. WGCX-F (AOR)	24/ 5.2	4.3	4.3	3.2	3.8	----	37/539	345/11.9	12.0	8.8		WGCX-F
8. WTKX-F (AOR)	21/ 4.6	3.8	6.6	6.6	5.2	----	26/550	400/13.8	12.9	15.4	C	WTKX-F
9. WAVH-F (O)	18/ 3.9	4.1	3.7	7.4	7.5	----	26/496	348/12.0	15.1	14.5		WAVH-F
10. WJLQ-F (CHR)	16/ 3.5	5.9	7.6	7.8	7.1	----	30/588	402/13.8	17.6	19.8	B	WJLQ-F
11. WRNE (B)	15/ 3.3	2.5	4.1	----	----	----	15/153	153/ 5.3	3.9	5.5	A	WRNE
12. WABB-F (CHR)	14/ 3.0	3.6	3.7	3.8	5.0	----	35/699	380/13.1	13.0	13.7		WABB-F
13. WKGT-F (BB)	12/ 2.6	5.0	2.3	2.0	2.1	----	16/195	147/ 5.1	6.2	5.4	A	WKGT-F
14.												
15.												

12+ FM SHARE (METRO): 88.05% (339 of 385) (SPG 91: 84.33%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBLX-F›	1 WXBM-F››	1 WXBM-F››	1 WXBM-F›	1 WXBM-F›	1 WXBM-F‹	1 WXBM-F›	1 WXBM-F	1 WXBM-F›	1 WBLX-F	1 WXBM-F›
2 WABB-F›	2 WGCX-F	2 WOWW-F	2 WOWW-F	2 WOWW-F›	2 WOWW-F	2 WOWW-F›	2 WOWW-F	2 WOWW-F›	2 WXBM-F›	2 WGCX-F
3 WXBM-F›	WBLX-F	3 WBLX-F	3 WKRG-F	3 WBLX-F	3 WMEZ-F	3 WBLX-F	3 WCOA	3 WBLX-F	3 WOWW-F	3 WOWW-F
4	4 WTKX-F	4 WKRG-F	WBLX-F	4 WKRG-F	4 WCOA	4 WMEZ-F	WMEZ-F	WMEZ-F	WMEZ-F	WMEZ-F
5	5	WGCX-F	5	5	5	WCOA ›	5 WBLX-F	5 WKRG-F	5 WKRG-F	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WXBM-F	1 WXBM-F	1 WXBM-F	1 WXBM-F›	1 WXBM-F›
2 WBLX-F››	2 WBLX-F›	2 WBLX-F	2 WBLX-F›	2 WBLX-F
3 WGCX-F	3 WKRG-F	3 WKRG-F	3 WOWW-F	WOWW-F›
WABB-F	WJLQ-F	4 WJLQ-F	4 WKRG-F	4 WRNE
WTKX-F	5	5 WOWW-F	WJLQ-F	5
WJLQ-F	6	6	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WXBM-F››	1 WXBM-F›	1 WXBM-F	1 WXBM-F››	1 WXBM-F›
2 WGCX-F	2 WGCX-F	2 WGCX-F	2 WGCX-F	2 WOWW-F
3 WBLX-F	3 WTKX-F›	3 WTKX-F›	3 WOWW-F	3 WGCX-F
WTKX-F	4 WBLX-F	4 WBLX-F	4 WTKX-F	4 WTKX-F
WOWW-F›	5	5	5	5
6 WKRG-F	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		36 (3)	36 (3)	9.4	17.4
AOR/CLASSIC		45 (2)	45 (2)	11.7	12.4
AC/OLDIES		46 (2)	46 (2)	11.9	10.6
FULL SVC/VARIETY	31 (1)		31 (1)	8.1	8.2
COUNTRY		129 (3)	129 (3)	33.5	21.4
BLACK/URBAN	15 (1)	37 (1)	52 (2)	13.5	17.7
SAC/EZ		34 (1)	34 (1)	8.8	6.8
NEWS/TALK					0.7
NOSTALGIA		12 (1)	12 (1)	3.1	3.1
RELIGION/GOSPEL					1.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					0.7
	46 (2)	339 (13)	385 (15)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WKSJ-F	94.9	Mobile/Pensacol	1.1/6.7/ 14/ 396
WWSF-F	98.1	Andalusia	1.3/7.4/ 35/ 623

RADIO STATIONS

WCOA , 1370, 5 KW (DA-2) , Full Service	NBC MBS, $18.00 (Mc-Guild)	Muniz
WRNE , 980, 2.5 KW/1 KW (DA-2), Black	AURN SMN, $10.00 (Roslin)	(GULF BREEZE)
WJLQ-F, 100.7, 100 KW @ 1555 , CHR	ABC, $23.00 (Mc-Guild)	Muniz
WKGT-F, 105.1, 6 KW @ 328 , Nostalgia	SMN, $11.00 (---)	(CENTURY)
WMEZ-F, 94.1, 100 KW @ 1328 , Soft AC	ABC, $26.00 (Torbet)	
WOWW-F, 107.3, 100 KW @ 469 , Country	UNIULT, $35.00 (Mc-Guild)	SunGroup
WTKX-F, 101.5, 100 KW @ 400 , AOR	CBS, $27.00 (Durpetti)	Holt
WXBM-F, 102.7, 100 KW @ 1328 , Country	MBS, $24.00 (Katz)	(MILTON)

Other ranked stations -- see Mobile

American Radio Spring, 1992 Copyright 1992

PEORIA

Arbitron Rank/Pop (12+): 133/277,400

MSA Rank/Pop: 144/337,400
ADI # 107 (w/Bloomington)

Average Person Ratings: 15.7
Market TSL: 20.75 hours

Stations: 16/12
Diaries: 880/315:1/54.3%
Sample Target: 770
% Below Line: 4.6
% Not Listed: 16.3

1991 Revenue: $7,700,000
HH Inc.: $36,451
Retail $: 2.6 B11
Pop per Station: 23,117
#1 Biller: WWCT-F $1,400,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WXCL-AF (C)	65/14.9	12.1	11.1	11.5	11.0	----	77/802	693/25.0	23.1	21.4	B	WXCL-AF
2. WWCT-F (AOR)	51/11.7	12.4	15.2	13.6	12.6	----	84/961	639/23.0	21.2	23.7	C	WWCT-F
WKZW-F (CHR)	51/11.7	13.8	15.2	15.4	16.6	----	76/1390	948/34.2	27.7	34.6	C	WKZW-F
4. WMBD (FS)	43/ 9.9	8.0	9.4	6.7	8.9	----	49/612	550/19.8	21.5	20.3	C	WMBD
5. WSWT-F (SAC)	42/ 9.7	11.7	10.8	13.1	12.9	----	55/840	619/22.3	24.0	22.1	B	WSWT-F
6. WGLO-F (AC)	38/ 8.7	8.0	10.8	10.3	10.6	----	49/711	546/19.7	20.9	24.4	B	WGLO-F
7. WTAZ-F (T)	20/ 4.6	4.6	2.9	2.3	2.0	----	22/358	327/11.8	10.5	7.7	A	WTAZ-F
8. WIRL (T)	18/ 4.1	2.7	2.4	5.1	5.1	----	20/379	317/11.4	12.9	11.4	A	WIRL
9. WQEZ-F (SAC)	9/ 2.1	2.9	2.4	1.8	2.0	----	11/133	107/ 3.9	6.3	4.2	A	WQEZ-F
10. WJBC (FS)	8/ 1.8	0.5	2.2	0.8	0.9	----	58/610	98/ 3.5	2.3	2.4		WJBC
11. WBNQ-F (CHR)	6/ 1.4	0.7	1.7	1.0	1.6	----	37/790	259/ 9.3	4.3	7.9		WBNQ-F
12.												
13.												
14.												
15.												

12+ FM SHARE (METRO): 74.18% (270 of 364) (SPG 91: 77.22%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKZW-F>>	1 WWCT-F>	1 WWCT-F>	1 WWCT-F	1 WXCL-AF<	1 WXCL-AF	1 WMBD	1 WXCL-AF<	1 WXCL-AF<	1 WKZW-F>	1 WMBD
2 WWCT-F	2 WKZW-F	2 WXCL-AF	2 WGLO-F	2 WWCT-F	2 WMBD	2 WXCL-AF	2 WWCT-F<	2 WWCT-F	2 WXCL-AF	2 WXCL-F
3	3 WXCL-AF	3 WKZW-F<	3 WXCL-AF	3 WGLO-F<	3 WSWT-F>	3 WKZW-F	3 WSWT-F	3 WKZW-F	3 WMBD <	WSWT-F
4	4	4 WGLO-F	WSWT-F	4 WSWT-F>	4 WGLO-F	4 WSWT-F	4 WGLO-F	4 WSWT-F	4 WWCT-F>	4 WTAZ-F
5	5	5 WSWT-F	5 WKZW-F	5 WKZW-F	5	5 WWCT-F	5 WKZW-F>	5 WGLO-F	5 WSWT-F	5
6	6	6	6	6	6	6 WGLO-F	6 WTAZ-F	6 WMBD >>	WGLO-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WKZW-F	1 WKZW-F>	1 WKZW-F>	1 WKZW-F	1 WSWT-F<
2 WXCL-AF	2 WXCL-AF	2 WGLO-F>	2 WXCL-AF<	2 WXCL-AF
3 WWCT-F>>	3 WWCT-F	3 WXCL-AF	3 WSWT-F	3 WGLO-F
4 WBNQ-F>>	4 WGLO-F	WWCT-F	4 WGLO-F>	4 WKZW-F
5 WSWT-F	5	5 WSWT-F	5 WWCT-F	5
WGLO-F	6	6	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WWCT-F>>	1 WWCT-F>>	1 WWCT-F>>	1 WWCT-F>>	1 WWCT-F>
2 WKZW-F	2 WXCL-AF>	2 WXCL-AF>	2 WXCL-AF	2 WXCL-AF
3 WXCL-AF>>	3 WKZW-F>	3 WGLO-F	3 WGLO-F>	3 WGLO-F>
4 WSWT-F	4 WSWT-F	4 WSWT-F>	4 WSWT-F	4 WSWT-F
5	WGLO-F	5 WTAZ-F	WKZW-F	5 WMBD
6	6	WKZW-F	6	6

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		57 (2)	57 (2)	15.7	19.4
AOR/CLASSIC		51 (1)	51 (1)	14.0	17.5
AC/OLDIES		38 (1)	38 (1)	10.4	25.0
FULL SVC/VARIETY	51 (2)		51 (2)	14.0	13.9
COUNTRY	14 (1)	51 (1)	65 (2)	17.9	12.8
BLACK/URBAN					
SAC/EZ		51 (2)	51 (2)	14.0	2.8
NEWS/TALK	24 (3)	20 (1)	44 (4)	12.1	8.1
NOSTALGIA					
RELIGION/GOSPEL	5 (1)		5 (1)	1.4	0.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		2 (1)	2 (1)	0.5	
	94 (7)	270 (9)	364 (16)		

OTHER RATED STATIONS

			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCRI-F	98.5	Eureka	0.5/1.6/ 2/ 52
WPEO	1020	Peoria	1.1/3.4/ 8/ 132
WGN	720	Chicago	0.9/5.7/ 25/ 382
WLS	890	Chicago	0.5/3.4/ 9/ 209

RADIO STATIONS

WIRL ,	1290,	5 KW (DA-2)	, Talk	ABC MBS, $16.00	(Christal)	Comm. Service	
WMBD ,	1470,	5 KW (DA-2)	, Full Service	CBS, $32.00	(Katz)	Midwest TV	
WPEO ,	1020,	1 KW (DAYS)	, Religion	, $10.00	(---)		
WXCL ,	1350,	1 KW (DA-2) -- SEE WXCL-F					
WGLO-F,	95.5,	7 KW @ 620	, AC	, $20.00	(Durpetti)	Cromwell	(PEKIN)
WKZW-F,	93.3,	41 KW @ 551	, CHR	, $34.00	(Katz)	Midwest TV	
WQEZ-F,	94.3,	6 KW @ 300	, Soft AC/EZ	, $13.00	(Roslin)		(CHILLICOTHE)
WSWT-F,	106.9,	50 KW @ 479	, Soft AC	ABC, $25.00	(Christal)	Comm. Service	
WTAZ-F,	102.3,	6 KW @ 300	, Talk/News	NBC-T ABC, $13.00	(Roslin)		(MORTON)
WWCT-F,	105.7,	36 KW @ 571	, AOR	SOURCE, $35.00	(HNWH)		
WXCL-F,	104.9,	3 KW @ 328	, Country	UNIPWR ABC, $30.00	(Banner)	Kelly	

WJBC -- see Bloomington

American Radio Spring, 1992 Copyright 1992

PHILADELPHIA

Arbitron Rank/Pop (12+): 5/4,085,500

MSA Rank/Pop: 4/4,940,000
ADI # 4

Average Person Ratings: 18.6
Market TSL: 24.25 hours

Stations: 29/24
Diaries: 2758/1481:1/48.7%
Sample Target: 2720
% Below Line: 2.3
% Not Listed: 12.4

1991 Revenue: $132,100,000
HH Inc.: $37,692
Retail $: 38.0 Bil
Pop per Station: 170,229
#1 Biller: KYW $16,500,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WUSL-F	(B)	522/ 6.9	7.1	6.8	6.8	7.2	6.9	624/6752	5347/13.1	14.1	14.0	I	WUSL-F
2. KYW	(N)	502/ 6.6	8.4	7.6	7.5	8.7	7.5	548/12517	11077/27.1	29.8	33.9	J	KYW
3. WYSP-F	(CL AOR)	494/ 6.5	5.9	6.2	5.9	6.1	6.1	698/11127	7530/18.4	18.5	18.0	I	WYSP-F
4. WPEN	(BB/FS)	491/ 6.4	5.5	4.3	6.3	5.6	5.6	514/4919	4528/11.1	8.3	9.6	G	WPEN
5. WMMR-F	(AOR)	419/ 5.5	6.2	7.2	6.4	5.7	6.3	585/10348	7057/17.3	17.4	17.3	I	WMMR-F
6. WEAZ-F	(SAC)	406/ 5.3	6.0	5.1	5.2	5.6	5.4	468/6639	5450/13.3	13.1	15.5	H	WEAZ-F
7. WOGL-F	(O)	392/ 5.1	3.8	4.6	5.0	4.4	4.6	518/7780	5749/14.1	14.4	15.8	I	WOGL-F
8. WYXR-F	(AC)	386/ 5.1	4.2	3.8	4.3	4.2	4.3	460/7784	6227/15.2	13.6	15.5	G	WYXR-F
9. WXTU-F	(C)	372/ 4.9	4.3	4.9	4.7	4.0	4.7	532/6625	4593/11.2	11.1	10.1	G	WXTU-F
10. WEGX-F	(CHR)	354/ 4.6	4.9	4.9	3.7	3.9	4.5	434/9411	7379/18.1	17.9	18.1	F	WEGX-F
11. WMGK-F	(AC)	325/ 4.3	3.6	4.2	3.9	4.6	4.0	368/5912	4998/12.2	12.5	12.9	H	WMGK-F
12. WIOQ-F	(CHR)	324/ 4.3	3.5	4.4	4.1	4.9	4.1	421/7976	5939/14.5	13.8	17.5	G	WIOQ-F
13. WWDB-F	(T)	294/ 3.9	4.8	4.7	5.0	4.8	4.6	357/4979	4038/ 9.9	10.2	10.6	G	WWDB-F
14. WDAS-F	(B)	266/ 3.5	3.4	3.1	3.8	3.6	3.5	302/3877	3267/ 8.0	8.5	10.3	F	WDAS-F
15. WIP	(SPRTS)	214/ 2.8	3.4	4.0	2.7	2.0	3.2	249/4040	3318/ 8.1	12.4	7.7	E	WIP
16. WFLN-F	(CL)	181/ 2.4	2.9	2.9	2.9	3.2	2.8	209/3984	3368/ 8.2	7.2	8.7	F	WFLN-F
17. WKSZ-F	(AC)	158/ 2.1	2.4	2.1	2.6	3.4	2.3	181/3350	2737/ 6.7	7.2	9.9	G	WKSZ-F
18. WOGL	(O)	83/ 1.1	0.5	0.4	1.3	1.1	0.8	92/2542	2192/ 5.4	2.5	6.2		WOGL
WEAZ	(SAC)	83/ 1.1	1.0	0.6	0.2	0.4	0.7	95/1818	1545/ 3.8	2.2	2.0		WEAZ
20.													

12+ FM SHARE (METRO): 76.00% (5070 of 6671) (SPG 91: 77.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WUSL-F<	1 WYSP-F	1 WYSP-F	1 WYSP-F	1 WYSP-F	1 WPEN	1 KYW	1 WEAZ-F	1 WUSL-F	1 WUSL-F>>	1 KYW >>
2 WEGX-F	2 WMMR-F<	2 WMMR-F<	2 WMMR-F	2 WMMR-F	2 KYW >	2 WYSP-F>	2 WPEN	2 WPEN <	2 WYXR-F<	2 WWDB-F>>
3 WIOQ-F>>	3 WUSL-F>	3 WUSL-F	3 WOGL-F<	3 WOGL-F	3 WEAZ-F	3 WPEN	3 WYSP-F<	3 WYXR-F<	3 WIOQ-F	3 WUSL-F>>
4 WYXR-F	4 WYXR-F	4 WYXR-F	4 WYXR-F<	4 WMGK-F<	4 WXTU-F	4 WEGX-F<	4 WMMR-F<	4 WEAZ-F	4 WEGX-F	4 WDAS-F
5	5 WIOQ-F	5 WOGL-F<	5 WUSL-F	5 WYXR-F<	WOGL-F	5 WMMR-F	5 WYXR-F	5 WYSP-F	KYW <	5
6	6 WEGX-F<	6 WMGK-F	WMGK-F	6 WUSL-F	6 WWDB-F>	6 WUSL-F	6 WMGK-F<	WMMR-F<	6 WPEN	6
7	7 WMGK-F	7 WEGX-F<	7 WDAS-F	7 WXTU-F	7	7 WXTU-F	7 WOGL-F<	7 WOGL-F	WOGL-F<	7
8	WDAS-F	8 WIOQ-F	8 WXTU-F	8 KYW	8	8	8 WXTU-F	WIOQ-F	8	8
9	9	WDAS-F	9	9 WDAS-F	9	9	9 WUSL-F	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WEGX-F	1 WUSL-F	1 WYXR-F	1 WUSL-F	1 WUSL-F<
2 WIOQ-F	2 WYXR-F	WYSP-F	2 WYXR-F	2 WYXR-F
3 WYXR-F	3 WYSP-F	3 WMMR-F	3 WMGK-F	3 WOGL-F<
4 WYSP-F	4 WMMR-F	4 WDAS-F	4 WEGX-F<	4 WMGK-F
5 WMMR-F	WIOQ-F	5 WMGK-F	5 WYSP-F	5 WXTU-F
6 WMGK-F	6 WEGX-F	6 WOGL-F<	WOGL-F	6 WEAZ-F
7	7 WMGK-F	7 WXTU-F<	7 WMMR-F	7 WDAS-F<
8	WDAS-F	8 WIOQ-F	WIOQ-F<	8 WYSP-F
9	9	9 WKSZ-F	9 WDAS-F	9

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYSP-F	1 WYSP-F	1 WYSP-F	1 WYSP-F	1 WYSP-F
WIOQ-F<	2 WMMR-F>	2 WMMR-F>>	2 WMMR-F>	2 WMMR-F>
3 WMMR-F>	3 WUSL-F	3 WMGK-F	3 WUSL-F	3 WOGL-F
4 WEGX-F>	4 WIOQ-F>	4 WIP	4 WOGL-F	4 WMGK-F
5 WEAZ-F	5 WYXR-F<	5 WYXR-F<	5 WYXR-F<	WIP
WYXR-F<	6 WDAS-F<	6 WDAS-F	6 WMGK-F	6 KYW
7 WDAS-F	7 WMGK-F	7	WIP	7 WYXR-F<
8	8 WIP	8	8	8 WXTU-F
9	9	9	9	9

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		762 (4)	762 (4)	11.4	11.0
AOR/CLASSIC		913 (2)	913 (2)	13.7	13.7
AC/OLDIES	104 (2)	1294 (5)	1398 (7)	21.0	28.0
FULL SVC/VARIETY					
COUNTRY		372 (1)	372 (1)	5.6	4.5
BLACK/URBAN	70 (1)	788 (2)	858 (3)	12.9	12.9
SAC/EZ	83 (1)	444 (2)	527 (3)	7.9	0.8
NEWS/TALK	716 (2)	294 (1)	1010 (3)	15.1	17.3
NOSTALGIA	491 (1)	22 (1)	513 (2)	7.7	6.3
RELIGION/GOSPEL	137 (3)		137 (3)	2.1	1.8
SPANISH					
CLASSICAL		181 (1)	181 (1)	2.7	3.6
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	1601 (10)	5070 (19)	6671 (29)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WDAS	1480	Philadelphia	0.9/3.2/ 66/1339
WHAT	1340	Philadelphia	0.9/2.3/ 70/ 930
WNAP	1110	Norristown	0.6/1.2/ 48/ 505
WPGR	1540	Philadelphia	0.3/0.7/ 21/ 309
WZZD	990	Philadelphia	0.3/1.4/ 27/ 603
WFMZ-F	100.7	Allentown	0.5/1.3/204/2075
WJBR-F	99.5	Wilmington	0.4/2.4/133/2374
WPST-F	97.5	Trenton/Phily	0.8/4.1/107/2509
WRDR-F	104.9	Egg Harbor	0.3/0.8/ 66/ 909
WSTW-F	93.7	Wilmington	0.3/1.8/106/2013

American Radio Spring, 1992 Copyright 1992

PHILADELPHIA

RADIO STATIONS

AM STATIONS

KYW , 1060, 50 KW (DA-1)	, NEWS	NBC APR, $ 290.00 (Group W)	Westinghouse
WDAS, 1480, 5 KW/1 KW (DA-2)	, GOSPEL	NBN, $ 41.00 (McGuild)	Unity
WEAZ, 560, 5 KW (DA-2)	, EZ	UNISUP, $ NA (McGuild)	
WHAT, 1340, 1 KW	, BLACK TALK	, $ 43.00 (---)	
WIP , 610, 5 KW (DA-1)	, SPORTS	MBS, $ 80.00 (Katz)	
WOGL, 1210, 50 KW	, SEE WOGL-FM		
WPEN, 950, 5 KW (DA-N)	, NOSTALGIA/FS	UNIULT, $ 130.00 (MMR)	Greater Media
WPGR, 1540, 50 KW (DAYS,DA)	, OLDIES	, $ NA (Durpetti)	Pyramid
WTEL, 860, 10 KW/500 W (DA-2)	, HISPANIC	, $ 28.00 (Katz Hisp.)	Beasley
WZZD, 990, 50 KW/10 KW (DA-2)	, RELIGION	, $ 30.00 (---)	Communicom

FM STATIONS

WDAS, 105.3, 3.3 KW @ 869	, BLACK	, $ 78.00 (McGuild)	Unity
WEAZ, 101.1, 14 KW @ 941	, SOFT AC/EZ	UNISUP, $ 180.00 (McGuild)	
WEGX, 106.1, 23 KW @ 741	, CHR	ABC, $ 100.00 (Eastman)	Malrite
WFLN, 95.7, 50 KW @ 499	, CLASSICAL	, $ 104.00 (CMBS)	Harlin
WIOQ, 102.1, 27 KW @ 649	, CHR/DANCE	, $ 130.00 (Christal)	EZ
WKSZ, 100.3, 35 KW @ 600	, SOFT AC	, $ 144.00 (HNWH)	
WMGK, 102.9, 8.5 KW @ 1181	, AC	, $ 170.00 (MMR)	Greater Media
WMMR, 93.3, 29 KW @ 669	, AOR	SOURCE UNIPWR, $ 283.00 (Group W)	Westinghouse
WOGL, 98.1, 13 KW @ 1000	, OLDIES	CBS, $ 180.00 (CBS)	CBS
WUSL, 98.9, 18 KW @ 830	, BLACK	ABC, $ 195.00 (Katz)	Tak
WWDB, 96.5, 17 KW @ 866	, TALK	ABC, $ 105.00 (Banner)	Panache
WXTU, 92.5, 16 KW @ 899	, COUNTRY	MBS UNIULT, $ 140.00 (Banner)	Beasley
WYSP, 94.1, 16 KW @ 899	, CLASSIC AOR	ABC, $ 255.00 (Torbet)	Infinity
WYXR, 104.5, 16 KW @ 872	, AC	, $ 110.00 (Durpetti)	Pyramid

WAAF -- SEE WORCESTER

American Radio Spring, 1992 Copyright 1992

PHOENIX

Arbitron Rank/Pop (12+): 22/1,811,600
MSA Rank/Pop: 19/2,180,000
ADI # 20
Average Person Ratings: 16.6
Market TSL: 22.00 hours

Stations: 30/29
Diaries: 1866/971:1/51.2%
Sample Target: 1780
% Below Line: 0.4
% Not Listed: 10.9

1991 Revenue: $70,500,000
HH Inc.: $32,545
Retail $: 17.5 Bil
Pop per Station: 62,469
#1 Biller: KNIX-AF $10,900,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KNIX-F	(C)	351/11.7	10.9	11.7	9.1	10.4	10.9	421/5392	4436/24.5	24.3	23.4	I	KNIX-F
2. KTAR	(N/T)	225/ 7.5	8.0	9.6	8.6	6.7	8.4	241/3805	3473/19.2	24.2	20.3	H	KTAR
3. KUPD-F	(AOR)	208/ 6.9	5.4	6.5	7.1	7.4	6.5	238/3209	2893/16.0	16.0	16.3	G	KUPD-F
4. KKLT-F	(SAC)	191/ 6.4	4.8	5.5	4.6	5.6	5.3	203/2716	2412/13.3	13.4	14.6	F	KKLT-F
5. KMLE-F	(C)	188/ 6.3	7.1	7.3	6.4	6.6	6.8	218/2880	2590/14.3	15.9	13.9	F	KMLE-F
6. KOY	(BB)	127/ 4.2	3.9	3.1	2.8	4.3	3.5	138/1805	1611/ 8.9	8.5	9.0	C	KOY
7. KDKB-F	(AOR)	123/ 4.1	3.5	3.5	4.2	3.0	3.8	140/2532	2243/12.4	11.7	11.2	E	KDKB-F
KSLX-F	(CL AOR)	123/ 4.1	4.9	4.2	3.6	4.9	4.2	135/2320	2170/12.0	13.0	13.7	F	KSLX-F
9. KFYI	(T/N)	122/ 4.1	3.2	4.3	4.0	4.5	3.9	141/1644	1509/ 8.3	10.3	9.5	D	KFYI
10. KKFR-F	(CHR)	117/ 3.9	3.6	3.1	4.4	4.6	3.8	130/2528	2281/12.6	12.9	15.0	C	KKFR-F
11. KOOL-F	(O)	109/ 3.6	3.4	2.8	4.5	3.0	3.6	114/2114	2007/11.1	10.0	9.5	F	KOOL-F
12. KVRY-F	(AC)	108/ 3.6	3.6	3.1	3.9	3.4	3.5	110/2312	2226/12.3	13.4	14.6	C	KVRY-F
13. KOY -F	(CHR)	104/ 3.5	3.3	4.3	4.7	4.8	4.0	125/2864	2590/14.3	16.9	15.7	D	KOY -F
14. KESZ-F	(AC)	93/ 3.1	3.6	2.9	3.7	3.3	3.3	94/1620	1538/ 8.5	9.0	9.7	E	KESZ-F
15. KMXX-F	(AC)	61/ 2.0	2.8	2.7	3.1	3.3	2.7	62/1285	1223/ 6.8	8.5	10.6	D	KMXX-F
16. KZRX-F	(AOR)	59/ 2.0	2.0	1.8	1.9	2.1	1.9	70/1340	1205/ 6.7	4.0	4.6	B	KZRX-F
KPSN-F	(O)	59/ 2.0	1.2	2.3	2.3	4.0	2.0	83/1393	1288/ 7.1	8.0	9.6	E	KPSN-F
18. KUKQ	(AOR)	53/ 1.8	2.0	1.4	1.4	1.5	1.6	53/755	730/ 4.0	4.1	3.4	A	KUKQ
19. KONC-F	(CL)	45/ 1.5	2.2	2.3	2.1	2.4	2.0	46/737	713/ 3.9	5.5	5.2	C	KONC-F
20. KMEO	(SAC)	38/ 1.3	1.4	1.6	1.6	0.9	1.5	40/592	543/ 3.0	4.9	2.9	A	KMEO

12+ FM SHARE (METRO): 73.26% (1962 of 2678) (SPG 91: 74.49%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKFR-F>>	1 KUPD-F>	1 KNIX-F	1 KNIX-F>	1 KNIX-F>	1 KNIX-F	1 KNIX-F	1 KNIX-F>	1 KNIX-F>	1 KKFR-F	1 KTAR >>
2 KOY -F>	2 KNIX-F	2 KUPD-F	2 KMLE-F	2 KMLE-F<	2 KTAR >	2 KTAR >	2 KTAR <	2 KUPD-F<	2 KUPD-F	2 KUPD-F
3 KMLE-F	3 KDKB-F	3 KMLE-F	3 KKLT-F	3 KKLT-F	3 KOY	3 KUPD-F	3 KKLT-F<	3 KMLE-F<	3 KNIX-F	3 KNIX-F>>
4 KUPD-F	4 KMLE-F	4 KKLT-F	4 KUPD-F	4 KTAR	4 KKLT-F	4 KKLT-F	4 KUPD-F	4 KTAR	4 KMLE-F	4 KSLX-F
5 KVRY-F	5 KSLX-F<	5 KDKB-F<	5 KSLX-F<	5 KUPD-F	5 KFYI <	5 KMLE-F	5 KMLE-F	5 KKLT-F>	5 KTAR <	5 KOY
6 KZRX-F	6 KKLT-F	6 KSLX-F	6 KDKB-F	6 KSLX-F<	6 KMLE-F	6	6 KFYI	6	6 KKLT-F<	6 KMLE-F
7	7 KVRY-F	7 KVRY-F	7 KOOL-F<	7 KOOL-F<	7	7	7		7 KVRY-F	7 KFYI
8	8	KOOL-F	8 KTAR	8 KDKB-F	8	8	8		KFYI	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KVRY-F	1 KNIX-F	1 KNIX-F<	1 KNIX-F	1 KNIX-F
KUPD-F	KKLT-F	2 KKLT-F	2 KKLT-F	2 KKLT-F>
3 KMLE-F	3 KUPD-F	3 KESZ-F	3 KMLE-F	3 KMLE-F
4 KKFR-F	4 KVRY-F	4 KUPD-F	4 KVRY-F	4 KESZ-F
5 KKLT-F	5 KMLE-F	5 KOY -F	5 KUPD-F<	5
6 KNIX-F	6 KESZ-F	6 KVRY-F	6 KESZ-F	6
KDKB-F	7 KOY -F	7 KMXX-F	7	7
8 KUKQ	8	KMLE-F	8	8

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KUPD-F>>	1 KUPD-F>	1 KUPD-F	1 KUPD-F	1 KNIX-F>
2 KZRX-F>	2 KDKB-F	KDKB-F<	2 KNIX-F	2 KTAR <
3 KDKB-F	3 KNIX-F	3 KNIX-F	3 KDKB-F	3 KUPD-F
4 KSLX-F	4 KSLX-F	4 KMLE-F	4 KSLX-F	KMLE-F
5 KKFR-F	5 KMLE-F	5 KSLX-F>	5 KMLE-F	5 KDKB-F<
6 KFYI	6 KZRX-F	6 KVRY-F<	6 KTAR	6 KSLX-F
7	7	7 KOY -F	7 KOOL-F	7 KOOL-F
8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		221 (2)	221 (2)	8.3	10.2
AOR/CLASSIC	53 (1)	513 (4)	566 (5)	21.1	20.5
AC/OLDIES	30 (1)	430 (5)	460 (6)	17.2	26.1
FULL SVC/VARIETY					
COUNTRY	17 (1)	539 (2)	556 (3)	20.8	18.8
BLACK/URBAN	15 (1)		15 (1)	0.6	
SAC/EZ	38 (1)	204 (2)	242 (3)	9.0	1.0
NEWS/TALK	347 (2)		347 (2)	13.0	12.2
NOSTALGIA	153 (2)		153 (2)	5.7	7.8
RELIGION/GOSPEL	15 (1)	10 (1)	25 (2)	0.9	
SPANISH	48 (3)		48 (3)	1.8	1.0
CLASSICAL		45 (1)	45 (1)	1.7	2.6
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	716 (13)	1962 (17)	2678 (30)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KCWW	1580	Tempe/Phoenix	0.6/1.7/ 18/ 326
KISP	1230	Phoenix	0.5/1.1/ 15/ 215
KOOL	960	Phoenix	1.0/3.4/ 30/ 632
KPHX	1480	Phoenix	0.4/1.8/ 13/ 338
KRDS	1190	Tolleson/Phnix	0.5/1.7/ 15/ 311
KRDS-F	105.3	Wickenburg/Phnx	0.3/1.6/ 10/ 292
KSUN	1400	Phoenix	0.5/1.9/ 14/ 373
KVVA	860	Phoenix	0.7/2.5/ 21/ 450
KXAM	1310	Mesa/Phoenix	0.9/2.3/ 26/ 422
KAHM-F	102.1	Prescott	0.4/1.2/ 42/ 511

American Radio Spring, 1992 Copyright 1992

PHOENIX

AM STATIONS

KFYI	910,	5 KW (DA-N)	Talk/News	CBS,	$ 50.00	(Durpetti)	Broadcast Group
KLFF	1360,	5 KW/1 KW (DA-N),	Nostalgia	NBC,	$ 31.00	(---)	
KMEO	740,	1 KW/292 W	EZ		$ NA	(Schubert)	Bonneville
KOOL	960,	5 KW (DA-N)	SEE KOOL-FM				
KOY	550,	5 KW/1 KW	Nostalgia	UNISUP UNIULT,	$ 40.00	(Christal)	Edens
KPHX	1480,	1 KW/500W (DA-2),	Hispanic		$ 27.00	(Caballero)	
KSUN	1400,	1 KW	Hispanic		$ 26.00	(Caballero)	
KTAR	620,	5 KW (DA-N)	News/Talk	CBS ABC,	$171.00	(CBS)	Pulitzer
KUKQ	1060,	5 KW/1 KW (DA-2),	AOR		$ 25.00	(Banner)	
KVVA	860,	1 KW (DA-N)	Hispanic		$ 25.00	(Lotus)	
KXAM	1310,	5 KW/500W (DA-2),	Nostalgia		$ 20.00	(---)	
KXEG	1010,	1 KW/250 W	Religion		$ 13.00	(---)	Mid-America Gospel

FM STATIONS

KDKB	93.3,	100 KW @ 1538	AOR		$ 73.00	(Torbet)	Sandusky
KESZ	99.9,	100 KW @ 1670	AC		$ 79.00	(Banner)	
KZRX	100.3,	90 KW @ 2047	AOR	ABC UNIPWR,	$ 36.00	(Roslin)	(GLOBE)
KKFR	92.3,	100 KW @ 1647	CHR		$ 58.00	(Durpetti)	Broadcast Group
KKLT	98.7,	115 KW @ 1679	Soft AC		$ 90.00	(CBS)	Pulitzer
KMLE	107.9,	100 KW @ 1000	Country		$ 95.00	(Eastman)	Shamrock
KMXX	101.5,	100 KW @ 1738	AOR	APR,	$ 60.00	(MMR)	Sundance
KNIX	102.5,	98 KW @ 1620	Country		$218.00	(Katz)	Buck Owens
KONC	106.3,	3 KW @ 325	Classical	NBC,	$ 40.00	(CMBS)	(SUN CITY)
KOOL	94.5,	100 KW @ 1653	Oldies	SMN,	$ 96.00	(HNWH)	Adams
KOY	95.5,	96 KW @ 1571	CHR		$ 61.00	(Christal)	Edens
KPSN	96.9,	100 KW @ 1558	Oldies		$ 60.00	(Schubert)	Bonneville
KSLX	100.7,	100 KW @ 1840	Classic AOR		$ 81.00	(Eastman)	Great American
KUPD	97.9,	100 KW @ 1620	AOR		$111.00	(Banner)	
KVRY	104.7,	100 KW @ 1548	AC		$ 62.00	(Mc-Guild)	Nationwide

Miscellaneous: KPSN-F from AC to Oldies . . . KMXX-F from AC to AOR . . . KASA sold by George Wilson for $475,000 . . .

American Radio Spring, 1992 Copyright 1992

PITTSBURGH

Arbitron Rank/Pop (12+): 20/1,889,000

MSA Rank/Pop: 22/2,100,000
ADI # 17

Average Person Ratings: 17.3
Market TSL: 22.75 hours

Stations: 25/24
Diaries: 2050/921:1/57.5%
Sample Target: 1940
% Below Line: 0.3
% Not Listed: 11.1

1991 Revenue: $52,000,000
HH Inc.: $30,643
Retail $: 14.5 Bil
Pop per Station: 78,708
#1 Biller: KDKA $8,200,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KDKA	(MOR)	430/13.1	12.0	11.3	13.1	14.2	12.4	538/7572	5953/31.5	28.2	32.1	H	KDKA
2. WDVE-F	(AOR)	339/10.4	9.7	11.7	11.3	10.2	10.8	455/5626	3979/21.1	20.3	20.4	H	WDVE-F
3. WWSW-AF	(AC)	306/ 9.3	8.8	8.9	8.3	8.0	8.8	396/5780	4414/23.4	22.5	19.0	H	WWSW-AF
4. WDSY-F	(C)	230/ 7.0	6.0	6.6	4.8	4.4	6.1	289/3783	2804/14.8	12.8	10.3	D	WDSY-F
5. WBZZ-F	(CHR)	193/ 5.9	5.3	4.8	5.9	7.2	5.5	243/4729	3616/19.1	19.0	22.4	G	WBZZ-F
6. WSHH-F	(EZ)	191/ 5.8	6.1	6.2	6.8	4.2	6.2	214/3150	2639/14.0	15.4	12.1	D	WSHH-F
7. WAMO-F	(B)	162/ 5.0	5.8	5.0	5.0	4.5	5.2	176/2095	1869/ 9.9	9.7	11.3	C	WAMO-F
8. WTAE	(N/T)	152/ 4.6	5.6	5.6	6.0	4.3	5.4	160/2494	2312/12.2	14.6	11.9	E	WTAE
9. WLTJ-F	(EZ)	148/ 4.5	5.2	2.8	4.1	5.2	4.2	181/2458	2019/10.7	9.3	11.2	E	WLTJ-F
10. WJAS	(BB)	130/ 4.0	4.2	4.3	3.0	3.6	3.9	134/1719	1633/ 8.6	9.0	8.3	B	WJAS
11. WVTY-F	(AC)	121/ 3.7	4.1	3.6	3.5	4.0	3.7	141/2754	2382/12.6	12.6	10.6	D	WVTY-F
12. WRRK-F	(AC)	119/ 3.6	2.9	2.4	3.0	3.5	3.0	147/2880	2282/12.1	10.7	11.3	C	WRRK-F
13. WMXP-F	(CHR)	109/ 3.3	4.1	3.7	3.1	4.5	3.5	124/2605	2209/11.7	12.9	12.9	C	WMXP-F
14. KQV	(N/T)	66/ 2.0	2.0	2.0	2.0	1.5	2.0	69/1436	1342/ 7.1	7.0	6.6	C	KQV
15. WMBS	(MOR)	38/ 1.2	1.2	1.2	1.0	1.2	1.2	44/539	499/ 2.6	2.8	1.7		WMBS

12+ FM SHARE (METRO): 70.17% (2039 of 2906) (SPG 91: 68.32%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBZZ-F	1 WDVE-F>>	1 WDVE-F>	1 WWSW-AF<	1 WWSW-AF	1 KDKA >	1 KDKA >	1 WDVE-F<	1 WDVE-F	1 KDKA >>	1 KDKA >>
2 WMXP-F	2 WBZZ-F	2 WWSW-AF>	2 WDVE-F>	2 WDVE-F>	2 WWSW-AF>	2 WDVE-F	2 WWSW-AF	2 WWSW-AF	2 WDVE-F	2 WWSW-F
3 WAMO-F	3 WAMO-F<	3 WBZZ-F	3 WDSY-F	3 WDSY-F	3 WDSY-F<	3 WWSW-AF>	3 KDKA	3 KDKA	3 WDSY-F	3 WDSY-F
4 WRRK-F	4 WRRK-F	4 WDSY-F	4 KDKA	KDKA >	4 WSHH-F	4 WBZZ-F<	4 WDSY-F	4 WDSY-F	4 WAMO-F<	4 WDVE-F
5	5 WDSY-F	5 WAMO-F	5 WBZZ-F	5 WLTJ-F<	5 WTAE	5 WDSY-F<	5 WSHH-F	5 WBZZ-F	5 WWSW-AF	5 WSHH-F
6	6 WWSW-AF<	KDKA	6 WVTY-F<	6 WBZZ-F	6 WJAS	6 WSHH-F	6 WLTJ-F	6 WSHH-F	6 WBZZ-F	WRRK-F
7	7 WVTY-F	7 WVTY-F<	7 WAMO-F<	7 WVTY-F<	7 WLTJ-F	7	7 WBZZ-F<	7 WTAE <	7	7 WAMO-F
8	8 WMXP-F	8 WLTJ-F<	8 WLTJ-F	8 WAMO-F	8	8	8 WJAS <	8 WAMO-F<	8	8
9	KDKA	9 WRRK-F	9	9 WSHH-F	9	9	9 WTAE	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WBZZ-F	1 WDVE-F	1 WDVE-F	1 WWSW-AF>	1 WWSW-AF>
2 WDVE-F>	2 WBZZ-F	2 WWSW-AF	2 WDVE-F	2 WLTJ-F
3 WMXP-F	3 WVTY-F	3 WVTY-F	3 WBZZ-F	3 WDSY-F<
WRRK-F	WAMO-F	4 WBZZ-F	4 WVTY-F<	4 KDKA
WAMO-F>	5 WWSW-AF	5 WAMO-F	5 WLTJ-F	5 WVTY-F
6 WVTY-F	6 WRRK-F	6 WDSY-F	6 WDSY-F<	6 WDVE-F
WSHH-F	7 WDSY-F	7 KDKA	7 WAMO-F	7 WBZZ-F
8 WLTJ-F	8 WLTJ-F	8 WLTJ-F	8 KDKA	8 WAMO-F
9	9	9 WRRK-F	9	9

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WDVE-F>>	1 WDVE-F>>	1 WDVE-F>>	1 WDVE-F>>	1 WDVE-F
2 WRRK-F>	2 WRRK-F<	2 WDSY-F	2 WWSW-AF>	2 WWSW-AF>
3 WBZZ-F	3 WBZZ-F	3 WBZZ-F	3 WDSY-F	3 KDKA <
4 WAMO-F>	4 WAMO-F	4 WAMO-F	4 WBZZ-F<	4 WDSY-F>
5 WMXP-F	5 WDSY-F	5 KDKA	5 KDKA <	5 WBZZ-F
6	6	6 WWSW-AF	6 WRRK-F	6
7	7	7 WRRK-F	7	7
8	8	8	8	8
9	9	9	9	9

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		302 (2)	302 (2)	10.4	14.5
AOR/CLASSIC		339 (1)	339 (1)	11.7	15.2
AC/OLDIES	21 (1)	598 (6)	619 (7)	21.3	24.0
FULL SVC/VARIETY	468 (2)		468 (2)	16.1	18.7
COUNTRY	20 (2)	230 (1)	250 (3)	8.6	6.0
BLACK/URBAN		162 (1)	162 (1)	5.6	5.0
SAC/EZ		339 (2)	339 (2)	11.7	4.0
NEWS/TALK	218 (2)		218 (2)	7.5	6.9
NOSTALGIA	130 (1)		130 (1)	4.5	4.0
RELIGION/GOSPEL	10 (1)	59 (2)	69 (3)	2.4	1.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		10 (1)	10 (1)	0.3	
	867 (9)	2039 (16)	2906 (25)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WASP	1130	Brownsville	0.5/1.1/ 18/ 209
WDSY	1080	Pittsburgh	0.1/0.9/ 4/ 193
WESA-F	98.3	Charleroi	0.9/2.1/ 29/ 405
WORD-F	104.7	Pittsburgh	0.7/2.3/ 40/ 621
WPIT	730	Pittsburgh	0.3/0.9/ 10/ 210
WPIT-F	101.5	Pittsburgh	1.1/3.4/ 56/1027
WSSZ-F	107.1	Greensburg	0.5/1.1/ 16/ 223
WWKS-F	106.7	Beaver Falls	0.9/3.5/ 37/ 889
WWSW	970	Pittsburgh	0.6/0.0/ 0/ 0
WVAQ-F	101.9	Morgantown	0.3/1.2/ 63/ 791

American Radio Spring, 1992 Copyright 1992

PITTSBURGH

RADIO STATIONS

AM STATIONS

KDKA,	1020,	50 KW	News/Talk		NBC, $151.00	(Group W)	Westinghouse
KQV ,	1410,	5 KW (DA-2)	News	CBS	NBC-T, $ 38.00	(Schubert)	
WDSY,	1080,	50 KW (DAYS, DA)	Country		, $ NA	(Durpetti)	Entercom
WJAS,	1320,	5 KW (DA-N)	Nostalgia	UNISUP	CNN, $ 35.00	(Eastman)	
WMBS,	590,	1 KW (DA-N)	MOR/Full Service		CBS, $ 17.00	(Durpetti)	(UNIONTOWN)
WPIT,	730,	5 KW/24 W	Religion		, $ NA	(---)	Pyramid
WTAE,	1250,	5 KW (DA-N)	Talk/News	ABC	MBS, $ 64.00	(Katz)	Hearst
WWSW,	970,	5 KW (DA-2)	See WWSW-FM				

FM STATIONS

WAMO,	105.9, 72 KW @ 430	Black	SBN, $ 50.00	(HNWH)	Sheridan
WBZZ,	93.7, 41 KW @ 551	CHR	, $115.00	(Banner)	EZ
WDSY,	107.9, 50 KW @ 500	Country	UNIPWR, $ 54.00	(Durpetti)	Entercom
WDVE,	102.5, 55 KW @ 820	AOR	SOURCE, $141.00	(Christal)	Broadcast Alchemy
WLTJ,	92.9, 47 KW @ 889	Soft AC	, $ 60.00	(Torbet)	Frischling
WMXP,	100.7, 17 KW @ 850	CHR	ABC, $ 43.00	(Durpetti)	Signature
WORD,	104.7, 50 KW @ 500	Religion	, $ NA	(---)	
WPIT,	101.5, 48 KW @ 505	Religion	, $ NA	(---)	Pyramid
WRRK,	96.9, 45 KW @ 531	AC/AOR	ABC, $ 45.00	(MMR)	Benns (BRADDOCK)
WSHH,	99.7, 11 KW @ 928	Soft AC	UPI UNISUP, $ 60.00	(Eastman)	Renda
WVTY,	96.1, 50 KW @ 500	AC	, $ 57.00	(Katz)	Hearst
WWSW,	94.5, 50 KW @ 810	Oldies	ABC, $140.00	(Mc-Guild)	Shamrock

Miscellaneous: KDKA reclassified as News/Talk (Aug) . . . WEEP to WDSY (Apr); from Oldies to Country . . . WWCS (Canonsburg) sold by Universal for $500,000 . . .

American Radio Spring, 1992 Copyright 1992

PORTLAND, ME

Arbitron Rank/Pop (12+): 155/207,400

MSA Rank/Pop: 179/246,300
ADI # 69

Average Person Ratings: 15.3
Market TSL: 20.25 hours

Stations: 18/15
Diaries: 596/348:1/51.5%
Sample Target: 620
% Below Line: 3.8
% Not Listed: 16.4

1991 Revenue: $10,000,000
HH Inc.: $35,573
Retail $: 3.1 Bil
Pop per Station: 13,827
#1 Biller: WPOR-AF $2,400,000

12+ METRO		1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WBLM-F	(AOR)	55/17.3	14.1	13.2	12.8	15.2	----	177/2146	708/34.1	29.4	26.4	D	WBLM-F
2. WPOR-F	(C)	35/11.0	12.7	12.3	14.4	15.2	----	127/1489	491/23.7	26.3	26.7	D	WPOR-F
3. WMGX-F	(CL AOR)	31/ 9.7	9.6	7.8	10.4	9.2	----	48/750	498/24.0	22.7	20.8	C	WMGX-F
4. WGAN	(FS)	27/ 8.5	7.1	9.0	6.1	5.7	----	36/511	333/16.1	17.7	19.3	B	WGAN
5. WCSO-F	(CHR/AC)	23/ 7.2	3.1	3.3	3.4	5.7	----	46/720	380/18.3	11.2	13.1	A	WCSO-F
6. WYNZ-F	(O)	20/ 6.3	6.5	4.2	5.5	2.5	----	23/374	291/14.0	13.5	15.4	A	WYNZ-F
7. WHOM-F	(SAC)	19/ 6.0	4.8	6.9	4.0	4.1	----	90/1245	253/12.2	15.6	14.4	C	WHOM-F
8. WKZS-F	(AC)	15/ 4.7	3.7	5.7	6.4	5.7	----	48/849	277/13.4	16.2	16.7	C	WKZS-F
9. WLAM	(BB)	7/ 2.2	2.8	4.5	4.0	4.1	----	24/274	112/ 5.4	8.1	7.3	A	WLAM
10.													

12+ FM SHARE (METRO): 83.83% (223 of 266) (SPG 91: 78.82%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBLM-F››	1 WBLM-F››	1 WBLM-F›	1 WMGX-F‹	1 WMGX-F	1 WPOR-F	1 WBLM-F›	1 WBLM-F	1 WBLM-F›	1 WBLM-F‹	1 WGAN ››
2 WHYR-F	2 WMGX-F››	2 WMGX-F›	2 WBLM-F	2 WPOR-F	WGAN ›	2 WMGX-F‹	2 WMGX-F	2 WPOR-F	2 WGAN ›	2 WPOR-F
WCSO-F	3 WCSO-F	3 WPOR-F	3 WPOR-F	WBLM-F›	3 WHOM-F	3 WPOR-F‹	3 WPOR-F	3 WMGX-F	3 WPOR-F	3
4	4 WPOR-F	4 WCSO-F	4 WCSO-F	4 WYNZ-F	4 WGAN ›	4 WGAN ›	4 WCSO-F	4 WCSO-F	4 WBZ	4
5	5	5 WYNZ-F	5 WKZS-F	5 WKZS-F	5 WCSO-F	5	5 WGAN	5 WYNZ-F	WMGX-F	5
6	6	6	6	6	6	6	6	6	WCSO-F›	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WBLM-F››	1 WMGX-F	1 WMGX-F››	1 WMGX-F	1 WMGX-F
2 WMGX-F››	2 WBLM-F›	2 WCSO-F›	2 WBLM-F	2 WCSO-F›
3 WYNZ-F	3 WCSO-F››	3 WBLM-F	3 WCSO-F›	3 WPOR-F
WKZS-F	4	4	4 WYNZ-F	4 WBLM-F
WCSO-F	5	5	WKZS-F	5 WYNZ-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBLM-F››	1 WBLM-F››	1 WBLM-F››	1 WBLM-F››	1 WBLM-F
2 WYNZ-F	2 WMGX-F	2 WMGX-F	2 WPOR-F	2 WPOR-F›
3	3 WPOR-F›	3 WPOR-F	3 WMGX-F›	3 WMGX-F›
4	4 WYNZ-F	4	4 WYNZ-F	4 WKZS-F
5	5	5	5	5 WGAN

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		6 (1)	6 (1)	2.3	11.1
AOR/CLASSIC		92 (4)	92 (4)	34.6	26.7
AC/OLDIES		64 (5)	64 (5)	24.1	23.3
FULL SVC/VARIETY	27 (1)		27 (1)	10.2	10.4
COUNTRY	5 (1)	35 (1)	40 (2)	15.0	14.9
BLACK/URBAN					
SAC/EZ		19 (1)	19 (1)	7.1	
NEWS/TALK	4 (1)		4 (1)	1.5	2.1
NOSTALGIA	7 (1)		7 (1)	2.6	5.2
RELIGION/GOSPEL					
SPANISH					
CLASSICAL		2 (1)	2 (1)	0.8	2.1
JAZZ/NEW AGE		5 (1)	5 (1)	1.9	3.5
UNKNOWN/OTHERS					0.7
	43 (4)	223 (14)	266 (18)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCLZ-F	98.9	Brunswick/Prtln	1.6/6.1/ 13/ 346
WKRH-F	105.9	Bath	1.3/3.2/ 16/ 304
WPKM-F	106.3	Scarborough/Ptl	0.6/4.4/ 3/ 122
WPOR	1490	Portland	1.6/3.0/ 5/ 72
WXGL-F	93.9	Lewiston	1.3/5.0/ 32/ 589
WZPK-F	103.7	Berlin	0.6/4.5/ 29/ 439
WBZ	1030	Boston	1.3/4.4/ 16/ 295
WHYR-F	95.9	Saco	1.9/5.9/ 23/ 258
WTOS-F	105.1	Skowhegan	0.6/5.2/ 39/ 667

RADIO STATIONS

WGAN ,	560,	5 KW (DA-1) ,	Full Service	NBC, ABC, $18.00 (Katz)	Saga
WLAM ,	870,	10 KW/1 KW (DA-2),	Nostalgia	MBS ABC, $10.00 (HNWH)	(GORHAM)
WPOR ,	1490,	1 KW -- SEE WPOR-F			
WBLM-F,	102.9,	100 KW @ 1460 ,	AOR	, $50.00 (Mc-Guild)	Fuller-Jeffrey
WCLZ-F,	98.9,	50 KW @ 400 ,	Jazz/NAC	, $15.00 (Christal)	(BRUNSWICK)
WCSO-F,	97.9,	16 KW @ 889 ,	AC/CHR	, $22.00 (Banner)	
WHOM-F,	94.9,	48 KW @ 3760 ,	Soft AC	, $44.00 (Christal)	Barnstable (MT. WASHINGTON)
WKZS-F,	99.9,	50 KW @ 492 ,	AC	, $28.00 (HNWH)	(AUBURN)
WMGX-F,	93.1,	50 KW @ 443 ,	Classic AOR	, $41.00 (Katz)	Saga
WPKM-F,	106.3,	3 KW @ 298 ,	Classic	, $17.00 (CMBS)	
WPOR-F,	101.9,	50 KW @ 500 ,	Country	ABC, $55.00 (Mc-Guild)	
WYNZ-F,	100.9,	4.5 KW @ 226 ,	Oldies	UNIULT UNISUP, $18.00 (Eastman)	Buckley (WESTBROOK)

Miscellaneous: WWGT-F to WCSO-F (Sep 91) . . .

American Radio Spring, 1992 Copyright 1992

PORTLAND, OR

Arbitron Rank/Pop (12+): 25/1,432,900

MSA Rank/Pop: 42/1,430,000
ADI # 27

Average Person Ratings: 15.7
Market TSL: 20.75 hours

Stations: 24/24
Diaries: 1568/914:1/54.0%
Sample Target: 1580
% Below Line: 0.0
% Not Listed: 13.7

1991 Revenue: $48,300,000
HH Inc.: $32,021
Retail $: 12.8 Bil
Pop per Station: 59,704
#1 Biller: KKCW-F $7,000,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KEX	(FS)	240/10.7	9.0	7.8	6.0	10.1	8.4	258/4575	4196/29.3	19.8	30.7	G	KEX
2. KUPL-F	(C)	198/ 8.8	9.2	7.9	9.2	8.7	8.8	224/3085	2739/19.1	17.4	15.6	G	KUPL-F
3. KKRZ-F	(CHR)	190/ 8.4	7.7	8.0	8.9	9.2	8.3	196/3150	2941/20.5	20.1	23.3	F	KKRZ-F
4. KUFO-F	(AOR)	150/ 6.7	4.5	5.7	7.4	7.0	6.1	164/2334	2052/14.3	13.9	14.4	D	KUFO-F
5. KXL	(N/T)	145/ 6.4	6.5	7.3	5.2	4.3	6.3	163/2061	1725/12.0	16.2	11.6	E	KXL
6. KKSN-F	(O)	136/ 6.0	5.1	6.4	6.8	4.9	6.1	162/3033	2599/18.1	17.0	14.4	E	KKSN-F
7. KKCW-F	(AC)	130/ 5.8	5.8	6.4	5.5	7.1	5.9	139/2390	2225/15.5	16.6	13.4	H	KKCW-F
8. KINK-AF	(AOR)	125/ 5.6	7.6	8.5	7.8	11.0	7.4	136/2476	2224/15.5	15.3	23.5	G	KINK-AF
9. KWJJ-F	(C)	116/ 5.1	5.1	4.1	4.1	2.9	4.6	135/2040	1690/11.8	10.1	8.4	B	KWJJ-F
10. KKSN	(BB)	99/ 4.4	3.8	3.9	3.5	3.2	3.9	109/1360	1296/ 8.9	8.4	6.2	B	KKSN
11. KXL -F	(SAC)	75/ 3.3	3.5	3.9	3.5	2.9	3.5	107/1683	1360/ 9.5	9.3	8.3	D	KXL -F
12. KGON-F	(AOR)	74/ 3.3	5.9	4.0	3.4	4.2	4.2	97/1885	1585/11.1	10.2	12.5	D	KGON-F
13. KXYQ-F	(CHR)	68/ 3.0	3.6	3.2	3.5	2.9	3.3	99/1879	1389/ 9.7	10.6	12.5	B	KXYQ-F
14. KMXI-F	(AC/O)	38/ 1.7	1.3	1.7	2.0	2.4	1.7	40/909	859/ 6.0	7.1	7.3	B	KMXI-F
15. KWJJ	(C)	35/ 1.6	1.6	1.2	1.8	0.8	1.5	37/521	481/ 3.4	4.0	3.6		KWJJ
16. KPDQ-F	(REL)	24/ 1.1	1.5	0.9	1.4	2.0	1.2	32/873	735/ 5.1	3.7	4.4	B	KPDQ-F
KFXX	(SPRTS)	24/ 1.1	1.0	----	0.5	0.4	0.6	24/447	411/ 2.9	0.0	1.4		KFXX
18.													
19.													
20.													

12+ FM SHARE (METRO): 68.48% (1332 of 1945) (SPG 91: 72.29%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKRZ-F>>	1 KUFO-F	1 KUFO-F	1 KEX	1 KEX	1 KEX	1 KEX	1 KUPL-F	1 KEX <	1 KEX >>	1 KEX
2 KXYQ-F	2 KKRZ-F>	2 KEX	2 KUPL-F	2 KUPL-F	2 KUPL-F	2 KKRZ-F	2 KUFO-F<	2 KUPL-F	2 KKRZ-F>	2 KXL
3	3 KGON-F	3 KKRZ-F	3 KKSN-F	3 KKSN-F	3 KXL -F>	3 KXL	3 KEX	3 KKRZ-F	3 KUPL-F	3 KUPL-F
4	4 KWJJ-F<	4 KUPL-F	4 KINK-AF	4 KINK-AF<	4 KKSN	4 KUPL-F	4 KXL	4 KUFO-F	4 KINK-AF<	4 KINK-F
5	5 KINK-AF	5 KKSN-F	5 KUFO-F	5 KKCW-F	5 KKCW-F	5 KKCW-F	5 KKRZ-F	5 KKSN-F<	5 KXL	5 KKSN-F
6	6 KUPL-F	6 KINK-AF<	6 KKCW-F	6 KUFO-F	6 KKSN-F	6 KUFO-F	6 KKCW-F	6 KKCW-F	6	6
7	KKSN-F	7 KKCW-F	7 KKRZ-F	7 KKRZ-F	7 KINK-AF	7 KKSN-F	7 KKSN-F<	7	7	7
8	8 KXYQ-F<	8 KWJJ-F	8 KWJJ-F	8 KWJJ-F	8	8	8 KWJJ-F	8	8	8
9	9 KKCW-F	9	9	9	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KKRZ-F>>	1 KKRZ-F>	1 KKRZ-F	1 KKRZ-F	1 KUPL-F
2 KXYQ-F	2 KKCW-F	KKCW-F	2 KKCW-F	2 KKCW-F
3 KUFO-F>	3 KXYQ-F	3 KUPL-F	3 KUPL-F	3 KEX
4 KWJJ-F	4 KUFO-F	4 KKSN-F	4 KEX <	4 KKSN-F
5 KKSN-F	5 KKSN-F<	5 KINK-AF	5 KKSN-F>	5 KKRZ-F
KKCW-F	6 KWJJ-F	6 KWJJ-F	6 KINK-AF	6 KINK-AF
7	7 KUPL-F<	7 KUFO-F	7 KXYQ-F	7 KWJJ-F
8	8 KINK-AF	8 KXYQ-F	KWJJ-F	8
9	9	9 KGON-F	9	9

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KUFO-F>	1 KUFO-F>>	1 KUFO-F>	1 KUFO-F>	1 KEX <
2 KGON-F	2 KGON-F	2 KINK-AF	2 KEX	2 KUFO-F
3 KKRZ-F>	KKRZ-F>	3 KKRZ-F	3 KINK-AF<	3 KUPL-F<
4 KBBT >	4 KINK-AF	4 KEX	4 KUPL-F<	4 KINK-AF
5 KEX	KEX	5 KWJJ-F	5 KGON-F<	5 KKSN-F
6	6 KWJJ-F	KGON-F	6 KKSN-F	6 KXL
7	7 KUPL-F	7 KUPL-F	7 KKRZ-F	7
8	8	8 KKSN-F	8	8
9	9	9	9	9

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		258 (2)	258 (2)	13.3	13.9
AOR/CLASSIC	38 (3)	345 (3)	383 (6)	19.7	23.2
AC/OLDIES		304 (3)	304 (3)	15.6	19.8
FULL SVC/VARIETY	240 (1)		240 (1)	12.3	11.6
COUNTRY	50 (2)	314 (2)	364 (4)	18.7	16.2
BLACK/URBAN	9 (1)		9 (1)	0.5	
SAC/EZ		75 (1)	75 (1)	3.9	
NEWS/TALK	177 (3)		177 (3)	9.1	8.6
NOSTALGIA	99 (1)		99 (1)	5.1	3.6
RELIGION/GOSPEL		24 (1)	24 (1)	1.2	2.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		12 (1)	12 (1)	0.6	0.6
	613 (11)	1332 (13)	1945 (24)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KBBT	970	Portland	0.9/2.5/ 21/ 365
KBMS	1480	Vncvr/Portland	0.4/1.5/ 9/ 211
KDBX-F	107.5	Banks	0.5/2.0/ 12/ 307
KKEY	1150	Portland	0.4/1.4/ 9/ 239
KUPL	1330	Portland	0.7/2.9/ 18/ 520
KZRC	1010	Milwaukee/Port.	0.6/1.5/ 14/ 224

American Radio Spring, 1992 Copyright 1992

PORTLAND, OR

RADIO STATIONS

AM STATIONS

KBBT,	970,	5 KW (DA-1)	, AOR		, $ N/A	(Christal)	Henry
KEX ,	1190,	50 KW (DA-1)	, FULL SERVICE	ABC	, $ 101.00	(Katz)	Great American
KFXX,	1520,	50 KW/10 KW (DA-1)	, SPORTS	CNN	, $ 26.00	(HNWH)	
KGW ,	620,	5 KW (DA-N)	, SEE KINK-FM				
KKSN,	910,	5 KW (DA-2)	, NOSTALGIA	UNISP, UNILT	, $ 35.00	(Christal)	Heritage
KUPL,	1330,	5 KW (DA-1)	, SEE KUPL-F				
KWJJ,	1080,	50 KW/10 KW (DA-N)	, SEE KWJJ-F				
KXL ,	750,	50 KW/20 KW (DA-1)	, NEWS/TALK	CBS	, $ 64.00	(McGuild)	Alexander
KZRC,	1010,	5 KW (DAYS)	, AOR	SMN	, $ 22.00	(Torbet)	

FM STATIONS

KGON,	92.3,	100 KW @ 1266,	AOR		, $ 65.00	(Eastman)	
KINK,	101.9,	100 KW @ 1673,	PROG AOR		, $ 125.00	(HMR)	
KKCW,	103.3,	90 KW @ 1653,	AC		, $ 151.00	(Durpetti)	Trumper
KKRZ,	100.3,	95 KW @ 1433,	CHR	ABC	, $ 97.00	(Katz)	Great American
KKSN,	97.1,	100 KW @ 1000,	OLDIES	UNIULT	, $ 70.00	(Christal)	Heritage
KMXI,	106.7,	94 KW @ 846,	AC	ABC, SOURCE	, $ 40.00	(HNWH)	Fairmont
KPDQ,	93.7,	100 KW @ 941,	RELIGION		, $ 21.00	(---)	
KUFO,	101.1,	100 KW @ 1640,	AOR		, $ 60.00	(Christal)	Henry
KUPL,	98.5,	100 KW @ 1105,	COUNTRY	APR	, $ 100.00	(Banner)	Scripps-Howard
KWJJ,	99.5,	94 KW @ 869,	COUNTRY	UNISUP, ABC	, $ 40.00	(HNWH)	Park
KXL ,	95.5,	100 KW @ 991,	SOFT AC/EZ	UNISUP	, $ 54.00	(McGuild)	Alexander
KXYQ,	105.1,	100 KW @ 1840,	CHR	ABC	, $ 41.00	(Banner)	Van Halen \. (SALEM)

Miscellaneous: KFXX, KGON-F sold by Ackerly for $5,500,000 (Kalil) . . .

American Radio Spring, 1992 Copyright 1992

PORTSMOUTH-DOVER-ROCHESTER,NH

Arbitron Rank/Pop (12+): 106/337,200

MSA Rank/Pop: 135/359,100
Boston ADI
Average Person Ratings: 18.4
Market TSL: 24.00 hours

Stations: 35/9
Diaries: 839/402:1/54.7%
Sample Target: 790
% Below Line: 46.3
% Not Listed: 13.9

1991 Revenue: $7,800,000
HH Inc.: $40,005
Retail $: 4.1 Bil
Pop per Station: 37,466
#1 Biller: WOKQ-F $2,500,000

12+ METRO		1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WOKQ-F	(C)	81/13.1	11.9	12.0	13.6	12.0	----	90/1033	869/25.8	22.7	21.7	D	WOKQ-F
2. WHEB-F	(AOR)	49/ 7.9	9.3	8.1	8.2	8.6	----	49/781	697/20.7	21.8	19.0	C	WHEB-F
3. WERZ-F	(CHR)	47/ 7.6	8.3	6.6	6.1	7.5	----	49/705	663/19.7	18.4	18.9	C	WERZ-F
4. WBCN-F	(AOR)	34/ 5.5	1.6	3.4	3.3	3.3	----	36/408	392/11.6	7.2	10.5		WBCN-F
5. WSSH-F	(SAC)	30/ 4.8	4.7	5.2	8.0	6.8	----	31/514	505/15.0	15.9	13.7		WSSH-F
6. WRKO	(T)	21/ 3.4	4.2	4.4	4.9	3.0	----	22/385	330/ 9.8	9.2	9.7		WRKO
7. WZID-F	(SAC)	19/ 3.1	3.0	1.9	1.2	2.3	----	19/324	324/ 9.6	7.1	4.8		WZID-F
WBZ	(N/T)	19/ 3.1	3.6	2.4	3.3	2.8	----	23/369	326/ 9.7	11.7	8.9		WBZ
9. WTSN	(FS)	17/ 2.7	2.8	4.1	3.7	2.6	----	17/340	322/ 9.5	7.2	9.5	A	WTSN
WCQL-F	(O)	17/ 2.7	3.3	3.0	2.6	3.1	----	23/403	290/ 8.6	9.0	9.4	A	WCQL-F
11. WBLM-F	(AOR)	16/ 2.6	1.3	2.4	0.9	1.6	----	54/744	328/ 9.7	7.7	7.2		WBLM-F
12.													
13.													
14.													
15.													

12+ FM SHARE (METRO): 83.52% (446 of 534) (SPG 91: 82.63%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WERZ-F>>	1 WHEB-F>	1 WHEB-F	1 WOKQ-F	1 WOKQ-F>	1 WOKQ-F>>	1 WOKQ-F>	1 WOKQ-F>	1 WOKQ-F>	1 WOKQ-F<	1 WTSN >
2 WZOU-F	2 WERZ-F	2 WOKQ-F	2 WBCN-F	2 WBCN-F	2 WSSH-F	2 WHEB-F	2 WHEB-F>	2 WHEB-F	2 WERZ-F>	2 WOKQ-F>
3 WXKS-F	3 WBCN-F	3 WERZ-F	3 WHEB-F<	3 WHEB-F<	3 WRKO	3 WERZ-F<	3 WSSH-F<	3 WERZ-F	3 WHEB-F	3 WBZ
4	4 WOKQ-F	4 WBCN-F	4 WERZ-F	4 WERZ-F>	4 WBZ	4 WBCN-F	4 WERZ-F<	4 WBCN-F	4 WRKO	4
5	5	5	5	5 WSSH-F	5	5 WTSN	5 WBCN-F>	5 WSSH-F>	5 WBZ	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WERZ-F>	1 WERZ-F>	1 WERZ-F	1 WERZ-F	1 WOKQ-F>
2 WHEB-F	2 WHEB-F	2 WOKQ-F	2 WOKQ-F	2 WERZ-F
3 WXKS-F	3 WOKQ-F>	3 WHEB-F>	3 WHEB-F	3 WSSH-F
WSSH-F	4	4 WBCN-F	4 WSSH-F	4 WHEB-F
5	5	5	5	5 WWEM-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHEB-F>>	1 WHEB-F>	1 WBCN-F	1 WHEB-F	1 WOKQ-F
2 WERZ-F>	2 WBCN-F>	2 WHEB-F>	2 WBCN-F	2 WBCN-F
3 WBCN-F	3 WOKQ-F	3 WOKQ-F	3 WOKQ-F>	3 WHEB-F>
4	WERZ-F	4	4 WERZ-F	4
5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		75 (5)	75 (5)	14.0	13.1
AOR/CLASSIC		158 (10)	158 (10)	29.6	25.7
AC/OLDIES		59 (6)	59 (6)	11.0	23.9
FULL SVC/VARIETY	17 (1)		17 (1)	3.2	6.6
COUNTRY		81 (1)	81 (1)	15.2	15.4
BLACK/URBAN					
SAC/EZ		64 (3)	64 (3)	12.0	2.1
NEWS/TALK	61 (6)		61 (6)	11.4	10.8
NOSTALGIA	10 (1)		10 (1)	1.9	
RELIGION/GOSPEL					
SPANISH					
CLASSICAL		7 (2)	7 (2)	1.3	1.2
JAZZ/NEW AGE		2 (1)	2 (1)	0.4	0.8
UNKNOWN/OTHERS					0.4
	88 (8)	446 (28)	534 (36)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCDQ-F	92.1	Sanford	1.5/4.6/ 13/ 227
WMYF	1540	Exeter	1.6/2.3/ 10/ 77
WWEM-F	96.7	Rochester/Ports	1.9/4.8/ 12/ 161
WZNN	930	Rochester/Prtsm	0.8/3.7/ 5/ 142
WAAF-F	107.3	Worcester/bostn	1.3/3.4/ 8/ 124
WBMX-F	98.5	Boston	0.5/2.8/ 3/ 103
WBOQ-F	104.9	Gloucester	0.6/1.6/ 6/ 77
WBOS-F	92.9	Brookline/Bostn	0.6/2.5/ 4/ 85
WCDJ-F	96.9	Boston	0.3/2.0/ 2/ 68
WCGY-F	93.7	Lawrence/Boston	2.4/7.5/ 15/ 254
WCRB-F	102.5	Waltham/Boston	0.5/2.7/ 3/ 91
WEEI	590	Boston	1.3/4.2/ 9/ 151
WFNX-F	101.7	Lynn/Boston	0.8/2.7/ 5/ 90
WGIR	610	Manchester	0.3/1.7/ 2/ 58
WGIR-F	101.1	Manchester	1.8/9.9/ 11/ 333
WHDH	850	Boston	1.0/4.5/ 7/ 172
WHOB-F	106.3	Nashua	0.3/2.3/ 2/ 79
WHOM-F	94.9	Mt. Wash.	2.4/9.5/ 29/ 552
WLYT-F	92.5	Haverhill/Bstn	2.3/8.2/ 14/ 289
WMJX-F	106.7	Boston	0.5/4.0/ 3/ 142
WODS-F	103.3	Boston	1.6/7.2/ 10/ 262
WXKS-F	107.9	Medford/Boston	2.3/9.9/ 14/ 343
WZLX-F	100.7	Boston	1.1/3.4/ 9/ 122
WZOU-F	94.5	Boston	1.6/7.4/ 11/ 263
WZPK-F	103.7	Berlin/Portland	0.3/1.7/ 9/ 133

American Radio Spring, 1992 Copyright 1992

PORTSMOUTH-DOVER-ROCHESTER,NH

RADIO STATIONS

WMYF ,	1540,	5 KW (DAYS) ,	Nostalgia	, $12.00	(Mc-Guild)	Precision	(EXETER)
WTSN ,	1270,	5 KW (DA-2) ,	Full Service	ABC, $17.00	(Torbet)		
WZNN ,	930,	5 KW (DA-2) ,	News	UNISUP CNN, $12.00	(Durpetti)		
WCDQ-F,	92.1,	1.2 KW @ 525 ,	AOR	, $12.00	(---)		(SANFORD)
WCQL-F,	95.3,	6 KW @ 466 ,	Oldies	, $16.00	(Katz)	Sunshine	(YORK)
WERZ-F,	107.1,	5 KW @ 351 ,	CHR	, $35.00	(Mc-Guild)	Precision	(EXETER)
WHEB-F,	100.3,	50 KW @ 459 ,	AOR	, $40.00	(Banner)	Knight	
WOKQ-F,	97.5,	50 KW @ 492 ,	Country	, $55.00	(Mc-Guild)	Fuller-Jeffrey	
WWEM-F,	98.7,	3 KW @ 298 ,	AC	, $18.00	(Durpetti)		

Other ranked stations -- see Boston or Portland

FORMAT CODES

- AC - Adult Contemporary
- AOR - Album Oriented Rock
- B - Black (audience predominately black - over 75%)
- BB - Big Band, Nostalgia
- C - Country
- CHR - Contemporary Hit Radio, Top 40, Contemporary
- CL - Classical
- CL AOR - Classic AOR, Classic Rock
- E - Ethnic
- EZ - EZ Listening, Beautiful Music, Some Very soft AC
- G - Gospel
- J/NAC- Jazz and New Adult Contamporary
- M/FS - Middle of Road, (MOR) Full Service
- N - News
- O - Oldies (1955 to current)
- REL - Religion, Christian
- SAC - Soft Adult Contemporary
- SP - Hispanic/Spanish
- T - Talk
- U - Urban (majority of audience is non-white)
- ? - Others or Unknown

REVENUE LEVEL CODES

- A - Less than $ 500,000
- B - $ 500,000 to $ 999,999
- C - $ 1,000,000 to $ 1,999,999
- D - $ 2,000,000 to $ 2,999,999
- E - $ 3,000,000 to $ 3,999,999
- F - $ 4,000,000 to $ 4,999,999
- G - $ 5,000,000 to $ 6,999,999
- H - $ 7,000,000 to $ 9,999,999
- I - $ 10,000,000 to $14,999,999
- J - $ 15,000,000 to $19,999,999
- K - $ 20,000,000 +

American Radio Spring, 1992 Copyright 1992

PROVIDENCE

Arbitron Rank/Pop (12+): 29/1,282,900

MSA Rank/Pop: 58/918,000
ADI # 43

Average Person Ratings: 17.8

Market TSL: 23.50 hours

Stations: 42/23
Diaries: 1535/836:1/52.6%
Sample Target: 1530
% Below Line: 18.0
% Not Listed: 9.2

1991 Revenue: $24,000,000
HH Inc.: $34,[illegible]42
Retail $: 6.7 Bil
Pop per Station: 55,778
#1 Biller: WHJY-F $4,200,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WHJY-F	(AOR)	186/ 8.1	8.1	7.9	6.8	7.8	7.7	216/3277	2619/20.4	20.3	17.8	F	WHJY-F
2. WPRO-F	(CHR)	177/ 7.7	8.1	8.7	9.3	7.5	8.4	184/3832	3331/26.0	25.5	27.6	E	WPRO-F
3. WWLI-F	(SAC)	150/ 6.6	7.4	5.8	6.1	7.1	6.5	172/2330	2042/15.9	14.2	17.6	D	WWLI-F
4. WWBB-F	(O)	145/ 6.3	5 8	5.2	5.9	5.6	5.8	150/2342	2120/16.5	13.8	14.5	E	WWBB-F
5. WHJJ	(N/T)	136/ 6.0	6.0	6.0	5.7	6.5	5.9	136/1720	1714/13.4	13.9	13.9	D	WHJJ
6. WPRO	(T)	117/ 5.1	4.3	5.1	5.4	6.0	5.0	121/2084	2033/15.8	16.4	16.7	D	WPRO
7. WSNE-F	(AC)	109/ 4.8	5.3	6.5	4.7	5.8	5.3	113/2208	1975/15.4	18.5	15.3	E	WSNE-F
8. WCTK-F	(C)	103/ 4.5	3.7	3.4	3.7	2.9	3.8	123/1453	1127/ 8.8	9.2	6.2		WCTK-F
9. WBRU-F	(AOR)	97/ 4.2	2.7	2.2	3.3	3.0	3.1	111/1719	1408/11.0	8.5	9.8		WBRU-F
10. WWRX-F	(CL AOR)	83/ 3.6	3.9	4.2	4.4	4.5	4.0	129/2578	1793/14.0	14.5	12.4		WWRX-F
11. WWKX-F	(CHR)	80/ 3.5	2.1	3.0	3.1	3.1	2.9	84/1485	1395/10.9	10.6	10.8		WWKX-F
12. WPLM-AF	(BB)	79/ 3.4	2.9	3.9	4.2	3.6	3.6	151/1769	1018/ 7.9	8.9	8.3		WPLM-AF
13. WFHN-F	(CHR)	51/ 2.2	1.9	2.3	1.9	2.5	2.1	57/847	659/ 5.1	5.3	4.7		WFHN-F
14. WODS-F	(O)	49/ 2.1	1.5	2.1	1.1	1.5	1.7	106/1488	754/ 5.9	6.3	5.6		WODS-F
15. WLKW	(SAC)	46/ 2.0	3.9	3.2	2.8	2.0	3.0	46/670	663/ 5.2	6.3	5.9		WLKW

12+ FM SHARE (METRO): 73.19% (1518 of 2074) (SPG 91: 71.56%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPRO-F>	1 WHJY-F>	1 WHJY-F	1 WWBB-F	1 WWBB-F	1 WHJJ	1 WPRO-F	1 WWLI-F	1 WHJJ <	1 WHJY-F	1 WHJJ >>
2 WHJY-F	2 WPRO-F	2 WPRO-F	2 WWLI-F	2 WWLI-F	2 WWLI-F	2 WPRO	2 WHJY-F	2 WHJY-F	2 WPRO-F	2 WHTB
3 WWKX-F	3 WBRU-F	3 WWBB-F	3 WHJY-F	3 WHJY-F	3 WWBB-F<	3 WHJY-F	3 WWBB-F	3 WPRO-F	3 WWKX-F	3 WVBF-F
4	4 WSNE-F	4 WWLI-F<	4 WPRO-F<	4 WPRO-F<	4 WPRO	4 WWLI-F	4 WHJJ	4 WWBB-F	4 WBRU-F	4 WBZ
5	5 WWRX-F	5 WSNE-F	5 WSNE-F	5 WSNE-F	5 WCTK-F	5 WHJJ <	5 WPRO-F	5 WWLI-F	5	WPRO >
6	6 WWKX-F	6 WBRU-F	6 WWRX-F	6 WWRX-F	6	6 WWBB-F	6 WSNE-F	6	6	6
7	7	7	7	WCTK-F	7	7 WSNE-F>	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WPRO-F	1 WPRO-F	1 WSNE-F	1 WPRO-F	1 WWLI-F
2 WWKX-F	2 WSNE-F	2 WPRO-F>	2 WSNE-F	2 WSNE-F
3 WHJY-F	3 WHJY-F	3 WWLI-F	3 WWLI-F	3 WPRO-F
WBRU-F>	4 WBRU-F	4 WHJY-F	4 WHJY-F	4 WWBB-F
5 WSNE-F	5 WWKX-F	5 WBRU-F	5 WWBB-F	5
6 WFHN-F	6 WWLI-F	6 WWRX-F	6 WBRU-F	6
7 WWRX-F	7	7 WFHN-F	7	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHJY-F>>	1 WHJY-F>>	1 WHJY-F>	1 WHJY-F>	1 WWBB-F<
2 WPRO-F	2 WBRU-F	2 WWRX-F	2 WWBB-F	2 WHJY-F>
3 WBRU-F>	3 WPRO-F	3 WBRU-F	3 WPRO-F<	3 WWRX-F
4 WWKX-F	4 WWRX-F	4 WWBB-F	4 WBRU-F<	4 WWLI-F
5	5	5 WPRO-F	5 WWRX-F	5 WCTK-F
6	6	6 WWLI-F	6	6
7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		351 (5)	351 (5)	16.9	16.7
AOR/CLASSIC		428 (7)	428 (7)	20.6	20.3
AC/OLDIES	13 (1)	358 (6)	371 (7)	17.9	25.2
FULL SVC/VARIETY	42 (2)		42 (2)	2.0	0.4
COUNTRY		103 (1)	103 (1)	5.0	5.2
BLACK/URBAN					0.6
SAC/EZ	46 (1)	150 (1)	196 (2)	9.5	2.3
NEWS/TALK	402 (10)		402 (10)	19.4	21.3
NOSTALGIA	3 (1)	76 (1)	79 (2)	3.8	4.6
RELIGION/GOSPEL					0.4
SPANISH					
CLASSICAL		17 (1)	17 (1)	0.8	0.8
JAZZ/NEW AGE		35 (2)	35 (2)	1.7	0.9
UNKNOWN/OTHERS	50 (3)		50 (3)	2.4	1.5
	556 (18)	1518 (24)	2074 (42)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WALE	990	Providence	0.9/2.7/ 21/ 347
WARV	1590	Warwick/Prvdnce	1.0/1.5/ 22/ 192
WBSM	1420	New Bedford	1.1/2.5/ 27/ 325
WHTB	1400	Fall River	1.5/1.9/ 35/ 240
WICE	550	Pawtucket	0.6/1.5/ 13/ 192
WNBH	1340	New Bedford	0.3/0.9/ 8/ 123
WNRI	1380	Woonsocket	0.9/1.4/ 21/ 180
WOTB-F	100.3	Middletown/Prov	0.7/2.7/ 16/ 354
WSAR	1480	Fall River	0.3/1.1/ 7/ 136
WWRX	1110	Providence	0.6/3.5/ 14/ 464
WAAF-F	107.3	Worcester/Bstn	0.6/3.3/ 54/1074
WBCN-F	104.1	Boston	0.7/2.9/ 84/1151
WBMX-F	98.5	Boston	0.6/2.5/ 52/ 700
WBOS-F	92.9	Brookline/Bstn	0.7/2.5/ 34/ 629
WBZ	1030	Boston	1.1/3.8/ 66/1227
WCDJ-F	96.9	Boston	0.8/2.2/ 35/ 450
WCRB-F	102.5	Waltham/Boston	0.7/3.3/ 25/ 556
WEEI	590	Boston	0.6/2.3/ 35/ 561
WFAN	660	New York	0.7/2.1/ 28/ 609
WHDH	850	Boston	0.7/2.4/ 46/ 760
WMJX-F	106.7	Boston	0.5/2.0/ 35/ 744
WPLM	1390	Plymouth/Boston	0.1/0.0/ 0/ 0
WRKO	680	Boston	0.7/2.2/ 52/ 970
WVBF-F	105.7	Framington	1.4/2.9/ 50/ 726
WXKS-F	107.9	Medford/Boston	1.0/5.3/ 64/1482
WZLX-F	100.7	Boston	0.7/3.3/ 54/ 940
WZOU-F	94.5	Boston	0.9/5.3/ 63/1673

American Radio Spring, 1992 Copyright 1992

PROVIDENCE

RADIO STATIONS

WALE, 990, 50 KW/500 W (DA-2), TALK		, $ 25.00 (---)			
WWRX, 1110, 5 KW (DAYS)	, NEWS/TALK	CBS , $ 24.00 (Durpetti)			
WHJJ, 920, 5 KW (DA-N)	, NEWS/TALK	NBC , $ 50.00 (Katz)	Merv Griffin		
WLKW, 790, 5 KW (DA-2)	, EZ	, $ 22.00 (CMBS)			
WPRO, 630, 5 KW (DA-N)	, TALK/NEWS	ABC , $ 53.00 (Banner)	Capital Cities/ABC		
WBRU-F, 95.5, 20 KW @ 440, AOR		APR , $ 40.00 (MMR)			
WCTK-F, 98.1, 47 KW @ 508, COUNTRY		, $ 38.00 (Torbet)	Hall (NEW BEDFORD)		
WFHN-F, 107.1, 3 KW @ 374, CHR		, $ 34.00 (Christal)	H & D (FAIRHAVEN, MA)		
WHJY-F, 94.1, 50 KW @ 440, AOR		, $ 93.00 (Katz)	Merv Griffin		
WPRO-F, 92.3, 39 KW @ 551, CHR		ABC , $ 83.00 (Banner)	Capital Cities/ABC		
WSNE-F, 93.3, 30 KW @ 612, AC		, $ 80.00 (Eastman)	Beck-Ross (TAUNTON, MA)		
WWBB-F, 101.5, 14 KW @ 940, OLDIES		, $ 69.00 (McGuild)	Wilks-Schwartz		
WWKX-F, 106.3, 1.2 KW @ 194, CHR		UNIPWR , $ 35.00 (Christal)			
WWLI-F, 105.1, 50 KW @ 500, SOFT AC		, $ 71.00 (McGuild)	Zimmerman		
WWRX-F, 103.7, 50 KW @ 500, CLASSIC AOR		CNN , $ 46.00 (Durpetti)			

Other Stations - See Boston or New Bedford

Miscellaneous: WHIM to WWRX and from Country to News/Talk (Jan) . . .

American Radio Spring, 1992 Copyright 1992

PUEBLO

Arbitron Rank/Pop (12+): 231/101,200

MSA Rank/Pop: 291/123,000
ADI #99 (w/Colorado Springs)
Average Person Ratings: 16.8
Market TSL: 22.75 hours

Stations: 18/6
Diaries: 618/164:1/54.5%
Sample Target: 610
% Below Line: 38.2
% Not Listed: 16.5

1991 Revenue: $3,200,000
HH Inc.: $21,414
Retail $: 0.8 Bil
Pop per Station: 16,867
#1 Biller: NA

12+ METRO		1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level
1. KCCY-F	(C)	32/18.8	----	20.9	----	18.2	----	38/461	369/36.5	0.0	33.6	KCCY-F
2. KKMG-F	(CHR)	18/10.6	----	8.6	----	4.5	----	80/1038	223/22.0	0.0	17.2	KKMG-F
3. KCSJ	(N/T)	13/ 7.6	----	8.0	----	6.3	----	21/312	195/19.3	0.0	18.3	KCSJ
4. KGHF	(BB)	11/ 6.5	----	3.7	----	4.5	----	13/213	114/11.3	0.0	12.6	KGHF
5. KRYT-F	(O)	10/ 5.9	----	8.0	----	10.8	----	13/182	139/13.7	0.0	20.2	KRYT-F
KRMX	(SP)	10/ 5.9	----	5.3	----	4.0	----	10/98	83/ 8.2	0.0	6.3	KRMX
7. KRDO-F	(SAC/EZ)	7/ 4.1	----	5.9	----	9.7	----	45/577	87/ 8.6	0.0	13.7	KRDO-F
KKLI-F	(SAC)	7/ 4.1	----	2.7	----	----	----	61/870	133/13.1	0.0	11.4	KKLI-F
9. KSPZ-F	(O)	6/ 3.5	----	0.5	----	1.1	----	54/675	77/ 7.6	0.0	5.3	KSPZ-F
10.												

12+ FM SHARE (METRO): 71.13% (101 of 142) (SPG 91: 77.99%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	KKMG-F››	1 KCCY-F›	1 KCCY-F››	1 KCCY-F›	1 KCCY-F››	1 KCCY-F	1 KCCY-F›	1 KCCY-F››	1 KCCY-F›	1 KKMG-F››	1 KCCY-F›
2		2 KKMG-F››	2 KKMG-F	2 KRYT-F›	2 KRYT-F›	2 KCSJ	2 KCSJ ›	2 KCSJ	2 KKMG-F›	2 KCCY-F›	2 KVUU-F
3		3 KILO-F	KRYT-F›	3 KKMG-F	3 KKMG-F	3 KGHF ›	3 KKMG-F›	3 KGHF	3 KRYT-F	3 KCSJ	KKMG-F
4		4	4 KKLI-F	4 KSPZ-F	4 KSPZ-F	4 KRYT-F	4 KGHF	4 KRYT-F	KRMX ›	4	KKCS-F
5		5	5	KKLI-F	KKLI-F	KRMX	5	5	5	5	KRYT-F

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1	KIKX-F	1 KKMG-F	1 KCCY-F	1 KCCY-F›	1 KCCY-F››
2	KKMG-F››	KCCY-F››	2 KKMG-F››	2 KKMG-F›	2 KKMG-F
3	KKLI-F	3	3 KIKX-F	3 KKLI-F	3 KKLI-F
	KATM-F	4	4 KVUU-F	4 KRYT-F	KRYT-F
	KRMX	5	5	5	5
	KCCY-F	6	6	6	6

	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	KCCY-F›	1 KCCY-F››	1 KCCY-F››	1 KCCY-F›	1 KCCY-F›
2	KIKX-F›	2 KILO-F››	2 KILO-F›	2 KRYT-F›	2 KRYT-F›
3	KKMG-F	3	3 KSPZ-F	3 KSPZ-F	3 KSPZ-F
	KILO-F	4	KKFM-F	KILO-F	4
	KATM-F	5	5	5	5
6		6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		20 (2)	20 (2)	14.1	13.8
AOR/CLASSIC		13 (3)	13 (3)	9.2	13.8
AC/OLDIES		20 (3)	20 (3)	14.1	14.5
FULL SVC/VARIETY					
COUNTRY	1 (1)	34 (2)	35 (3)	24.6	28.9
BLACK/URBAN					
SAC/EZ		14 (2)	14 (2)	9.9	6.9
NEWS/TALK	18 (2)		18 (2)	12.7	11.3
NOSTALGIA	11 (1)		11 (1)	7.7	4.4
RELIGION/GOSPEL	1 (1)		1 (1)	0.7	
SPANISH	10 (1)		10 (1)	7.0	6.3
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	41 (6)	101 (12)	142 (18)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KFEL	970	Pueblo	0.6/2.0/ 3/ 64
KATM-F	100.7	Pueblo/Co.Spgs	2.9/8.7/ 23/ 621
KIKX-F	102.7	Manitou Sprngs	1.2/7.3/ 16/ 505
KILO-F	93.9	Colorado Sprngs	2.9/7.5/ 35/ 553
KKCS-F	101.9	Colorado Sprngs	1.2/8.7/ 97/1121
KKFM-F	96.5	Colorado Sprngs	1.8/8.3/ 65/ 783
KOA	850	Denver	2.9/8.5/ 29/ 523
KRDO	1240	Colorado Sprngs	0.6/2.7/ 7/ 220
KVUU-F	99.9	Pueblo	2.4/12.0/ 38/ 803

RADIO STATIONS

KCSJ , 590, 1 KW (DA-2) , News/Talk
KGHF , 1350, 5 KW/1 KW (DA-N), Nostalgia
KRMX , 690, 250 W (DAYS) , Hispanic

KCCY-F, 97.9, 100 KW @ 1237 , Country
KRYT-F, 107.9, 100 KW @ 239 , Oldies

MBS CBS, $17.00 (Eastman) Sunbrook
MBS NBC, $13.00 (Eastman)
, $12.00 (Caballero)

ABC, $25.00 (Mc-Guild) McCoy
UNIULT UNISUP, $15.00 (Eastman)

Other ranked stations -- see Colorado Springs

American Radio Spring, 1992 Copyright 1992

RALEIGH

Arbitron Rank/Pop (12+): 61/645,800

MSA Rank/Pop: 70/707,000
ADI # 32

Average Person Ratings: 15.3

Market TSL: 20.00 hours

Stations: 28/22
Diaries: 1108/583:1/51.0%
Sample Target: 1050
% Below Line: 4.3
% Not Listed: 19.1

1991 Revenue: $26,300,000
HH Inc.: $34,902
Retail $: 6.4 B11
Pop per Station: 29,355
#1 Biller: WRDU-F $5,250,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WQOK-F (B)	99/10.1	9.8	10.2	10.1	7.5	10.1	180/1913	1056/16.4	16.7	16.3	D	WQOK-F
2. WQDR-F (C)	85/ 8.6	8.4	6.2	5.5	6.3	7.2	232/2493	1041/16.1	14.8	12.9	E	WQDR-F
3. WRDU-F (AOR)	81/ 8.2	9.3	7.2	8.1	9.3	8.2	154/2009	1184/18.3	19.2	18.8	G	WRDU-F
4. WPTF (FS)	79/ 8.0	9.1	7.5	9.4	8.6	8.5	124/1579	1045/16.2	17.8	15.2	D	WPTF
5. WTRG-F (O)	73/ 7.4	3.1	5.3	3.9	5.1	4.9	137/1997	1011/15.7	14.4	14.6	D	WTRG-F
6. WDCG-F (CHR)	59/ 6.0	7.0	5.8	7.7	6.9	6.6	123/2209	1130/17.5	17.2	20.0	D	WDCG-F
7. WRAL-F (AC)	56/ 5.7	7.0	8.1	9.2	7.0	7.5	116/2361	1144/17.7	22.0	20.5	E	WRAL-F
8. WZZU-F (CL AOR)	46/ 4.7	2.3	3.8	3.7	2.7	3.6	59/1361	964/14.9	12.8	9.9	C	WZZU-F
9. WFXC-F (B)	33/ 3.4	4.1	4.5	5.3	4.7	4.3	38/703	589/ 9.1	10.1	11.2	B	WFXC-F
10. WYLT-F (SAC)	31/ 3.1	4.5	5.3	4.0	5.0	4.2	82/1113	635/ 9.8	13.8	13.4	C	WYLT-F
11. WLLE (B/G)	20/ 2.0	1.7	2.6	2.1	2.9	2.1	23/297	261/ 4.0	5.1	5.7	A	WLLE
12. WNND-F (J/NAC)	19/ 1.9	2.3	1.5	2.1	2.4	1.9	25/466	391/ 6.1	5.2	5.8	B	WNND-F
13. WPCM-F (C)	18/ 1.8	3.2	1.6	3.1	1.6	2.4	85/1142	391/ 6.1	6.6	4.8		WPCM-F
14. WKIX (BB)	17/ 1.7	2.8	1.9	1.0	1.7	1.9	21/343	256/ 4.0	4.4	3.2	A	WKIX
15.												

12+ FM SHARE (METRO): 79.55% (634 of 797) (SPG 91: 76.64%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQOK-F	1 WQOK-F	1 WQOK-F<	1 WTRG-F	1 WTRG-F	1 WPTF >	1 WPTF <	1 WPTF	1 WQOK-F<	1 WQOK-F>	1 WPTF <
2 WDCG-F>>	2 WRDU-F>	2 WRDU-F	2 WRDU-F	2 WQDR-F	2 WTRG-F	2 WQOK-F	2 WQDR-F>	2 WRDU-F	2 WDCG-F	2 WQOK-F>
3 WRDU-F	3 WQDR-F	3 WYLT-F	3 WQOK-F<	3 WRDU-F	3 WQDR-F>	3 WQDR-F<	3 WRDU-F<	3 WQDR-F	3 WRDU-F	3 WTRG-F
4	4 WZZU-F	4 WQDR-F	4 WQDR-F<	4 WQOK-F<	4 WRAL-F	4 WRAL-F	4 WTRG-F	4 WTRG-F	4 WTRG-F	4
5	5 WDCG-F	5 WRAL-F	5 WRAL-F	5 WRAL-F	5	5 WRDU-F	WQOK-F>	5 WPTF	5 WZZU-F	5
6	6	6 WZZU-F	6	6 WPTF	6	6 WTRG-F	6	6 WZZU-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WQOK-F>>	1 WQOK-F>	1 WRDU-F	1 WQOK-F	1 WQDR-F
2 WDCG-F>	2 WRDU-F>	2 WQOK-F	2 WRAL-F	2 WRAL-F
3 WRDU-F	3 WQDR-F	3 WZZU-F	3 WRDU-F	3 WTRG-F
4 WQDR-F	4 WDCG-F	WQDR-F	4 WQDR-F	4 WRDU-F
5 WRAL-F	5 WRAL-F	5 WRAL-F	5 WDCG-F	5 WQOK-F
6	6 WZZU-F	6	6 WTRG-F	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRDU-F	1 WQOK-F	1 WQOK-F	1 WRDU-F	1 WTRG-F
WQOK-F>	2 WRDU-F	2 WTRG-F	2 WQOK-F<	2 WPTF
3 WZZU-F	3 WZZU-F	3 WZZU-F	3 WTRG-F	3 WRDU-F>
4 WQDR-F>	4 WQDR-F	4 WRDU-F	4 WZZU-F	4 WQOK-F
5 WDCG-F	5 WTRG-F	5 WQDR-F	5 WQDR-F	5 WZZU-F
6	6	6 WPTF	6 WPTF	WQDR-F

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		59 (1)	59 (1)	7.4	8.5
AOR/CLASSIC		131 (3)	131 (3)	16.4	15.4
AC/OLDIES		129 (2)	129 (2)	16.2	22.2
FULL SVC/VARIETY	79 (1)		79 (1)	9.9	10.7
COUNTRY	7 (2)	110 (4)	117 (6)	14.7	9.6
BLACK/URBAN	20 (1)	148 (5)	168 (6)	21.1	20.4
SAC/EZ		35 (2)	35 (2)	4.4	
NEWS/TALK					
NOSTALGIA	26 (2)		26 (2)	3.3	4.6
RELIGION/GOSPEL	31 (3)		31 (3)	3.9	4.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		19 (1)	19 (1)	2.4	3.0
UNKNOWN/OTHERS		3 (1)	3 (1)	0.4	1.2
	163 (9)	634 (19)	797 (28)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCLY	1550	Raleigh	1.1/1.7/ 11/ 111
WDNC	620	Durham/Raleigh	0.9/4.3/ 10/ 297
WFXK-F	104.3	Tarboro/Raleigh	0.3/1.1/ 6/ 176
WKTC-F	96.9	Tarboro/Rcky Mt	0.4/3.5/101/1257
WPJL	1240	Raleigh	0.6/2.2/ 6/ 160
WRTP	1530	Chapel Hill/Dur	0.4/0.9/ 4/ 64
WSRC	1410	Durham	1.4/2.9/ 15/ 206
WHLQ-AF	102.5	Louisburg	0.6/1.6/ 7/ 136
WJMH-F	102.1	Reidsville	0.7/4.8/ 37/ 817
WKRR-F	92.3	Asheboro/Grnbro	0.4/3.1/ 37/ 595
WNCT-F	107.9	Greenville	0.4/1.5/ 25/ 394
WQMG-F	97.1	Greensboro	0.5/2.2/ 11/ 371
WZFX-F	99.1	Whitevle/Faytvl	0.4/1.9/137/1428

RADIO STATIONS

WDNC, 620, 5 KW/1 KW (DA-2), NOSTALGIA	CBS , $ 20.00 (Christal)		
WKIX, 850, 10 KW/5 KW (DA-2), NOSTALGIA	UNISUP MBS , $ 17.00 (CBS)		Universal/Alchemy
WLLE, 570, 500 W/55 W , BLACK/GOSPEL	SBN , $ 16.00 (---)		
WPTF, 680, 50 KW (DA-N) , FULL SERVICE	ABC,CNN, $ 55.00 (McGuild)		
WDCG-F, 105.1, 100 KW @ 1525, CHR	ABC , $ 49.00 (Christal)		
WFXC-F, 107.1, 1.2 KW @ 505, BLACK	, $ 29.00 (Eastman)		Pinnacle
WNND-F, 103.9, 3 KW @ 298, JAZZ/NAC	, $ 25.00 (Banner)		(FUQUAY)
WQDR-F, 94.7, 99 KW @ 1128, COUNTRY	ABC, UNILT, $ 75.00 (McGuild)		
WQOK-F, 97.5, 100 KW @ 981, BLACK	ABC , $ 50.00 (Durpett1)		Ragan Henry (S BOSTON)
WRAL-F, 101.5, 100 KW @ 1889, AC	, $ 90.00 (Katz)		Capitol-Goodman
WRDU-F, 106.1, 100 KW @ 1348, AOR	SOURCE , $ 118.00 (HMR)		Voyager (WILSON)
WTRG-F, 100.7, 100 KW @ 1968, OLDIES	NBC CBS , $ 56.00 (HNWH)		Joyner (ROCKY MOUNT)
WYLT-F, 96.1, 100 KW @ 984, SOFT AC	UNISUP, UNIPWR , $ 42.00 (CBS)		Universal/Alchemy
WZZU-F, 93.9, 100 KW @ 1269, CLASSIC AOR	ABC , $ 32.00 (Torbet)		Village (BURLINGTON)

Miscellaneous: WCAS-F to WFXK-F (Apr) . . . WCLY sold for $270,000 . . .

American Radio Spring, 1992 Copyright 1992

RENO

Arbitron Rank/Pop (12+): 137/256,800

MSA Rank/Pop: 174/261,000
ADI # 116

Average Person Ratings: 17.0
Market TSL: 22.50 hours

Stations: 19/19
Diaries: 725/354:1/51.7%
Sample Target: 690
% Below Line: 0.0
% Not Listed: 12.8

1991 Revenue: $8,700,000
HH Inc.: $33,182
Retail $: 3.0 Bil
Pop per Station: 13,515
#1 Biller: KWNZ-F $1,400,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KWNZ-F (CHR)	47/10.8	11.1	14.4	12.7	10.3	----	78/909	658/25.6	24.6	26.6	C	KWNZ-F
2. KOH (N/T)	42/ 9.6	7.9	9.5	9.1	7.6	----	49/492	421/16.4	14.7	16.9	C	KOH
3. KOZZ-F (CL AOR)	39/ 8.9	8.1	9.1	6.8	10.3	----	58/785	524/20.4	17.1	20.8	C	KOZZ-F
4. KBUL-F (C)	36/ 8.6	8.8	10.0	6.4	8.0	----	48/674	502/19.5	20.6	18.4	B	KBUL-F
5. KNEV-F (SAC/EZ)	32/ 7.3	8.1	4.2	8.0	5.3	----	35/450	351/13.7	14.8	11.5	B	KNEV-F
6. KODS-F (O)	29/ 6.7	5.9	6.2	10.7	9.2	----	44/618	414/16.1	16.5	17.1	C	KODS-F
7. KZAK-F (AOR)	27/ 6.2	4.7	2.7	2.3	1.4	----	32/363	271/10.6	8.7	6.4	A	KZAK-F
8. KRNO-F (AC)	26/ 6.0	6.9	8.2	8.2	10.1	----	35/576	417/16.2	14.9	18.6	C	KRNO-F
9. KTHX-F (AOR)	20/ 4.6	8.6	4.2	4.8	2.8	----	30/254	201/ 7.8	10.7	8.7	A	KTHX-F
10. KRZQ-F (AOR)	17/ 3.9	2.7	4.2	5.0	9.0	----	19/405	287/11.2	10.4	12.6	A	KRZQ-F
11. KROW (C)	14/ 3.2	3.9	2.9	4.3	6.0	----	23/403	214/ 8.3	12.5	9.3	A	KROW
12. KHIT-F (C)	12/ 2.8	3.9	2.0	4.3	2.5	----	32/455	234/ 9.1	13.4	8.1	A	KHIT-F
13. KKMR-F (AOR)	10/ 2.3	2.2	4.7	2.3	3.9	----	13/256	227/ 8.8	6.1	10.2	A	KKMR-F
14.												
15.												

12+ FM SHARE (METRO): 78.95% (300 of 380) (SPG 91: 79.75%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KWNZ-F>>	1 KWNZ-F	1 KWNZ-F<	1 KOZZ-F	1 KOZZ-F	1 KOH	1 KOH <	1 KWNZ-F	1 KWNZ-F	1 KOZZ-F	1 KOH >>
2 KZAK-F>	2 KOZZ-F>	2 KOZZ-F>	2 KODS-F	2 KODS-F	2 KNEV-F	2 KWNZ-F>	2 KOH	2 KOZZ-F	2 KWNZ-F	2 KBUL-F
3 KRZQ-F	3 KZAK-F>	3 KODS-F	3 KWNZ-F	3 KBUL-F	3 KODS-F	3 KBUL-F	3 KOZZ-F	3 KODS-F	KOH >	3 KPLY
KBUL-F	4 KRNO-F	KBUL-F	4 KTHX-F	4 KWNZ-F	4 KBUL-F	4 KOZZ-F	4 KNEV-F	KBUL-F	4 KZAK-F	4
5	5 KRZQ-F	5 KZAK-F<	KBUL-F	5 KTHX-F	5	5 KNEV-F	5 KBUL-F	5 KNEV-F<	5 KRZQ-F	5
6	6 KBUL-F	6 KRNO-F	6 KRNO-F	6 KRNO-F	6	6 KRNO-F<	6 KRNO-F	6 KRNO-F<	KRNO-F	6
7	7	7	7	7	7	7 KODS-F	7 KODS-F	7 KOH	KNEV-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KWNZ-F>>	1 KWNZ-F>	1 KRNO-F	1 KWNZ-F>	1 KODS-F	1 KZAK-F>	1 KOZZ-F>	1 KOZZ-F>>	1 KOZZ-F>	1 KOZZ-F>>
2 KRZQ-F	2 KRNO-F>	2 KWNZ-F>	2 KBUL-F	2 KWNZ-F	2 KWNZ-F	2 KZAK-F	2 KZAK-F	2 KZAK-F>	2 KZAK-F
KBUL-F>	3 KBUL-F>	3 KTHX-F	3 KRNO-F	3 KRNO-F	KRZQ-F	3 KWNZ-F>	3 KWNZ-F>	3 KWNZ-F	KTHX-F
4 KRNO-F	4 KRZQ-F	KOZZ-F	4 KODS-F	KBUL-F>	KOZZ-F	4 KRZQ-F	4 KKMR-F	4 KTHX-F	KBUL-F
5	KOZZ-F	5	5	5	5	5	5	5 KODS-F	5 KOH
6	6	6	6	6	6	6	6	6	KODS-F

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		47 (1)	47 (1)	12.4	16.3
AOR/CLASSIC		113 (5)	113 (5)	29.7	28.0
AC/OLDIES		55 (2)	55 (2)	14.5	16.3
FULL SVC/VARIETY					0.5
COUNTRY	14 (1)	48 (2)	62 (3)	16.3	17.8
BLACK/URBAN					
SAC/EZ		32 (1)	32 (1)	8.4	4.8
NEWS/TALK	54 (3)		54 (3)	14.2	13.0
NOSTALGIA	7 (2)		7 (2)	1.8	2.5
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	5 (1)	5 (1)	10 (2)	2.6	1.0
	80 (7)	300 (12)	380 (19)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KCBN	1230	Reno	0.7/4.6/ 3/ 120
KIZS-F	94.7	Carson Cty/Reno	1.1/4.7/ 9/ 185
KPLY	1270	Sparks/Reno	1.6/4.0/ 7/ 104
KPTL	1300	Carson City	0.9/2.3/ 10/ 78
KQLO	920	Reno	1.1/4.2/ 8/ 148
KXEQ	1340	Reno	1.1/1.7/ 5/ 44

RADIO STATIONS

KOH , 630, 5 KW/1 KW (DA-N) ,	News/Talk	ABC CBS, $22.00 (Katz)
KPLY , 1300, 5 KW (DA-1) ,	Talk	NBC MBS, $10.00 (K & P) (SPARKS)
KQLO , 920, 5 KW/1 KW (DA-N) ,	Talk	SMN, $10.00 (Schubert) Pacific Telecom
KROW , 780, 50 KW (DA-1) ,	Country	ABC, $16.00 (Eastman)
KBUL-F, 98.1, 76 KW @ 2273 ,	Country	MBS, $24.00 (Christal) Citadel (CARSON CITY)
KHIT-F, 104.5, 25 KW @ 2929 ,	Country	, $15.00 (Durpetti) Radio Assoc.
KKMR-F, 100.9, 6 KW @ 203 ,	AOR	, $14.00 (K & P) (SPARKS)
KNEV-F, 95.5, 60 KW @ 2270 ,	Soft AC	ABC, $20.00 (Eastman)
KODS-F, 103.7, 6 KW @ 2985 ,	Oldies	, $27.00 (---) Americom (CARNELIAN)
KOZZ-F, 105.7, 75 KW @ 2178 ,	AOR/Classic	SOURCE, $30.00 (HNWH) Lotus
KTHX-F, 101.7, 1.3 KW @ 426 ,	AOR	, $17.00 (Katz)
KRNO-F, 106.9, 37 KW @ 2988 ,	AC	, $30.00 (Torbet) Roth
KRZQ-F, 96.5, .9 KW @ 2870 ,	AOR	, $18.00 (HMR) (TAHOE CITY)
KWNZ-F, 97.3, 87 KW @ 2112 ,	CHR	, $31.00 (Schubert) Pacific Telecom (CARSON CITY)
KZAK-F, 100.1, 1.7 KW @ 2955 ,	AOR	, $19.00 (Eastman) (INCLINE VILLAGE)

American Radio Spring, 1992 Copyright 1992

RICHMOND

Arbitron Rank/Pop (12+): 55/736,100
MSA Rank/Pop: 61/861,000
ADI # 60
Average Person Ratings: 17.4
Market TSL: 22.50 hours

Stations: 21/19
Diaries: 1247/590:1/51.2%
Sample Target: 1160
% Below Line: 1.3
% Not Listed: 10.8

1991 Revenue: $28,700,000
HH Inc.: $36,708
Retail $: 7.3 Bil
Pop per Station: 38,742
#1 Biller: WRVA $4,400,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WKHK-F (C)	179/14.0	10.8	10.7	10.5	11.2	11.5	192/1859	1637/22.2	20.0	21.0	E	WKHK-F
2. WRVA (FS)	149/11.6	12.5	12.2	10.5	11.3	11.7	165/1740	1575/21.4	24.3	23.2	F	WRVA
3. WCDX-F (B)	107/ 8.4	11.7	10.7	11.4	9.9	10.5	110/1309	1253/17.0	16.4	17.4	D	WCDX-F
4. WRVQ-F (CHR)	95/ 7.4	6.5	9.3	9.0	9.7	8.1	107/1745	1519/20.6	23.5	25.5	F	WRVQ-F
5. WRXL-F (AOR)	94/ 7.3	6.8	6.4	9.3	10.3	7.5	107/1494	1247/16.9	18.6	19.7	F	WRXL-F
6. WMXB-F (AC)	91/ 7.1	5.9	5.4	6.2	6.8	6.2	104/1633	1444/19.6	15.5	16.7	E	WMXB-F
7. WPLZ-F (B)	86/ 6.7	7.5	6.1	8.1	6.1	7.1	111/1250	1028/14.0	13.3	15.0	C	WPLZ-F
8. WTVR-F (C)	77/ 6.0	7.9	6.9	6.5	7.4	6.8	93/1195	992/13.5	15.6	13.4	C	WTVR-F
9. WDCK-F (O)	64/ 5.0	4.5	4.0	3.2	3.6	4.2	6/1261	10607/14.4	14.7	11.8	B	WDCK-F
10. WVGO-F (CL AOR)	61/ 4.8	5.0	4.3	3.7	3.3	4.5	71/1018	923/12.5	11.4	11.4	C	WVGO-F
11. WGCV (G)	25/ 2.0	1.5	1.2	1.4	1.5	1.5	27/229	220/ 3.0	2.7	3.1	A	WGCV
12. WTVR (BB)	22/ 1.7	1.1	0.8	1.6	0.4	1.3	24/269	258/ 3.5	3.7	2.4	A	WTVR
13.												
14.												
15.												

12+ FM SHARE (METRO): 77.67% (887 of 1142) (SPG 91: 79.28%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	WRVQ-F	WRXL-F	WKHK-F	WKHK-F›	WKHK-F›	WRVA	WRVA	WKHK-F›	WKHK-F›	WCDX-F	WRVA
2	WCDX-F››	WRVQ-F	WRXL-F‹	WMXB-F	WMXB-F	WKHK-F›	WKHK-F›	WRVA	WRVA	WPLZ-F‹	WPLZ-F
3	WRXL-F	WKHK-F‹	WCDX-F	WRXL-F	WCDX-F	WTVR-F›	WRVQ-F	WMXB-F	WCDX-F	WRVA ‹	WKHK-F
4	WPLZ-F	WCDX-F‹	WMXB-F	WCDX-F	WRXL-F‹	WDCK-F	WRXL-F	WRXL-F	WMXB-F	WRVQ-F	WCDX-F
5		WMXB-F‹	WPLZ-F	WPLZ-F	WPLZ-F	WMXB-F	WCDX-F	WTVR-F	WRVQ-F‹	WKHK-F	
6		WPLZ-F	WRVQ-F	WDCK-F‹	WDCK-F	WMXB-F	WRXL-F	WDCK-F‹	WRXL-F	WRXL-F›	
7		WVGO-F	WVGO-F‹	WRVQ-F	WRVQ-F‹			WRVQ-F	WPLZ-F		
8			WDCK-F	WRVA	WRVA				WTVR-F		

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1	WCDX-F	WPLZ-F	WRVQ-F	WKHK-F	WKHK-F›
2	WPLZ-F	WMXB-F‹	WMXB-F	WPLZ-F‹	WPLZ-F
3	WVGO-F	WRVQ-F‹	WPLZ-F	WMXB-F	WMXB-F‹
	WRXL-F	WKHK-F	WKHK-F	WCDX-F	WCDX-F
	WMXB-F	WRXL-F	WRXL-F	WRVQ-F	WDCK-F
6	WRVQ-F	WCDX-F	WCDX-F	WDCK-F	WRVQ-F
	WKHK-F	WVGO-F	WVGO-F›	WRXL-F	WRVA
8			WDCK-F		

	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	WRXL-F	WRXL-F›	WRXL-F›	WRXL-F‹	WKHK-F›
2	WVGO-F	WRVQ-F‹	WRVQ-F	WKHK-F›	WRXL-F›
	WKHK-F	WCDX-F‹	WCDX-F	WCDX-F	WMXB-F
4	WRVQ-F	WKHK-F‹	WMXB-F	WVGO-F	WCDX-F
	WCDX-F›	WVGO-F›	WKHK-F	WRVQ-F	WDCK-F
6	WPLZ-F›	WMXB-F	WVGO-F	WMXB-F	WVGO-F
7	WDYL-F	WPLZ-F	WPLZ-F›	WDCK-F‹	WRVQ-F‹
8			WDCK-F	WPLZ-F	WRVA

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		95 (1)	95 (1)	8.3	10.9
AOR/CLASSIC		164 (3)	164 (3)	14.4	12.9
AC/OLDIES	3 (1)	155 (2)	158 (3)	13.8	16.5
FULL SVC/VARIETY	149 (1)		149 (1)	13.0	12.7
COUNTRY	12 (1)	256 (2)	268 (3)	23.5	13.8
BLACK/URBAN	16 (1)	200 (3)	216 (4)	18.9	19.8
SAC/EZ					8.2
NEWS/TALK	9 (1)		9 (1)	0.8	0.9
NOSTALGIA	26 (2)		26 (2)	2.3	0.5
RELIGION/GOSPEL	40 (2)	17 (1)	57 (3)	5.0	3.0
SPANISH					
CLASSICAL					0.9
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	255 (9)	887 (12)	1142 (21)		

OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME TSA
WANT	990	Richmond	1.3/2.4/ 17/ 190
WDYL-F	92.1	Chester/Richmnd	1.3/4.0/ 18/ 304
WFTH	1590	Richmond	1.2/2.0/ 15/ 152
WLEE	1320	Richmond	0.7/2.3/ 9/ 188
WRNL	910	Richmond	0.2/1.4/ 3/ 120
WSTK	1290	Colonial Hghts	0.3/1.1/ 4/ 78
WXGI	950	Richmond	0.9/3.8/ 13/ 304
WAFX-F	106.9	Suffolk/Norfolk	0.7/4.4/ 13/ 471
WSVS-F	104.7	Crewe/Richmond	0.5/2.2/ 18/ 353

American Radio Spring, 1992 Copyright 1992

RICHMOND

RADIO STATIONS

WANT, 990, 1 KW/16 W	, BLACK	NBN	$ 15.00 (---)	
WFTH, 1590, 5 KW (DAYS)	, GOSPEL	UNIULT	$ 14.00 (---)	
WLEE, 1320, 5 KW (DAYS)	, TALK	ABC NBC	$ 16.00 (---)	
WRNL, 910, 5 KW (DA-N)	, OLDIES		$ NA (Katz)	Capitol-Goodman
WRVA, 1140, 50 KW (DA-1)	, FULL SERVICE	CBS	$ 94.00 (Christal)	Clear Channel
WTVR, 1380, 5 KW (DA-2)	, NOSTALGIA	ABC	$ 20.00 (MMR)	Park
WXGI, 950, 5 KW/50 W	, COUNTRY	NBC	$ 15.00 (---)	
WCDX-F, 92.7, 2.4 KW @ 367, BLACK			$ 55.00 (MMR)	Sinclair (MECHANICSVILLE)
WDYL-F, 92.1, 3 KW @ 298, RELIGION		CNN	$ 16.00 (---)	(CHESTER)
WKHK-F, 95.3, 13 KW @ 449, COUNTRY		UNIULT	$ 75.00 (Banner)	(COLONIAL HGTS)
WMXB-F, 103.7, 20 KW @ 840, AC		APR	$ 72.00 (Banner)	Radio Ventures
WPLZ-F, 99.3, 3 KW @ 328, BLACK		UNIPWR	$ 43.00 (McGuild)	
WRVQ-F, 94.5, 200 KW @ 351, CHR		ABC	$ 90.00 (Christal)	Clear Channel
WRXL-F, 102.1, 140 KW @ 321, AOR			$ 99.00 (Katz)	Capitol-Goodman
WTVR-F, 98.1, 50 KW @ 840, EZ/SOFT AC		ABC	$ 41.00 (MMR)	Park
WVGO-F, 106.5, 8 KW @ 1233, CLASSIC AOR			$ 32.00 (Torbet)	Benchmark

Miscellaneous: WRVA/WRVQ-F sold by Edens to Clear Channel for $13,000,000 (E) (Blackburn) . . .

American Radio Spring, 1992 Copyright 1992

RIVERSIDE-SAN BERNARDINO

Arbitron Rank/Pop (12+): 28/1,297,500

MSA Rank/Pop: 11/2,440,000
Los Angeles ADI
Average Person Ratings: 17.4
Market TSL: 23.25 hours

Stations: 43/15
Diaries: 1416/916.1/46.8%
Sample Target: 1420
% Below Line: 51.8
% Not Listed: 13.2

1991 Revenue: $18,000,000
HH Inc.: $36,090
Retail $: 16.9 Bil
Pop per Station: 86,500
#1 Biller: KFRG-F $4,500,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KGGI-F (CHR)	201/ 8.9	8.7	9.1	7.3	9.3	8.5	251/3418	2455/18.9	22.1	22.9	E	KGGI-F
2. KFRG-F (C)	188/ 8.3	9.6	11.5	10.1	8.3	9.9	241/3034	2406/18.5	18.9	20.2	F	KFRG-F
3. KFI (T)	135/ 6.0	5.1	5.5	5.8	5.7	5.6	239/2717	1671/12.9	11.3	11.3		KFI
4. KLOS-F (AOR)	120/ 5.3	6.1	6.1	4.4	5.1	5.5	199/2990	1717/13.2	14.8	12.6		KLOS-F
5. KOST-F (AC)	104/ 4.6	4.9	5.2	4.5	5.0	4.8	153/2583	1614/12.4	14.3	13.1		KOST-F
6. KQLZ-F (AOR)	90/ 4.0	3.5	2.8	2.1	1.6	3.1	119/1954	1290/ 9.9	7.5	8.0		KQLZ-F
7. KIIS-AF (CHR)	86/ 3.8	6.0	6.4	6.6	5.0	5.7	112/2497	1776/13.7	26.4	21.6		KIIS-AF
8. KCAL-F (AOR)	80/ 3.5	4.5	2.8	3.1	3.5	3.5	95/1607	1133/ 8.7	9.8	7.9	D	KCAL-F
9. KRTH-F (O)	74/ 3.3	3.2	3.7	3.4	4.0	3.4	133/2353	1501/11.6	12.3	12.3		KRTH-F
10. KHTX-F (O)	72/ 3.2	2.7	4.7	3.4	4.5	3.5	93/1081	867/ 6.7	9.8	9.7	C	KHTX-F
11. KCAL (SP)	55/ 2.4	2.4	1.4	2.3	1.5	2.1	62/565	526/ 4.1	3.1	2.1	B	KCAL
12. KKBT-F (B)	54/ 2.4	1.6	1.7	2.1	3.1	2.0	87/1009	687/ 5.3	5.9	7.0		KKBT-F
13. KLVE-F (SP)	52/ 2.3	1.9	1.3	0.7	0.9	1.5	68/719	524/ 4.0	3.3	2.2		KLVE-F
14. KROQ-F (AOR)	44/ 1.9	2.0	2.1	2.9	1.9	2.2	90/1276	793/ 6.1	5.2	6.0		KROQ-F
15. KTWV-F (J/NAC)	43/ 1.9	1.5	1.7	1.1	1.7	1.5	57/993	739/ 5.7	4.5	4.4		KTWV-F
KCBS-F (O)	43/ 1.9	2.0	1.5	1.7	1.9	1.8	52/911	649/ 5.0	4.5	5.8		KCBS-F
17. KNX (N)	41/ 1.8	1.8	2.7	2.1	2.8	2.1	67/1634	1079/ 8.3	8.9	9.1		KNX
18.												
19.												
20.												

12+ FM SHARE (METRO): 77.99% (1531 of 1963) (SPG 91: 73.88%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KGGI-F››	1 KLOS-F‹	1 KFRG-F	1 KFRG-F	1 KFRG-F	1 KFRG-F	1 KLOS-F	1 KFRG-F›	1 KFRG-F	1 KGGI-F››	1 KFI
2 KIIS-AF‹	2 KGGI-F	2 KGGI-F‹	2 KLOS-F	2 KLOS-F	2 KFI ›	2 KFRG-F	2 KFI	2 KGGI-F	2 KOST-F	2 KOST-F
3 KQLZ-F	3 KFRG-F‹	3 KLOS-F›	3 KGGI-F	3 KGGI-F	3 KGGI-F‹	3 KGGI-F	3 KGGI-F	3 KFI	3 KQLZ-F	3 KFRG-F
4	4 KQLZ-F	4 KOST-F	4 KOST-F	4 KOST-F	4 KHTX-F	4 KFI ›	4 KLOS-F	4 KLOS-F‹	KKBT-F‹	4 KCAL-F
5	5 KOST-F‹	KCAL-F	5 KCAL	5 KRTH-F	5	5 KIIS-AF	5 KOST-F‹	5 KOST-F‹	5 KFI ›	5 KGGI-F‹
6	6 KCAL ‹	6 KQLZ-F	6	KFI	6	6	6 KCAL-F	6 KQLZ-F	6	6 KKBT-F‹
7	7 KIIS-AF	7	7	7	7	7	7	7 KIIS-AF	7	7 KNX

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KGGI-F›	1 KGGI-F	1 KOST-F	1 KGGI-F	1 KFRG-F
2 KQLZ-F›	2 KOST-F	2 KFRG-F	2 KFRG-F	2 KGGI-F
3 KIIS-AF	3 KFRG-F	3 KRTH-F	3 KOST-F›	3 KOST-F
4 KPWR-F	4 KRTH-F‹	4 KGGI-F	4 KRTH-F	4 KRTH-F›
KKBT-F	5 KQLZ-F	5 KBIG-F	5	5 KCAL
6	6	6 KLOS-F	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQLZ-F	1 KLOS-F›	1 KLOS-F›	1 KLOS-F	1 KLOS-F
2 KROQ-F›	2 KQLZ-F	2 KFRG-F›	2 KFRG-F›	2 KFRG-F›
3 KKBT-F	3 KCAL	3 KCAL-F	3 KCAL-F	3 KFI
KGGI-F	4 KFRG-F‹	4 KQLZ-F	4 KFI ‹	4 KCAL-F
5 KCAL-F›	5 KGGI-F	5 KIIS-AF	5 KQLZ-F	5 KGGI-F
6 KIIS-AF›	6	KGGI-F	6	6

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP	2 (1)	318 (3)	320 (4)	16.3	14.5
AOR/CLASSIC		368 (5)	368 (5)	18.7	15.0
AC/OLDIES	16 (1)	414 (10)	430 (11)	21.9	19.4
FULL SVC/VARIETY					
COUNTRY	48 (2)	222 (3)	270 (5)	13.8	14.9
BLACK/URBAN		54 (1)	54 (1)	2.8	4.0
SAC/EZ		48 (2)	48 (2)	2.4	7.1
NEWS/TALK	243 (7)		243 (7)	12.4	12.3
NOSTALGIA	31 (1)		31 (1)	1.6	4.7
RELIGION/GOSPEL	7 (1)		7 (1)	0.4	0.7
SPANISH	70 (2)	52 (1)	122 (3)	6.2	4.2
CLASSICAL		12 (1)	12 (1)	0.6	0.9
JAZZ/NEW AGE		43 (1)	43 (1)	2.2	2.0
UNKNOWN/OTHERS	15 (1)		15 (1)	0.8	0.3
	432 (16)	1531 (27)	1963 (43)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KATY-F	101.3	Idyllwild/Hemet	0.3/0.8/ 7/ 115
KBON-F	103.9	Lake Arrowhead	0.8/2.2/ 18/ 361
KCKC	1350	San Bernardino	1.5/3.4/ 34/ 463
KDIF	1440	Riverside/SB	0.7/2.6/ 15/ 341
KHYE-F	105.7	Hemet	0.4/0.8/ 10/ 156
KMEN	1290	San Bernardino	0.6/2.4/ 13/ 311
KOLA-F	99.9	San Bernardino	0.8/3.7/ 28/ 743
KQLH-F	92.7	Riverside	1.0/2.4/ 32/ 399
KRSO	590	San Bernardino	1.4/3.5/ 45/ 499
KWRP-F	96.1	San Jacinto/Hmt	1.4/2.4/ 37/ 350
KABC	790	Los Angeles	1.0/3.2/ 40/ 723
KBIG-F	104.3	Los Angeles	1.7/6.0/ 68/1271
KBRT	740	Avalon	0.3/0.7/ 9/ 164
KFWB	980	Los Angeles	0.6/3.6/ 44/1005
KIIS	1150	Los Angeles	0.1/0.0/ 0/ 0
KJQI	540	Costa Mesa	0.7/1.3/ 19/ 221
KKGO-F	105.1	Los Angeles	0.5/2.5/ 19/ 466
KLAC	570	Los Angeles	0.6/2.6/ 15/ 372
KLIT-F	101.9	Glendale/LA	0.8/2.8/ 28/ 646
KLSX-F	97.1	Los Angeles	1.5/6.1/ 58/1320
KMPC	710	Los Angeles	0.5/1.5/ 24/ 441
KPWR-F	105.9	Los Angeles	1.5/5.3/ 56/1220
KRLA	1110	Pasadena	0.7/1.5/ 18/ 241
KXEZ-F	98.7	Los Angeles	0.8/2.8/ 30/ 690
KZLA-F	93.9	Los Angeles	1.1/2.4/ 31/ 386
XTRA	690	Tijuana/SnDiego	0.3/1.2/ 17/ 281

American Radio Spring, 1992 Copyright 1992

RIVERSIDE-SAN BERNARDINO

RADIO STATIONS

KCAL, 1410,	5 KW/4 KW (DA-N) ,	HISPANIC		, $ 26.00	(Lotus)	
KCKC, 1350,	5 KW/500 W (DA-2),	COUNTRY	ABC ,	$ 35.00	(HNWH)	
KDIF, 1440,	1 KW ,	HISPANIC	UPI ,	$ 20.00	(Katz Hisp.)	
KMEN, 1290,	5 KW (DA-2) ,	SPORTS	SMN ,	$ 17.00	(McGuild)	American
KRSO, 590,	1 KW (DA-2) ,	NOSTALGIA	NBC, UNISUP,	$ 23.00	(Katz)	Henry
KBON-F, 103.9,	38 W @ 2539,	OLDIES		, $ 25.00	(HNWH)	
KCAL-F, 96.7,	1.8 KW @ 377,	AOR		, $ 50.00	(Torbet)	Anaheim
KFRG-F, 95.1,	50 KW @ 321,	COUNTRY	ABC ,	$ 91.00	(MMR)	Amaturo
KGGI-F, 99.1,	2.6 KW @ 1843,	CHR	ABC ,	$ 70.00	(McGuild)	American
KHTX-F, 97.5,	68 KW @ 1571,	OLDIES		, $ 45.00	(Katz)	Henry
KOLA-F, 99.9,	31 KW @ 1630,	OLDIES	ABC ,	$ 35.00	(Banner)	
KQLH-F, 92.7,	3 KW @ 299,	AC	MBS ,	$ 30.00	(Banner)	
KWRP-F, 96.1,	60 W @ 1522,	EZ	CBS ,	$ 25.00	(---)	

Miscellaneous: KCKC/KBON-F sold to All Pro for $5,000,000 . . .

American Radio Spring, 1992 Copyright 1992

ROANOKE-LYNCHBURG

Arbitron Rank/Pop (12+): 96/367,200
MSA Rank/Pop: 192/380,000 (Roanoke only)
ADI # 65
Average Person Ratings: 17.3
Market TSL: 23.00 hours

Stations: 20/18
Diaries: 897/409:1/56.7%
Sample Target: 850
% Below Line: 2.8
% Not Listed: 14.3

1991 Revenue: $12,700,000
MH Inc.: $31,409
Retail $: 3.4 Bil
Pop per Station: 20,400
#1 Biller: WXLK-F $2,900,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WYYD-F	(C)	120/18.8	14.8	11.8	12.1	13.3	14.4	170/1744	1152/31.4	22.3	22.9	D	WYYD-F
2. WXLK-F	(CHR)	89/14.0	14.1	13.3	16.1	15.1	14.4	172/2154	1061/28.9	28.6	32.0	D	WXLK-F
3. WROV-F	(AOR)	55/ 8.6	8.0	8.5	7.7	10.6	8.2	99/1099	561/15.3	18.4	19.0	C	WROV-F
4. WPVR-F	(SAC)	53/ 8.3	9.7	10.7	10.3	9.3	9.8	84/1135	633/17.2	18.6	16.8	C	WPVR-F
5. WJLM-F	(C)	38/ 6.0	5.1	5.9	3.4	4.3	5.1	49/517	410/11.2	12.5	12.1	B	WJLM-F
6. WJJS-F	(B)	34/ 5.3	5.9	1.0	1.3	0.6	3.4	42/396	299/ 8.1	3.8	3.0	A	WJJS-F
7. WSLQ-F	(AC)	30/ 4.7	8.5	9.7	10.3	8.0	8.3	90/1561	550/15.0	19.4	18.3	C	WSLQ-F
8. WFIR	(FS)	29/ 4.6	5.1	5.4	5.9	4.3	5.3	33/488	407/11.1	12.0	9.3	B	WFIR
9. WSLC	(C/FS)	25/ 3.9	2.6	2.9	2.4	4.0	3.0	33/307	200/ 5.4	6.2	7.8		WSLC
10. WQOK-F	(B)	11/ 1.7	0.6	1.2	0.7	1.3	1.1	50/496	145/ 3.9	3.4	3.7		WQOK-F
WTOY	(B)	11/ 1.7	1.9	1.2	1.3	1.9	1.5	11/113	113/ 3.1	2.1	4.0	A	WTOY
WGOL-F	(O)	11/ 1.7	2.3	3.6	2.6	2.7	2.5	13/257	212/ 5.8	7.4	6.2	A	WGOL-F
13. WWWR	(N)	10/ 1.6	----	0.3	----	----	0.5	10/105	105/ 2.9	1.5	0.0		WWWR
14. WJMH-F	(B)	7/ 1.1	1.1	1.2	2.0	2.3	1.4	45/671	129/ 3.5	3.3	4.4		WJMH-F
15.													

12+ FM SHARE (METRO): 84.43% (461 of 546) (SPG 91: 82.21%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WXLK-F>>	1 WXLK-F	1 WYYD-F	1 WYYD-F>	1 WYYD-F>	1 WYYD-F>>	1 WYYD-F	1 WYYD-F>	1 WYYD-F	1 WXLK-F	1 WYYD-F
2 WROV-F	2 WROV-F	2 WXLK-F>	2 WXLK-F	2 WXLK-F>	2 WPVR-F>	2 WXLK-F>	2 WXLK-F>	2 WXLK-F>	2 WYYD-F>	2 WXLK-F
3 WJJS-F	3 WYYD-F>>	3 WROV-F>	3 WROV-F>	3 WROV-F	3 WXLK-F	3 WROV-F	3 WROV-F<	3 WROV-F<	3 WJJS-F	3 WJJS-F
4	4 WJLM-F	4 WPVR-F	4 WPVR-F	4 WPVR-F	WSLC	4 WPVR-F>	4 WPVR-F	4 WPVR-F>	4 WROV-F	4 WJLM-F>
5	5 WPVR-F	5 WSLQ-F	5 WJLM-F<	5 WSLQ-F	5 WFIR	5 WJLM-F	5 WFIR	5 WJLM-F>	5	5
6	WJJS-F	WJLM-F	6 WSLQ-F	WJLM-F	6	6	6 WJLM-F>	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WXLK-F>>	1 WXLK-F>>	1 WXLK-F>	1 WXLK-F	1 WYYD-F	1 WROV-F>	1 WROV-F>>	1 WROV-F>	1 WYYD-F	1 WYYD-F>
2 WROV-F	2 WYYD-F>	2 WYYD-F>>	2 WYYD-F>	2 WXLK-F>	2 WXLK-F>	2 WYYD-F	2 WYYD-F	2 WROV-F>	2 WROV-F>
WJJS-F	3 WROV-F	3 WROV-F	3 WPVR-F>	3 WPVR-F>	3 WYYD-F	WXLK-F>>	3 WXLK-F>	3 WXLK-F>	3 WXLK-F>
4 WPVR-F	4 WPVR-F	WJLM-F	4 WSLQ-F	4 WSLQ-F	4 WQOK-F	4 WJLM-F	4 WJLM-F	4 WJLM-F	4 WSLQ-F
5 WYYD-F	5 WJJS-F	5 WPVR-F	WROV-F	WJLM-F	5	5	5	5	WJLM-F
WSLQ-F	WJLM-F	6	WJJS-F	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		91 (2)	91 (2)	16.7	19.3
AOR/CLASSIC		55 (1)	55 (1)	10.1	12.4
AC/OLDIES	6 (1)	41 (2)	47 (3)	8.6	14.4
FULL SVC/VARIETY	29 (1)		29 (1)	5.3	5.1
COUNTRY	25 (1)	162 (3)	187 (4)	34.2	26.0
BLACK/URBAN	11 (1)	52 (3)	63 (4)	11.5	11.0
SAC/EZ		53 (1)	53 (1)	9.7	10.9
NEWS/TALK	10 (1)		10 (1)	1.8	
NOSTALGIA					
RELIGION/GOSPEL		2 (1)	2 (1)	0.4	0.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	4 (1)	5 (1)	9 (2)	1.6	0.4
	85 (6)	461 (14)	546 (20)		

OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME TSA
WBLT	1350	Bedford	0.6/1.8/ 4/ 67
WKDE-F	105.5	Altavista/Lynch	0.6/2.5/ 9/ 166
WLYK-F	100.1	Lynchburg	0.3/1.1/ 2/ 40
WROV	1240	Roanoke	0.9/3.6/ 6/ 133
WTTX-F	107.1	Appomattox	0.3/1.1/ 2/ 41
WVLR-F	102.7	Lynchburg	0.8/5.2/ 15/ 327

RADIO STATIONS

WFIR, 960, 5 KW (DA-N)	, FULL SERVICE	CBS , $ 20.00 (Christal)	Gibbons	
WJJS, 1320, 1 KW/24 W	, BLACK	ABC,UNISUP, $ 15.00 (K & P)		(LYNCHBURG)
WROV, 1240, 1 KW	, OLDIES	SMN, ABC, $ 13.00 (HNWH)	Weil	
WSLC, 610, 5 KW/1 KW (DA-2)	, COUNTRY/FS	NBC, $ 18.00 (Katz)	Mel Wheeler	
WJLM-F, 93.5, 6 KW @ 98	, COUNTRY	MBS, UNIULT, $ 21.00 (Torbet)		(SALEM)
WGOL-F, 98.3, 3.9 KW @ 239	, OLDIES	UNISUP,UNIULT, $ 18.00 (Roslin)		(LYNCHBURG)
WLYK-F, 100.1, .7 KW @ 646	, CHR	UNIPWR, $ 13.00 (McGuild)	Coleman (LYNCHBURG)	
WPVR-F, 94.9, 100 KW @ 1981	, EZ/SOFT AC	, $ 32.00 (Christal)	Gibbons	
WROV-F, 96.3, 14 KW @ 2076	, AOR	ABC , $ 38.00 (HNWH)	Weil	(MARTINSVILLE)
WSLQ-F, 99.1, 200 KW @ 1991	, AC	ABC, $ 37.00 (Katz)	Mel Wheeler	
WXLK-F, 92.3, 93 KW @ 2050	, CHR	UNIPWR, $ 63.00 (McGuild)	Coleman	
WJJS-F, 101.7, 3.4 KW @ 289	, BLACK	SMN, ABC, $ 11.00 (K & P)		(LYNCHBURG)
WYYD-F, 107.9, 21 KW @ 1768	, COUNTRY	MBS, $ 45.00 (McGuild)		(AMHURST)
WZST-F, 102.7, 22 KW @ 745	, SOFT AC	, $ 13.00 (Savalli)		(LYNCHBURG)

Miscellaneous: WXYU-F to WJJS-F and from Country to Black (Jan) . . .

American Radio Spring, 1992 Copyright 1992

ROCHESTER

Arbitron Rank/Pop (12+): 46/830,000
MSA Rank/Pop: 51/995,000
ADI # 72
Average Person Ratings: 16.7
Market TSL: 21.75 hours

Stations: 19/15
Diaries: 1350/615:1/56.0%
Sample Target: 1260
% Below Line: 2.2
% Not Listed: 13.4

1991 Revenue: $23,800,000
HH Inc.: $36,263
Retail $: 7.9 Bil
Pop per Station: 55,333
#1 Biller: WCMF-F $5,300,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WCMF-F (AOR)	227/16.3	14.8	16.2	19.2	16.6	16.6	267/2952	2448/29.5	30.4	30.1	G	WCMF-F
2. WHAM (FS)	187/13.5	13.0	15.2	11.7	11.5	13.4	201/2560	2298/27.7	29.8	25.3	E	WHAM
3. WBEE-F (C)	183/13.2	11.2	10.3	11.8	12.5	11.6	221/2177	1844/22.2	17.8	20.1	D	WBEE-F
4. WPXY-F (CHR)	110/ 7.9	10.5	9.5	9.7	10.4	9.4	117/2246	2077/25.0	26.1	26.2	D	WPXY-F
5. WVOR-F (AC)	98/ 7.1	7.0	6.9	5.9	8.6	6.7	117/1745	1521/18.3	20.5	23.0	E	WVOR-F
6. WRMM-F (SAC)	91/ 6.5	----	7.2	6.0	6.2	4.9	97/1766	1561/18.8	21.0	21.1	D	WRMM-F
7. WDKX-F (B)	76/ 5.5	4.6	5.4	5.2	4.3	5.2	78/948	915/11.0	9.7	8.0	B	WDKX-F
8. WKLX-F (O)	64/ 4.6	4.6	6.1	6.5	6.6	5.4	72/1281	1179/14.2	17.8	16.9	C	WKLX-F
9. WBBF (BB)	53/ 3.8	4.3	3.9	3.5	3.8	3.9	55/692	668/ 8.0	8.9	7.5	A	WBBF
10. WRQI-F (CL AOR)	31/ 2.2	4.7	2.1	2.4	3.2	2.8	42/972	792/ 9.5	6.8	7.8	B	WRQI-F
WMAX-F (AOR/AC)	31/ 2.2	----	----	----	----	0.6	31/464	457/ 5.5	0.0	0.0		WMAX-F
12.												
13.												
14.												
15.												

12+ FM SHARE (METRO): 78.99% (951 of 1204) (SPG 91: 80.53%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPXY-F›	1 WCMF-F››	1 WCMF-F››	1 WCMF-F›	1 WCMF-F›	1 WHAM	1 WCMF-F	1 WCMF-F	1 WCMF-F	1 WHAM	1 WHAM ››
2 WDKX-F	2 WPXY-F	2 WBEE-F	2 WBEE-F‹	2 WBEE-F	2 WBEE-F›	2 WHAM	2 WBEE-F	2 WHAM	2 WCMF-F	2 WBEE-F
3 WCMF-F	3 WBEE-F›	3 WPXY-F	3 WVOR-F›	3 WVOR-F	3 WVOR-F	3 WBEE-F›	3 WHAM ›	3 WBEE-F›	3 WPXY-F‹	3 WCMF-F
4	4 WDKX-F	4 WVOR-F›	4 WPXY-F‹	4 WHAM	4 WRMM-F	4 WVOR-F	4 WVOR-F	4 WPXY-F	4 WBEE-F›	4 WRMM-F
5	5 WVOR-F	5 WRMM-F‹	5 WHAM	5 WRMM-F	5 WBBF	5 WPXY-F›	5 WRMM-F	5 WRMM-F	5 WDKX-F	5
6	6 WRMM-F	6 WHAM	6 WRMM-F‹	6 WPXY-F	6 WKLX-F‹	6 WRMM-F	WPXY-F	6 WVOR-F›	6 WRMM-F›	6
7	7	7 WDKX-F‹	7 WKLX-F	7 WKLX-F	7 WCMF-F	7	7 WKLX-F›	7	7	7
8	8	8 WKLX-F								

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WCMF-F›	1 WCMF-F››	1 WCMF-F››	1 WCMF-F›	1 WCMF-F
2 WPXY-F	2 WPXY-F›	2 WPXY-F	2 WBEE-F‹	2 WBEE-F
3 WBEE-F	3 WBEE-F›	3 WVOR-F›	3 WPXY-F	3 WVOR-F
4 WDKX-F›	4 WVOR-F	4 WKLX-F	4 WVOR-F	4 WPXY-F‹
5 WRMM-F	5 WDKX-F	WBEE-F	5 WRMM-F	5 WRMM-F
6	6 WRMM-F	6 WRMM-F	6 WDKX-F	6 WKLX-F
7	7	WMAX-F	7 WKLX-F	7 WDKX-F
8	8	8	8	8 WHAM

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WCMF-F››	1 WCMF-F››	1 WCMF-F››	1 WCMF-F››	1 WCMF-F›
2 WPXY-F›	2 WBEE-F	2 WBEE-F	2 WBEE-F	2 WBEE-F
3 WBEE-F	3 WPXY-F›	3 WHAM	3 WHAM	3 WHAM
4 WDKX-F›	4 WHAM	4 WPXY-F›	4 WVOR-F	4 WVOR-F›
5 WMAX-F	5 WDKX-F	5 WVOR-F	5 WPXY-F	5 WRMM-F
6	6	WRMM-F	6 WKLX-F	6 WKLX-F
7	7	WDKX-F	7	7
8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP	6 (1)	121 (3)	127 (4)	10.5	12.0
AOR/CLASSIC		298 (4)	298 (4)	24.8	20.1
AC/OLDIES		162 (2)	162 (2)	13.5	28.8
FULL SVC/VARIETY	193 (2)		193 (2)	16.0	13.3
COUNTRY		183 (1)	183 (1)	15.2	15.2
BLACK/URBAN		76 (1)	76 (1)	6.3	5.0
SAC/EZ	1 (1)	101 (2)	102 (3)	8.5	
NEWS/TALK					
NOSTALGIA	53 (1)		53 (1)	4.4	5.0
RELIGION/GOSPEL					0.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		10 (1)	10 (1)	0.8	
UNKNOWN/OTHERS					
	253 (5)	951 (14)	1204 (19)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WDNY	1400	Dnsvle/Wylnd	0.4/1.1/ 7/ 168
WLKA-F	102.3	Canadaigua	0.7/1.8/ 12/ 161
WPXY	1280	Rochester	0.4/2.1/ 6/ 175
WRMM	990	Rochester	0.1/1.0/ 1/ 101
CFMX-F	103.1	Cobourg Ont	0.6/2.2/ 9/ 187
WEZQ-F	107.7	Weathersfield	0.7/2.8/ 36/ 444
WHJQ-F	102.5	Buffalo	0.4/2.7/ 17/ 578
WNTQ-F	93.1	Syracuse	0.4/0.9/ 14/ 289

RADIO STATIONS

WBBF, 950, 1 KW (DA-2)	, NOSTALGIA	UNIULT , $ 25.00 (Katz)	Heritage	
WHAM, 1180, 50 KW	, FULL SERVICE	CBS, NBC-T, $ 58.00 (McGuild)	Lincoln	
WBEE-F, 92.5, 50 KW @ 500,	COUNTRY	UNIULT , $ 64.00 (Katz)	Heritage	
WCMF-F, 96.5, 50 KW @ 449,	AOR	, $ 106.00 (Torbet)	Stoner	
WDKX-F, 103.9, .8 KW @ 541,	BLACK	, $ 30.00 (Williams)		
WKLX-F, 98.9, 37 KW @ 564,	OLDIES	, $ 51.00 (Durpetti)		
WPXY-F, 97.9, 50 KW @ 400,	CHR	, $ 68.00 (MMR)	Pyramid	
WRQI-F, 95.1, 50 KW @ 496,	CL AOR	, $ 28.00 (HNWH)	(BRISTOL)	
WRMM-F, 101.3, 27 KW @ 195,	SOFT AC	, $ 55.00 (Christal)	Atlantic	
WVOR-F, 100.5, 50 KW @ 479,	AC	, $ 87.00 (McGuild)	Lincoln	
WMAX-F, 106.7, 3.5 KW @ 266,	AOR/AC	, $ 16.00 (---)	(IRONDUQUOIT)	

Miscellaneous: WMAX-F signed on in March with Rock/AC format . . .

American Radio Spring, 1992 Copyright 1992

ROCKFORD

Arbitron Rank/Pop (12+): 145/233,100

MSA Rank/Pop: 157/285,100
ADI # 135
Average Person Ratings: 15.7
Market TSL: 21.00 hours

Stations: 18/10
Diaries: 699/348:1/50.9%
Sample Target: 680
% Below Line: 18.3
% Not Listed: 15.0

1991 Revenue: $7,900,000
HH Inc.: $33,524
Retail $: 2.2 Bil
Pop per Station: 23,310
#1 Biller: WZOK-F $2,300,000

12+ METRO		1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WXRX-F	(AOR)	61/16.7	14.9	10.5	14.4	8.9	----	95/958	635/27.3	24.2	19.8	C	WXRX-F
2. WZOK-F	(CHR)	52/14.2	12.5	17.1	19.5	21.7	----	88/1594	798/34.2	32.8	36.9	D	WZOK-F
3. WROK	(FS)	39/10.7	11.5	12.0	9.2	11.0	----	43/644	582/25.0	30.0	26.0	D	WROK
4. WKMQ-F	(O)	30/ 8.2	9.3	9.0	9.5	10.7	----	41/590	464/19.9	19.8	22.0	C	WKMQ-F
5. WRWC-F	(AC)	26/ 7.1	8.3	6.4	8.7	7.4	----	42/533	339/14.5	17.3	16.1	C	WRWC-F
6. WGN	(T/FS)	25/ 6.8	6.7	5.9	4.1	6.1	----	51/714	337/14.5	13.9	13.3		WGN
7. WRRR	(BB)	17/ 4.6	2.7	3.8	2.4	1.3	----	21/186	172/ 7.4	5.2	7.7	A	WRRR
8. WSJY-F	(SAC)	9/ 2.5	2.4	2.8	2.2	1.8	----	22/281	138/ 5.9	5.5	7.3		WSJY-F
WLUP	(T)	9/ 2.5	1.1	0.5	1.4	1.5	----	14/141	81/ 3.5	2.1	3.7		WLUP
10. WJVL-F	(C)	8/ 2.2	4.8	5.4	4.3	2.8	----	64/750	177/ 7.6	11.0	9.5	A	WJVL-F
11. WQFL-F	(REL)	7/ 1.9	1.6	1.8	1.9	3.3	----	8/179	131/ 5.6	6.7	7.2	A	WQFL-F
12. WBBM	(N)	6/ 1.6	2.7	2.0	0.8	0.5	----	13/320	170/ 7.3	8.2	8.2		WBBM
13.													
14.													
15.													

12+ FM SHARE (METRO): 64.31% (200 of 311) (SPG 91: 67.07%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	WZOK-F››	1 WXRX-F››	1 WXRX-F›	1 WXRX-F	1 WXRX-F	1 WROK ›	1 WROK	1 WXRX-F›	1 WXRX-F	1 WXRX-F	1 WGN
2	WXRX-F	2 WZOK-F››	2 WZOK-F›	2 WZOK-F	2 WZOK-F	2 WGN	2 WZOK-F	2 WZOK-F	2 WZOK-F›	2 WZOK-F›	2 WXRX-F›
3		3 WRWC-F›	3 WKMQ-F	3 WKMQ-F	3 WKMQ-F	3 WKMQ-F	3 WXRX-F	3 WROK	3 WROK ‹	3 WROK	3 WROK ›
4		4 WKMQ-F	4 WRWC-F	4 WRWC-F	4 WRWC-F‹	4 WRRR	4 WGN	4 WRWC-F	4 WKMQ-F	4 WGN ›	4 WZOK-F
5		5	5 WROK	5 WROK	5 WROK	5 WZOK-F	5 WKMQ-F	5 WKMQ-F›	5 WGN	5	5
6		6	6	6	6	WRWC-F	6 WRWC-F››	6	6 WRWC-F	6	6

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1	WXRX-F	1 WZOK-F	1 WZOK-F›	1 WZOK-F	1 WZOK-F›
2	WZOK-F	2 WXRX-F››	2 WXRX-F›	2 WXRX-F›	2 WRWC-F
3		3 WRWC-F	3 WRWC-F	3 WKMQ-F	WROK
4		WKMQ-F	4	4 WRWC-F	WKMQ-F›
5		5	5	5 WROK	5 WXRX-F

	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	WXRX-F››	1 WXRX-F››	1 WXRX-F››	1 WXRX-F››	1 WXRX-F››
2	WZOK-F	2 WZOK-F	2 WZOK-F	2 WZOK-F	2 WZOK-F
3		3 WRWC-F	3 WRWC-F	3 WKMQ-F	WKMQ-F
4		4	4	4 WRWC-F	4 WRWC-F
5		5	5	5	5 WROK

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		57 (2)	57 (2)	18.3	21.5	WBEL	1380	South Beloit	1.1/2.1/ 15/ 194
AOR/CLASSIC		63 (2)	63 (2)	20.3	13.3	WNTA	1150	Rockford	0.8/3.2/ 3/ 79
AC/OLDIES		56 (2)	56 (2)	18.0	18.1	WXXQ-F	98.5	Freeport/Rckfrd	1.4/6.1/ 28/ 441
FULL SVC/VARIETY	43 (2)		43 (2)	13.8	14.8				
COUNTRY		8 (1)	8 (1)	2.6	7.3	WLS	890	Chicago	0.8/3.3/ 13/ 199
BLACK/URBAN					1.5	WMAQ	670	Chicago	1.4/5.2/ 12/ 346
SAC/EZ		9 (1)	9 (1)	2.9	4.2	WWBZ-F	103.5	Chicago	0.5/2.1/ 13/ 229
NEWS/TALK	51 (6)		51 (6)	16.4	11.8				
NOSTALGIA	17 (1)		17 (1)	5.5	4.5				
RELIGION/GOSPEL		7 (1)	7 (1)	2.3	2.1				
SPANISH					0.9				
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	111 (9)	200 (9)	311 (18)						

RADIO STATIONS

WNTA ,	1150,	1 KW/60 KW (DA-1), News	CNN, $10.00	(Christal)	Midwest Family	
WROK ,	1440,	5 KW/500 W (DA-D), Full Service	NBC-T ABC, $40.00	(Mc-Guild)		
WRRR ,	1330,	1 KW/ 91 W (DA-1), Nostalgia	SMN, $12.00	(Katz)		
WKMQ-F,	95.3,	1 KW @ 512 , Oldies	, $30.00	(Christal)	Midwest Family	
WQFL-F,	100.9,	3 KW @ 300 , Religion	UPI, $10.00	(---)		
WRWC-F,	103.1,	1 KW @ 525 , AC	UNISUP, $17.00	(K & P)		
WXRX-F,	104.9,	4 KW @ 400 , AOR	SOURCE, $28.00	(Katz)		(ROCKTON)
WZOK-F,	97.5,	50 KW @ 430 , CHR	, $42.00	(Mc-Guild)		(BELVIDERE)
WJVL-F,	99.9,	11 KW @ 502 , Country	, $15.00	(---)		(JANESVILLE, WI)

WSJY-F -- see Madison

Other ranked stations -- see Chicago

Miscellaneous: WKKN to WNTA (Jan) and format from Country to News/Talk . . .

American Radio Spring, 1992 Copyright 1992

SACRAMENTO

Arbitron Rank/Pop (12+): 30/1,274,900
MSA Rank/Pop: 30/1,480,000
ADI # 19
Average Person Ratings: 16.5
Market TSL: 22.00 hours

Stations: 32/23
Diaries: 1498/851:1/46.0%
Sample Target: 1480
% Below Line: 7.2
% Not Listed: 16.5

1991 Revenue: $55,000,000
HH Inc.: $37,407
Retail $: 11.9 Bil
Pop per Station: 55,430
#1 Biller: KRAK-AF $10,400,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KFBK (N/T)	225/10.7	11.8	12.5	10.7	10.6	11.4	271/3514	2851/22.4	22.3	22.4	H	KFBK
2. KSFM-F (CHR)	163/ 7.7	8.0	7.7	6.3	6.7	7.4	201/3057	2310/18.1	18.3	18.3	F	KSFM-F
3. KRAK-F (C)	131/ 6.2	8.6	11.4	9.4	9.7	8.9	185/3016	2209/17.3	20.8	18.1	I	KRAK-F
4. KSEG-F (CL AOR)	126/ 6.0	5.6	4.5	5.2	3.8	5.3	157/2156	1621/12.7	12.7	9.8	D	KSEG-F
5. KYMX-F (SAC)	125/ 5.9	4.5	4.4	5.7	4.9	5.1	143/2215	1898/14.9	12.9	13.9	D	KYMX-F
6. KGBY-F (AC)	115/ 5.5	4.3	3.4	4.4	3.8	4.4	135/2387	1999/15.7	10.2	9.9	D	KGBY-F
7. KRXQ-F (AOR)	111/ 5.3	7.3	6.0	6.6	6.9	6.3	155/2005	1612/12.6	15.5	13.7	F	KRXQ-F
8. KNCI-F (C)	107/ 5.1	3.4	2.4	2.7	3.4	3.4	125/2315	1851/14.5	11.8	12.3	E	KNCI-F
9. KXOA-F (AC)	106/ 5.0	4.6	6.7	5.6	4.6	5.5	139/2264	1844/14.5	16.5	14.2	G	KXOA-F
10. KWOD-F (CHR)	67/ 3.2	3.5	3.9	4.5	3.3	3.8	80/1653	1227/ 9.6	11.7	12.0	C	KWOD-F
11. KCTC (BB/EZ)	62/ 2.9	3.8	2.9	2.8	2.8	3.1	70/961	836/ 6.6	6.4	6.9	B	KCTC
12. KRAK (C)	57/ 2.7	2.5	2.2	2.9	2.4	2.6	114/1340	755/ 5.9	6.2	6.0		KRAK
13. KHYL-F (O)	54/ 2.6	4.4	3.4	5.5	4.8	4.0	80/1978	1337/10.5	11.0	12.3	E	KHYL-F
14. KQPT-F (J)	50/ 2.4	3.1	2.8	3.2	4.0	2.9	58/1195	1058/ 8.3	8.2	9.0	D	KQPT-F
15. KFRC (BB)	36/ 1.7	0.9	1.9	1.2	1.7	1.4	97/1075	601/ 4.7	4.8	4.7		KFRC
16. KGO (N/T)	30/ 1.4	1.4	1.3	1.7	1.7	1.5	114/1273	501/ 3.9	5.1	4.6		KGO
17. KNBR (T)	27/ 1.3	1.5	----	1.0	1.3	0.9	81/1680	627/ 4.9	0.0	4.7		KNBR
18.												
19.												
20.												

12+ FM SHARE (METRO): 70.57% (1242 of 1760) (SPG 91: 68.35%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KSFM-F>>	1 KSFM-F<	1 KSEG-F	1 KSEG-F	1 KFBK	1 KFBK >>	1 KFBK >>	1 KFBK >>	1 KSFM-F	1 KSFM-F>	1 KFBK >>
2 KWOD-F	2 KRXQ-F<	2 KGBY-F	2 KFBK	2 KSEG-F	2 KRAK-F	2 KSFM-F	2 KSFM-F<	2 KFBK <	2 KRXQ-F	2 KRAK-F
3 KRXQ-F	3 KSEG-F	3 KSFM-F	3 KGBY-F	3 KYMX-F	3 KYMX-F	3 KRAK-F	3 KYMX-F	3 KRAK-F<	3 KYMX-F	3 KRAK
4	4 KGBY-F>	KRXQ-F	4 KYMX-F	4 KGBY-F	4 KXOA-F<	4 KSFG-F	4 KGBY-F	4 KYMX-F	4 KWOD-F<	4 KSEG-F<
5	5 KYMX-F	5 KFBK <	5 KXOA-F	5 KXOA-F<	5 KNCI-F<	KGBY-F<	5 KSEG-F	5 KGBY-F<	5 KNCI-F	5 KYMX-F>
6	6 KWOD-F<	6 KXOA-F<	6 KRAK-F	6 KRAK-F	6 KCTC	6 KXOA-F	6 KRAK-F	6 KSEG-F	6 KRAK-F	6 KGBY-F
7	7 KRAK-F	7 KYMX-F<	7 KNCI-F<	7 KNCI-F	7	7 KYMX-F	7 KXOA-F	7 KNCI-F<	7 KFBK	7 KNCI-F
8	8 KXOA-F	8 KRAK-F	8 KRXQ-F	8	8	KRXQ-F<	8	8 KXOA-F<	8	8 KXOA-F
9	KFBK	9 KNCI-F	9	9	9	9	9	9	9	KRXQ-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KRXQ-F	1 KSFM-F<	1 KGBY-F	1 KXOA-F	1 KYMX-F
2 KSFM-F>	2 KGBY-F	2 KYMX-F	2 KSEG-F	2 KSEG-F
3 KXOA-F	3 KRXQ-F	KSEG-F	3 KGBY-F	KFBK <
4 KGBY-F	4 KSEG-F	4 KSFM-F	4 KYMX-F	4 KXOA-F<
5 KWOD-F	5 KXOA-F	5 KXOA-F	KSFM-F	5 KRAK-F
KNCI-F	6 KYMX-F	6 KRXQ-F	6 KRAK-F	6 KGBY-F
7 KSEG-F	7 KRAK-F	KRAK-F	7 KRXQ-F<	7 KSFM-F<
8 KYMX-F	8 KNCI-F	8	8 KNCI-F	8 KNCI-F
KRAK-F	9	9	9	9

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KSFM-F	1 KSEG-F<	1 KSEG-F>	1 KSEG-F	1 KFBK
2 KRXQ-F>	2 KRXQ-F	2 KFBK	2 KFBK	2 KSEG-F
3 KWOD-F	3 KSFM-F	3 KGBY-F	3 KRXQ-F<	3 KGBY-F
KSEG-F>	4 KGBY-F	4 KRXQ-F	4 KGBY-F	4 KYMX-F
5 KRAK-F	5 KFBK	5 KYMX-F	5 KSFM-F>	5 KNCI-F
6 KGBY-F	6 KWOD-F	6 KSFM-F	6 KYMX-F<	6
7 KNCI-F	7 KYMX-F	7	7 KRAK-F	7
8	8	8	KNCI-F	8
9	9	9	9	9

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		237 (3)	237 (3)	13.5	11.5
AOR/CLASSIC		244 (3)	244 (3)	13.9	17.7
AC/OLDIES	36 (2)	282 (4)	318 (6)	18.1	24.0
FULL SVC/VARIETY					
COUNTRY	57 (1)	238 (2)	295 (3)	16.8	13.9
BLACK/URBAN					
SAC/EZ	62 (1)	153 (3)	215 (4)	12.2	0.4
NEWS/TALK	292 (4)		292 (4)	16.6	15.5
5.2					
RELIGION/GOSPEL	10 (1)	14 (1)	24 (2)	1.4	2.0
SPANISH	25 (3)		25 (3)	1.4	4.2
CLASSICAL					0.5
JAZZ/NEW AGE		50 (1)	50 (1)	2.8	4.6
UNKNOWN/OTHERS		24 (2)	24 (2)	1.4	0.5
	518 (13)	1242 (19)	1760 (32)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KFIA	710	Carmichael	0.5/2.2/ 15/ 415
KFIA-F	101.9	Shngle Sp/Scrmt	0.7/2.1/ 17/ 385
KQBR-F	105.5	Davis/Scrmnto	0.5/3.1/ 13/ 465
KRFD-F	99.9	Marysville	0.6/2.2/ 31/ 665
KRLT-F	93.9	S L/Tahoe	0.3/0.7/ 12/ 129
KSMJ	1380	Sacramento	1.0/3.5/ 23/ 497
KXOA	1470	Sacramento	0.7/2.6/ 14/ 338
KRCX-AA	1110	Roseville/Scrmt	0.9/1.9/243/ 537
NOSTALGIA		36 (1)	36 (1)
KBEE-F	103.3	Modesto/Stcktn	0.9/1.2/ 58/ 662
KCBS	740	San Francisco	0.5/2.6/ 39/ 979
KCVR	1570	Lodi/Stockton	0.3/0.6/ 28/ 283
KMEL-F	106.1	San Francisco	0.3/1.9/ 62/ 907
KOIT-F	96.5	San Francisco	0.4/1.3/ 18/ 321
KRQR-F	97.3	San Francisco	0.3/1.3/ 35/ 606

American Radio Spring, 1992 Copyright 1992

SACRAMENTO

RADIO STATIONS

AM STATIONS

KCTC	1320	5 KW (DA-2)	EZ/Nostalgia	UNIULT UNISUP	$ 31.00	(Christal)	Tribune Co.
KFBK	1530	50 KW (DA-2)	News/Talk	ABC APR	$159.00	(Group W)	Westinghouse
KRAK	1140	50 KW (DA-2)	SEE KRAK-FM				
KRCX	1110	5 KW/500 W (DA-2)	Hispanic		$ 39.00	(Katz Hisp.)	Fuller-Jeffrey
KSAC	1240	1 KW	Sports		$ 25.00	(K & P)	
KSMJ	1380	5 KW (DA-2)	Oldies	SMN	$ NA	(MMR)	Booth
KXOA	1470	5 KW/1 KW (DA-2)	Oldies		$ 27.00	(Banner)	Brown

FM STATIONS

KGBY-F	92.5	50 KW @ 449	AC		$ 57.00	(Group W)	Westinghouse
KHYL-F	101.1	36 KW @ 173	Oldies		$ 61.00	(Eastman)	American Media
KNCI-F	98.5	50 KW @ 500	Country		$ 60.00	(Mc-Guild)	Nationwide
KQPT-F	100.5	115 KW @ 380	Jazz/NAC	SOURCE	$ 59.00	(CBS)	Duchossois
KRAK-F	105.1	50 KW @ 500	Country		$190.00	(Katz)	EZ
KRXQ-F	93.7	25 KW @ 298	AOR		$ 95.00	(Torbet)	Fuller-Jeffrey
KSEG-F	96.9	50 KW @ 500	Classic AOR	ABC	$ 58.00	(Christal)	Great American
KSFM-F	102.5	50 KW @ 500	CHR		$ 81.00	(MMR)	Booth
KWOD-F	106.5	50 KW @ 500	CHR	CBS ABC	$ 46.00	(HNWH)	
KXOA-F	107.9	50 KW @ 404	AC		$140.00	(Banner)	Brown
KYMX-F	96.1	50 KW @ 476	Soft AC/EZ		$ 65.00	(Christal)	Tribune Co.

Miscellaneous: KZAP-F to KNCI-F (Feb) and format from AOR to Country . . . KAHI, KHYL-F sold to American Media by Parker for $6,000,000 (E) MVP . . .

American Radio Spring, 1992 Copyright 1992

SAGINAW-BAY CITY-MIDLAND

Arbitron Rank/Pop (12+): 115/324,500
MSA Rank/Pop: 120/408,000
ADI # 56 (w/Flint)
Average Person Ratings: 17.0
Market TSL: 22.25 hours

Stations: 22/14
Diaries: 880/369:1/54.6%
Sample Target: 820
% Below Line: 8.3
% Not Listed: 13.4

1991 Revenue: $10,400,000
HH Inc.: $30,637
Retail $: 3.0 Bil
Pop per Station: 23,179
#1 Biller: WIOG-F $2,300,000

	12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1.	WKCQ-F	(C)	67/12.2	14.3	11.8	13.3	12.3	12.9	145/2008	868/26.7	25.4	27.3	C	WKCQ-F
2.	WSGW	(FS)	59/10.7	10.0	12.2	11.2	8.5	11.0	73/873	683/21.0	24.4	19.2	C	WSGW
3.	WHNN-F	(O)	51/ 9.3	10.4	11.1	15.1	11.1	11.5	146/2024	733/22.6	27.4	24.7	D	WHNN-F
4.	WIOG-F	(CHR)	47/ 8.5	8.5	11.7	15.8	15.0	11.1	169/2865	847/26.1	32.1	38.6	D	WIOG-F
5.	WGER-F	(SAC)	45/ 8.2	7.9	6.8	6.0	7.8	7.2	49/630	526/16.2	16.2	15.6	B	WGER-F
6.	WKQZ-F	(AOR)	36/ 6.5	9.2	7.0	9.6	10.9	8.1	75/1176	535/16.5	17.5	21.6	C	WKQZ-F
7.	WTCF-F	(CHR)	31/ 5.6	3.3	1.3	1.5	0.5	2.9	34/533	476/14.7	4.4	4.2	A	WTCF-F
8.	WTLZ-F	(B)	28/ 5.1	5.3	5.3	5.3	7.0	5.3	36/564	366/11.3	10.3	12.1	B	WTLZ-F
9.	WIXC-F	(C)	18/ 3.3	2.5	----	----	----	1.5	21/318	245/ 7.6	0.0	0.0		WIXC-F
	WCEN-F	(C)	18/ 3.3	1.6	2.1	1.5	----	2.1	70/881	281/ 8.7	5.2	0.0	B	WCEN-F
11.	WJR	(FS)	12/ 2.2	2.1	2.6	1.2	0.9	2.0	77/1137	243/ 7.5	8.5	6.4		WJR
12.	WFDF	(BB)	11/ 2.0	2.1	2.4	2.8	2.2	2.3	64/654	168/ 5.2	8.0	4.8		WFDF
	WKNX	(BB)	11/ 2.0	4.0	1.9	1.2	1.7	2.3	15/242	157/ 4.8	4.7	3.7	A	WKNX
	WBTZ-F	(AC)	11/ 2.0	----	1.1	0.9	0.3	1.0	23/339	185/ 5.7	3.2	2.4	A	WBTZ-F
15.														

12+ FM SHARE (METRO): 78.62% (375 of 477) (SPG 91: 82.25%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	WTCF-F›	1 WKCQ-F‹	1 WHNN-F‹	1 WHNN-F	1 WHNN-F	1 WSGW	1 WSGW	1 WKCQ-F‹	1 WKCQ-F	1 WKCQ-F	1 WKCQ-F›
2	WIOG-F›	2 WIOG-F	2 WKCQ-F	2 WKCQ-F	2 WKCQ-F	2 WKCQ-F	2 WKCQ-F›	2 WGER-F	2 WHNN-F‹	2 WTCF-F	2 WSGW
3	WTLZ-F	3 WKQZ-F	3 WIOG-F‹	3 WGER-F	3 WGER-F	3 WHNN-F›	3 WIOG-F	3 WHNN-F	3 WIOG-F	3 WSGW ›	3 WTLZ-F
4		4 WGER-F	4 WGER-F	4 WKQZ-F	4 WKQZ-F	4 WGER-F	WHNN-F	4 WSGW	4 WSGW	4 WKQZ-F	4
5		5 WTCF-F	5 WKQZ-F›	5 WIOG-F›	WIOG-F›	5	5 WGER-F›	5 WIOG-F	5 WGER-F	5 WTLZ-F‹	5
6		6 WHNN-F	6 WTLZ-F	6 WSGW	6 WSGW	6	6	6 WKQZ-F	6 WKQZ-F	6 WIOG-F	6
7		7 WTLZ-F	7 WTCF-F	7	7	7	7	7	7 WTCF-F	WGER-F	7

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	WTCF-F›	1 WIOG-F	1 WGER-F	1 WHNN-F	1 WHNN-F‹	1 WKQZ-F	1 WKQZ-F	1 WKQZ-F›	1 WKQZ-F	1 WKQZ-F
2	WIOG-F››	2 WGER-F	2 WKCQ-F	2 WGER-F	2 WGER-F	WKCQ-F	2 WKCQ-F	2 WKCQ-F›	2 WKCQ-F	WHNN-F
3	WTLZ-F	3 WKCQ-F›	3 WIOG-F›	3 WKCQ-F	3 WKCQ-F	WIOG-F	3 WIOG-F›	3 WSGW	3 WHNN-F›	3 WKCQ-F›
	WKCQ-F	4 WTCF-F	4 WKQZ-F	WIOG-F››	4 WIOG-F	4 WTLZ-F	4 WTLZ-F	WHNN-F	4 WIOG-F	4 WGER-F
	WIXC-F	5 WIXC-F	WHNN-F	5 WTLZ-F	5	5 WBTZ-F›	WTCF-F	5 WTCF-F	5 WGER-F	5 WSGW
	WGER-F	WHNN-F	6 WIXC-F	WTCF-F	6	6 WTCF-F	WHNN-F	WIOG-F	6	6 WIOG-F
7		7	7	7	7	7	7	WGER-F	7	7
8		8	8	8	8	8	8	WCEN-F	8	8

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		84 (3)	84 (3)	17.6	20.9
AOR/CLASSIC		36 (1)	36 (1)	7.5	12.6
AC/OLDIES	7 (1)	66 (4)	73 (5)	15.3	27.0
FULL SVC/VARIETY	73 (3)		73 (3)	15.3	10.8
COUNTRY		103 (3)	103 (3)	21.6	14.6
BLACK/URBAN		39 (3)	39 (3)	8.2	9.5
SAC/EZ		45 (1)	45 (1)	9.4	
NEWS/TALK					
NOSTALGIA	22 (2)		22 (2)	4.6	4.5
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		2 (1)	2 (1)	0.4	
	102 (6)	375 (16)	477 (22)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WMPX	1490	Midland	0.4/2.3/ 4/ 90
WSAM	1400	Saginaw/BayCity	1.3/5.1/ 7/ 178
WCFX-F	95.3	Clare/Mt Plsnt	0.4/1.9/ 22/ 329
WCRZ-F	107.9	Flint	0.4/2.4/120/1344
WDZZ-F	92.7	Flint	0.9/3.1/ 81/ 809
WOWE-F	98.9	Vassar	1.1/3.0/ 13/ 218
WUPS-F	98.5	Houghtn Lk/Mt P	0.4/1.7/ 16/ 205
WWCK-F	105.5	Flint	1.1/7.5/ 76/1337

American Radio Spring, 1992 Copyright 1992

SAGINAW-BAY CITY-MIDLAND

RADIO STATIONS

WUNI, 1460,	, NEWS	CNN,	$ 13.00	(---)		
WKNX, 1210, 10 KW (DAYS)	, NOSTALGIA	,	$ 10.00	(Patt)		
WSAM, 1400, 1 KW (DA-2)	, OLDIES	ABC,	$ 12.00	(Christal)	MacDonald	
WSGW, 790, 5 KW/1 KW (DA-2),	FULL SERVICE	NBC, MBS,	$ 36.00	(Katz)	Booth	
WCEN-F, 94.5, 100 KW @ 981,	COUNTRY	UNISUP, MBS,	$ 19.00	(Patt)		(MT. PLEASANT)
WGER-F, 106.3, 2 KW @ 380,	SOFT AC	MBS,	$ 28.00	(McGuild)		
WHNN-F, 96.1, 100 KW @ 1020,	OLDIES	UNIULT,	$ 54.00	(Eastman)	Liggett	
WIOG-F, 102.5, 86 KW @ 800,	CHR	ABC, SOURCE ,	$ 55.00	(Katz)	Booth	
WKCQ-F, 98.1, 50 KW @ 492,	COUNTRY	ABC ,	$ 41.00	(Christal)	MacDonald	
WKQZ-F, 93.3, 38 KW @ 554,	AOR	UNIPWR ABC ,	$ 29.00	(Banner)		
WBTZ-F, 100.9, 2.6 KW @ 500,	AC	,	$ 13.00	(Banner)		(PINCONNING)
WTCF-F, 100.5, 3 KW @ 328,	CHR	CNN ,	$ 10.00	(---)		(CARROLLTON)
WTLZ-F, 107.1, 5 KW @ 398,	BLACK	SBN ,	$ 20.00	(Roslin)	Taylor	
WIXC-F, 97.3, 3 KW @ 328,	COUNTRY	,	$ NA	(Durpetti)		(ESSEXVILLE)

Other Ranked Stations - See Flint and Detroit

Miscellaneous: WMJT-F to WBKZ-F (June) . . .

American Radio Spring, 1992 Copyright 1992

ST. LOUIS

Arbitron Rank/Pop (12+): 18/2,019,100

MSA Rank/Pop: 14/2,490,000
ADI # 18

Average Person Ratings: 17.8

Market TSL: 23.25 hours

Stations: 29/29
Diaries: 1968/1026:1/53.2%
Sample Target: 1940
% Below Line: 0.0
% Not Listed: 6.7

1991 Revenue: $65,300,000
HH Inc.: $35,186
Retail $: 19.0 Bil
Pop per Station: 69,624
#1 Biller: KMOX $19,000,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KMOX	(T/FS)	681/19.0	18.7	17.1	19.4	18.6	18.5	779/8569	7427/36.8	37.1	35.9	J	KMOX
2. WIL -F	(C)	321/ 9.0	6.7	6.7	7.7	5.5	7.5	390/4255	3237/16.0	15.5	13.5	F	WIL -F
3. KSHE-F	(AOR)	301/ 8.4	7.3	8.8	9.7	8.3	8.6	374/4810	3879/19.2	19.3	19.2	H	KSHE-F
4. KMJM-F	(B)	261/ 7.3	7.0	7.4	7.1	6.9	7.2	261/2545	2516/12.5	11.9	12.0	G	KMJM-F
5. KYKY-F	(AC)	200/ 5.6	5.1	6.2	5.9	5.7	5.7	219/3657	3328/16.5	17.7	15.8	H	KYKY-F
6. KSD -F	(CL AOR)	192/ 5.4	5.2	5.9	5.7	5.9	5.6	215/3899	3503/17.3	17.7	16.5	G	KSD -F
7. KEZK-F	(SAC)	149/ 4.2	4.8	4.4	3.5	5.0	4.2	161/2430	2194/10.9	14.0	13.5	E	KEZK-F
8. WKBQ-F	(CHR)	128/ 3.6	4.8	5.0	4.3	5.2	4.4	154/3525	3004/14.9	16.8	17.8	D	WKBQ-F
9. KLOU-F	(O)	123/ 3.4	4.8	3.4	4.0	4.5	3.9	143/3085	2631/13.0	12.9	16.3	E	KLOU-F
10. WKKX-F	(C)	99/ 2.8	2.8	2.6	2.8	2.5	2.8	117/1761	1484/ 7.3	6.7	6.1	C	WKKX-F
KFUO-F	(CL)	99/ 2.8	2.6	2.1	1.9	1.9	2.3	99/1575	1530/ 7.6	6.3	6.4	B	KFUO-F
12. WRTH	(BB)	75/ 2.1	1.6	2.4	1.2	1.8	1.8	79/832	822/ 4.1	4.8	4.2		WRTH
13. KATZ-F	(B)	70/ 2.0	1.4	1.4	1.2	1.0	1.5	70/1094	1094/ 5.4	4.8	4.9	C	KATZ-F
14. KHTK-F	(CHR)	66/ 1.8	2.1	2.5	3.2	2.3	2.4	72/2138	1928/ 9.5	11.6	8.8	B	KHTK-F
15. KXOK	(B)	62/ 1.7	1.5	1.2	1.8	1.4	1.5	63/982	968/ 4.8	3.4	3.1	A	KXOK
16. WFXB-F	(AOR)	56/ 1.6	1.6	1.5	1.2	2.2	1.5	57/1044	1004/ 5.0	6.4	7.9	C	WFXB-F
17. WCBW-F	(REL)	52/ 1.5	0.7	0.7	0.7	0.9	0.9	52/794	754/ 3.7	2.8	3.1	A	WCBW-F
18.													
19.													
20.													

12+ FM SHARE (METRO): 65.70% (2197 of 3344) (SPG 91: 65.07%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KMJM-F>>	1 KSHE-F>	1 KSHE-F>	1 KSHE-F<	1 KMOX	1 KMOX >>	1 KMOX >>	1 KMOX	1 KMOX >	1 KMOX >>	1 KMOX >>
2 WKBQ-F	2 KSD -F<	2 KMOX	2 KMOX	2 KSHE-F	2 WIL -F>>	2 WIL -F>	2 WIL -F	2 KSHE-F	2 KMJM-F>	2 KMJM-F<
3 KHTK-F	3 KMJM-F	3 KSD -F	3 WIL -F<	3 WIL -F	3 KEZK-F	3 KSHE-F	3 KSHE-F	3 WIL -F	3 KSHE-F>	3 WIL -F>>
4 KSHE-F	4 KYKY-F>	4 KMJM-F<	4 KSD -F<	4 KSD -F<	4 KLOU-F	4 KMJM-F<	4 KYKY-F	4 KMJM-F	4 WIL -F>	4 KSHE-F<
5	5 KMOX <	5 KYKY-F<	5 KYKY-F	5 KYKY-F	5 KYKY-F	5 KYKY-F	5 KSD -F<	5 KSD -F<	5 WKBQ-F	5 WRTH
6	6 WIL -F	6 WIL -F>	6 KMJM-F>	6 KMJM-F	KFUO-F	6 KSD -F	6 KEZK-F	6 KYKY-F	6 KSD -F<	6
7	7 WKBQ-F	7 KLOU-F	7 KLOU-F	7 KLOU-F<	7	7 WKBQ-F	7 KMJM-F>	7 KEZK-F	7 KYKY-F	7
8	8	8 KEZK-F	8 KEZK-F	8 KEZK-F	8	8	8	8 KLOU-F	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KSHE-F	1 KYKY-F	1 KYKY-F	1 KYKY-F	1 WIL -F<
KMJM-F	KMJM-F<	2 KMJM-F<	2 KMJM-F<	2 KMOX <
3 WKBQ-F	3 KSHE-F	3 KSHE-F	3 WIL -F	3 KYKY-F
4 KYKY-F	4 KSD -F	4 WIL -F	4 KSHE-F	4 KMJM-F
KSD -F>	5 WIL -F	5 KSD -F>	5 KSD -F	5 KEZK-F<
6 KEZK-F	6 WKBQ-F>	6 KMOX	6 KMOX	6 KSD -F<
7 WIL -F	7 KMOX	7	7 KEZK-F	7 KSHE-F<
8	KEZK	8	8 KLOU-F	8 KLOU-F
9	9	9	9 WKBQ-F	9

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KSHE-F>>	1 KSHE-F>>	1 KSHE-F>	1 KSHE-F>	1 KMOX
2 KMJM-F>	2 KSD -F	2 KSD -F	2 KMOX	2 KSHE-F>
3 KSD -F	3 KMOX	3 KMOX >	3 KSD -F>	3 KSD -F
4 WKBQ-F	4 KMJM-F>	4 KMJM-F	4 KMJM-F	4 WIL -F>
5 KYKY-F	5 KYKY-F>	5 KYKY-F	5 WIL -F	5 KMJM-F
KHTK-F	6 KASP	KASP	6 KYKY-F	6 KYKY-F
7	7	7	7 KLOU-F	7 KLOU-F
8	8	8	8	8
9	9	9	9	9

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		194 (2)	194 (2)	5.8	8.0
AOR/CLASSIC		589 (4)	589 (4)	17.6	15.1
AC/OLDIES		323 (2)	323 (2)	9.7	17.0
FULL SVC/VARIETY	40 (1)		40 (1)	1.2	1.5
COUNTRY	48 (1)	420 (2)	468 (3)	14.0	10.3
BLACK/URBAN	105 (2)	331 (2)	436 (4)	13.0	10.8
SAC/EZ	29 (1)	189 (2)	218 (3)	6.5	6.4
NEWS/TALK	736 (3)		736 (3)	22.0	19.9
NOSTALGIA	112 (2)		112 (2)	3.3	4.1
RELIGION/GOSPEL	77 (3)	52 (1)	129 (4)	3.9	3.1
SPANISH					
CLASSICAL		99 (1)	99 (1)	3.0	2.1
JAZZ/NEW AGE					1.1
UNKNOWN/OTHERS					0.7
	1147 (13)	2197 (16)	3344 (29)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KASP	1380	St. Louis	1.1/2.7/ 38/ 544
KATZ	1600	St. Louis	1.2/4.1/ 43/ 822
KEZK	590	Wood River/St.L	0.8/2.9/ 29/ 576
KFXB-F	105.7	Ste. Genve/St.L	1.1/5.1/ 54/1361
KIRL	1460	St. Charles/StL	0.6/1.9/ 20/ 383
KRJY-F	96.3	St. Louis	1.1/5.1/ 50/1115
KSIV	1320	Clayton/St.Ls	0.5/1.8/ 18/ 389
KUSA	550	St. Louis	1.3/4.2/ 64/1250
WESL	1490	E. St. Louis	1.1/2.7/ 40/ 551
WEW	770	St. Louis	1.0/2.8/ 58/ 702
WGNU	920	Granite City	0.5/1.6/ 17/ 332
WIBV	1260	Belleville	1.1/3.2/ 41/ 656

American Radio Spring, 1992 Copyright 1992

ST. LOUIS

RADIO STATIONS

AM STATIONS

KATZ, 1600,	5 KW (DA-N)	, BLACK	SBN NBN,	$ 35.00 (K & P)	Interurban
KEZK, 59,	1 KW (DA-2)	, SEE KEZK-FM			
KMOX, 1120,	50 KW	, TALK/FULL SERVICE	CBS,	$ 322.00 (CBS)	CBS
KSIV, 1320,	5 KW/125 W	, RELIGION	,	$ 19.00 (---)	Bott
KUSA, 550,	5 KW (DA-N)	, COUNTRY OLDIES	MBS,	$ 40.00 (McGuild)	Gannett
KXOK, 630,	5 KW (DA-2)	, BLACK	,	$ 30.00 (Torbet)	
KXEN, 1010,	50 KW (DAYS, DA)	, RELIGION	,	$ 24.00 (---)	Mid America Gospel
WESL, 1490,	700 W/1 KW (DA-1),	GOSPEL	SBN UNIULT,	$ 23.00 (K & P)	Willis
WEW , 770,	1 KW (DAYS)	, NOSTALGIA	,	$ 26.00 (Roslin)	
WIBV, 1260,	5 KW (DA-2)	, MOR	MBS, NBC-T,	$ 20.00 (---)	
WRTH, 1430,	5 KW (DA-2)	, NOSTALGIA	UNISUP ABC,	$ 40.00 (Eastman)	Heritage
KASP, 1380,	5 KW/1 KW (DA-2)	, SPORTS	,	$ 24.00 (Katz)	Evergreen

FM STATIONS

KATZ, 100.3,	50 KW @ 489,	BLACK	NBN,	$ 36.00 (K & P)	Interurban
KEZK, 102.5,	100 KW @ 1027,	SOFT AC/EZ	UNIULT,	$ 79.00 (MMR)	Adams
KFUO, 99.1,	100 KW @ 1027,	CLASSICAL	NBC,	$ 43.00 (CMBS)	
KFXB, 105.7,	100 KW @ 1374,	AOR	,	$ 42.00 (Durpetti)	(ST. GENEVIEVE)
WFXB, 101.1,	50 KW @ 594,	AOR	,	$ NA (Torbet)	River Cities
KHTK, 97.1,	100 KW @ 561,	CHR	,	$ 38.00 (Torbet)	Frischling
KLOU, 103.3,	100 KW @ 918,	OLDIES	CBS,	$ 78.00 (CBS)	CBS
KMJM, 107.7,	100 KW @ 1027,	BLACK	,	$ 100.00 (McGuild)	Noble
KRJY, 96.3,	100 KW @ 551,	SOFT AC	,	$ 46.00 (Banner)	
KSD , 93.7,	100 KW @ 859,	CLASSIC AOR	,	$ 112.00 (McGuild)	Gannett
KSHE, 94.7,	100 KW @ 1027,	AOR	,	$ 156.00 (HNWH)	Emmis
KYKY, 98.1,	100 KW @ 541,	AC	,	$ 139.00 (MMR)	EZ
WCBW, 104.9,	4 KW @ 400,	RELIGION	,	$ 21.00 (---)	Universal
WIL , 92.3,	100 KW @ 1020,	COUNTRY	ABC,	$ 90.00 (Eastman)	Heritage
WKBQ, 106.5,	90 KW @ 1027,	CHR	,	$ 64.00 (Katz)	Evergreen
WKKX, 104.1,	39 KW @ 551,	COUNTRY	,	$ 46.00 (Banner)	(JERSEYVILLE, IL)

Miscellaneous: KGLD changes to KASP and format from Oldies to Sports/Talk (Jan) . . . KASP, WKBQ-F from Chase to Evergreen . . .

American Radio Spring, 1992 Copyright 1992

SALINAS-MONTEREY-SANTA CRUZ

Arbitron Rank/Pop (12+): 76/495,200
MSA Rank/Pop: 134/362,300 (Monterey)
188/234,400 (Santa Cruz)
ADI # 111
Average Person Ratings: 18.2
Market TSL: 24.25 hours

Stations: 38/20
Diaries: 998/496:1/48.9%
Sample Target: 970
% Below Line: 23.8
% Not Listed: 15.3

1991 Revenue: $11,900,000
HH Inc.: $39,277
Retail $: 4.5 Bil
Pop per Station: 24,760
#1 Biller: KDON-AF $2,000,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KDON-F (CHR)	99/11.0	9.9	11.8	9.6	11.7	10.6	108/1428	1363/27.5	25.4	22.4	D	KDON-F
2. KTOM-F (C)	70/ 7.8	6.0	7.2	7.2	7.8	7.1	70/758	730/14.7	13.0	15.9	C	KTOM-F
3. KTGE (SP)	57/ 6.3	4.0	2.9	2.8	3.1	4.0	57/435	435/ 8.8	6.9	4.8	B	KTGE
4. KGO (N/T)	53/ 5.9	8.2	8.3	9.7	9.0	8.0	57/774	729/14.7	17.1	17.5		KGO
5. KMBY-F (AOR)	43/ 4.8	2.7	3.6	2.4	3.2	3.4	43/627	627/12.7	10.0	10.7	C	KMBY-F
6. KWAV-F (AC)	40/ 4.4	4.7	4.5	4.3	4.9	4.5	40/623	614/12.4	12.5	14.0		KWAV-F
7. KBOQ-F (CL)	37/ 4.1	5.3	2.8	3.3	3.0	3.9	37/485	485/ 9.8	6.8	8.2	B	KBOQ-F
8. KBAY-F (SAC)	27/ 3.0	4.8	5.1	4.0	4.2	4.2	31/476	408/ 8.2	9.9	8.4		KBAY-F
9. KLFA-F (SP)	26/ 2.9	1.8	1.5	2.9	2.2	2.3	26/221	221/ 4.5	1.9	3.9		KLFA-F
10. KTOM (C)	21/ 2.3	----	1.2	1.5	1.8	1.3	21/180	173/ 3.5	3.3	3.8		KTOM
11. KDBQ-FF (AC)	20/ 2.2	2.1	3.0	4.2	2.4	2.9	20/445	445/ 9.0	8.6	7.9		KDBQ-AF
KUFX-F (CL AOR)	20/ 2.2	3.5	3.5	5.2	6.6	3.6	21/492	472/ 9.5	13.1	14.2		KUFX-F
KPIG-F (C)	20/ 2.2	3.3	2.0	1.8	0.5	2.3	21/326	306/ 6.2	4.8	3.2	A	KPIG-F
14. KRAY-F (SP)	18/ 2.0	2.9	1.8	1.4	2.2	2.0	18/256	246/ 5.0	5.4	4.3	B	KRAY-F
KCTY (SP)	18/ 2.0	3.1	4.7	2.9	3.8	3.2	18/269	269/ 5.4	6.1	5.1		KCTY
KXDC-F (J/NAC)	18/ 2.0	2.1	0.9	1.4	1.8	1.6	18/217	217/ 4.4	3.7	3.3	A	KXDC-F
17. KCBS (N/T)	17/ 1.9	2.5	2.6	2.8	2.2	2.5	20/429	396/ 8.0	9.3	7.6		KCBS
KOCN-F (SAC)	17/ 1.9	3.0	3.7	2.0	2.4	2.7	17/362	326/ 6.6	8.5	7.9	B	KOCN-F
19. KNBR (T)	16/ 1.8	2.1	1.0	3.1	2.2	2.0	17/371	359/ 7.2	6.7	7.4		KNBR
20.												

12+ FM SHARE (METRO): 69.54% (525 of 755) (SPG 91: 68.57%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDON-F>>	1 KDON-F	1 KDON-F	1 KTOM-F	1 KTOM-F	1 KGO	1 KDON-F>	1 KDON-F	1 KDON-F	1 KDON-F>	1 KGO >
2 KTGE	2 KTGE	2 KTOM-F<	2 KDON-F	2 KDON-F	2 KTOM-F	2 KGO	2 KTOM-F	2 KTOM-F>	2 KGO >	2 KRAY-F<
3 KLFA-F	3 KTOM-F	3 KTGE	3 KWAV-F<	3 KWAV-F	3 KBOQ-F	3 KTOM-F<	3 KTGE	3 KMBY-F	3 KTOM-F	3 KXDC-F
4	4 KMBY-F>	4 KMBY-F	4 KMBY-F	4 KMBY-F	4 KDON-F	4 KTGE >	4 KGO	4 KGO	4 KMBY-F	KCTY
5	5 KWAV-F	5 KWAV-F	5 KTGE	5 KTGE	5	5	5	5	5	5 KTGE
6	6	6	6	6	6	6	6	6	6	KDON-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KDON-F	1 KDON-F	1 KDON-F	1 KDON-F	1 KDON-F	1 KTGE	1 KMBY-F	1 KMBY-F>	1 KMBY-F<	1 KTOM-F
2 KTGE >	2 KTGE >	2 KTGE	2 KTGE	2 KWAV-F	2 KDON-F>	2 KTGE	2 KTOM-F	2 KTOM-F	KMBY-F>
3 KTOM-F	3 KTOM-F>	3 KWAV-F	3 KTOM-F	3 KTOM-F	3 KTOM-F>	KDON-F<	3 KRAY-F	KDON-F	3 KGO
KLFA-F>>	4 KWAV-F	4 KTOM-F>	4 KWAV-F	KTGE >	4 KMBY-F	4 KTOM-F	4 KDON-F	4 KTGE	KDON-F
5 KOCN-F	5 KMBY-F	5 KMBY-F	5	5 KBOQ-F	5	5	5 KTGE	5	5 KWAV-F
KMBY-F	KLFA-F	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		102 (2)	102 (2)	13.5	14.9
AOR/CLASSIC		82 (5)	82 (5)	10.9	13.9
AC/OLDIES	7 (1)	77 (5)	84 (6)	11.1	15.9
FULL SVC/VARIETY					2.6
COUNTRY	21 (1)	93 (3)	114 (4)	15.1	11.7
BLACK/URBAN					
SAC/EZ		44 (2)	44 (2)	5.8	5.1
NEWS/TALK	98 (4)		98 (4)	13.0	15.2
NOSTALGIA	5 (1)		5 (1)	0.7	0.7
RELIGION/GOSPEL	4 (1)	8 (1)	12 (2)	1.6	0.7
SPANISH	95 (4)	44 (2)	139 (6)	18.4	11.7
CLASSICAL		49 (4)	49 (4)	6.5	5.3
JAZZ/NEW AGE		18 (1)	18 (1)	2.4	2.2
UNKNOWN/OTHERS		8 (1)	8 (1)	1.1	
	230 (12)	525 (26)	755 (38)		

OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME
KHIP-F	93.5	Hollister	1.6/6.5/ 17/ 385
KKLF-F	104.3	Gonzales/Slinas	0.9/2.6/ 8/ 127
KKNC	840	Gonzales/Slinas	0.4/1.7/ 4/ 85
KLAU	1540	Capitola/Montry	0.8/2.4/ 7/ 118
KLUE-F	106.3	Soledad/King Ct	0.6/1.1/ 5/ 53
KSCO	1080	Santa Cruz/Mntr	1.3/4.0/ 12/ 200
KSUR-F	99.5	Greenfield	0.7/2.1/ 6/ 106
KARA-F	105.7	Santa Clara	0.3/1.7/ 3/ 82
KAZA	1290	Gilroy	1.3/4.0/ 12/ 231
KDBX	98.9	San Francisco	0.2/0.0/ 0/ 0
KDFC-F	102.1	San Francisco	0.3/1.5/ 3/ 76
KEAR-F	106.9	San Francisco	0.9/1.2/ 8/ 57
KFRC	610	San Francisco	0.6/2.6/ 7/ 168
KKHI-F	95.7	San Francisco	0.3/1.3/ 3/ 65
KLOK	1170	San Jose/SF	0.9/2.9/ 8/ 142
KMEL-F	106.1	San Francisco	0.3/3.4/ 3/ 194
KOME-F	98.5	San Jose/San Fr	0.4/3.0/ 4/ 154
KRTY-F	95.3	Los Gatos/SJ	0.3/1.8/ 4/ 92
KSJO-F	92.3	San Jose	1.1/4.6/ 10/ 235

American Radio Spring, 1992 Copyright 1992

SALINAS-MONTEREY-SANTA CRUZ

RADIO STATIONS

KCTY	980,	1 KW/247W (DA-1),	Hispanic		$ NA	(Lotus)	
KSCO	1080,	10 KW/5 KW (DA-2),	Talk	UNISUP NBC,	$15.00	(---)	
KTGE	1570,	5 KW/500W (DA-1),	Hispanic		$13.00	(Caballero)	
KTOM	1380,	5 KW (DA-2)	see KTOM-F				
KBOQ-F	92.7,	1 KW @ 567	Classical		$25.00	(Durpetti)	
KRAY-F	103.9,	5.8 KW @ -134	Hispanic		$26.00	(Lotus)	
KDON-F	102.5,	19 KW @ 2270	CHR		$45.00	(Christal)	Henry
KHIP-F	93.5,	.9 W @ 1519	Oldies	UNISUP UNIULT,	$15.00	(Eastman)	(HOLLISTER)
KLFA-F	93.9,	5.4 KW @ 702	Hispanic		$14.00	(Caballero)	(KING CITY)
KMBY-F	107.1,	.9 KW @ 604	AOR		$30.00	(HNWH)	
KOCN-F	104.9,	1.9 KW @ 600	Soft AC	MBS UNISUP,	$23.00	(Torbet)	
KPIG-F	107.5,	2.9 KW @ 335	Country		$15.00	(Katz)	
KSUR-F	99.5,	50 KW @ 492	Classical		$13.00	(CMBS)	Mt. Wilson (GREENFIELD)
KTOM-F	100.7,	1 KW @ 2420	Country	ABC,	$41.00	(Katz)	Magic
KWAV-F	96.9,	18 KW @ 2450	AC	APR,	$38.00	(HNWH)	Buckley
KXDC-F	101.7	.8 KW @ 590	Jazz/NAC		$14.00	(---)	

Other Ranked Stations - See San Jose and San Francisco

American Radio Spring, 1992 Copyright 1992

SALISBURY-OC, MD

Arbitron Rank/Pop (12+): 152/211,200
MSA Rank/Pop: NA
ADI NA
Average Person Ratings: 16.8
Market TSL: 23.00 hours

Stations: 23/20
Diaries: 606/349:1/46.6%
Sample Target: 640
% Below Line: 2.5
% Not Listed: 23.2

1991 Revenue: NA
HH Inc.: $26,300
Retail $: 2.2 Bil
Pop per Station: 10,560
#1 Biller: NA

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level
1. WQHQ-F (CHR)	36/10.2	----	10.1	----	8.2	----	40/449	400/18.9	0.0	21.6	WQHQ-F
2. WZBH-F (AOR)	29/ 8.2	----	6.4	----	7.7	----	44/581	397/18.8	0.0	14.0	WZBH-F
3. WOCQ-F (CHR)	28/ 7.9	----	6.9	----	4.7	----	29/433	377/17.9	0.0	20.8	WOCQ-F
4. WGMD-F (SAC)	22/ 6.2	----	7.2	----	6.8	----	22/198	191/ 9.0	0.0	9.9	WGMD-F
5. WICO-F (C)	20/ 5.6	----	8.0	----	6.0	----	22/332	303/14.3	0.0	14.3	WICO-F
6. WDSD-F (C)	19/ 5.4	----	3.5	----	3.6	----	70/595	229/10.8	0.0	10.2	WDSD-F
7. WSBY-F (O)	18/ 5.1	----	5.3	----	6.0	----	19/338	311/14.7	0.0	12.5	WSBY-F
8. WKHI-F (CHR)	17/ 4.8	----	9.6	----	7.1	----	23/532	404/19.1	0.0	25.2	WKHI-F
9. WLVW-F (EZ)	12/ 3.4	----	2.4	----	5.5	----	13/226	204/ 9.7	0.0	5.3	WLVW-F
10. WRKE-F (CHR)	10/ 2.8	----	2.9	----	6.6	----	12/283	258/12.2	0.0	9.5	WRKE-F
WOLC-F (REL)	10/ 2.8	----	2.1	----	2.2	----	13/173	143/ 6.8	0.0	7.1	WOLC-F
12. WJDY (B)	9/ 2.5	----	1.6	----	4.9	----	9/160	160/ 7.6	0.0	9.8	WJDY
13. WDNO-F (?)	7/ 2.0	----	----	----	----	----	7/44	44/ 2.1	0.0	0.0	WDNO-F
14.											
15.											

12+ FM SHARE (METRO): 91.91% (250 of 272) (SPG 91: 92.61%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQHQ-F	1 WZBH-F	1 WQHQ-F<	1 WQHQ-F	1 WQHQ-F	1 WGMD-F	1 WOCQ-F	1 WQHQ-F	1 WQHQ-F>	1 WQHQ-F	1 WQHQ-F
2 WOCQ-F	2 WOCQ-F	2 WZBH-F	2 WZBH-F>	2 WZBH-F>	2 WQHQ-F	2 WQHQ-F	2 WZBH-F	2 WZBH-F	2 WOCQ-F>	2 WOCQ-F
WKHI-F>	3 WQHQ-F>	3 WOCQ-F>	3 WOCQ-F	3 WOCQ-F	3 WDSD-F	3 WZBH-F	3 WOCQ-F	3 WOCQ-F<	3 WZBH-F	3 WDSD-F
4 WRKE-F	4 WICO-F	4 WSBY-F	4 WSBY-F	4 WSBY-F	4 WSBY-F	4 WGMD-F	4 WGMD-F	4 WKHI-F	4 WKHI-F>	4 WOLC-F
5	5 WKHI-F	5 WICO-F	5 WICO-F	5 WICO-F	5 WLVW-F	5 WICO-F	5 WDSD-F	WICO-F>	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WOCQ-F>>	1 WOCQ-F>	1 WOCQ-F	1 WQHQ-F>	1 WQHQ-F>
2 WZBH-F	2 WQHQ-F	2 WQHQ-F	2 WOCQ-F>	2 WSBY-F
WQHQ-F	3 WZBH-F>	3 WZBH-F	3 WSBY-F	WOCQ-F>
WKHI-F	4 WSBY-F	4 WSBY-F	4 WZBH-F	4 WZBH-F
5	WICO-F	5	5 WICO-F	WICO-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZBH-F	1 WZBH-F>>	1 WZBH-F>>	1 WZBH-F>	1 WZBH-F>
WWTR-F	2 WQHQ-F	2 WQHQ-F	2 WQHQ-F	2 WQHQ-F>
WOCQ-F	3 WICO-F	3 WICO-F	3 WOCQ-F	3 WOCQ-F
4	4 WOCQ-F	4 WKHI-F	4 WKHI-F	4
5	WKHI-F	5	WICO-F	5

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		94 (5)	94 (5)	34.6	25.7
AOR/CLASSIC		33 (2)	33 (2)	12.1	11.3
AC/OLDIES		31 (4)	31 (4)	11.4	33.5
FULL SVC/VARIETY					
COUNTRY	4 (1)	39 (2)	43 (3)	15.8	18.3
BLACK/URBAN	9 (1)		9 (1)	3.3	2.1
SAC/EZ		36 (3)	36 (3)	13.2	3.2
NEWS/TALK	4 (1)		4 (1)	1.5	1.1
NOSTALGIA	5 (2)		5 (2)	1.8	1.1
RELIGION/GOSPEL		10 (1)	10 (1)	3.7	3.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		7 (1)	7 (1)	2.6	
	22 (5)	250 (18)	272 (23)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAFL-F	97.7	Milford/Dover	1.1/2.7/ 22/ 176
WECY-F	98.3	Seaford	1.1/3.7/ 4/ 92
WICO	1320	Salisbury	1.1/3.2/ 4/ 73
WLVW	960	Salisbury	0.8/5.7/ 3/ 121
WSSR	900	Geotown/Ocn Cty	0.6/2.2/ 2/ 46
WWTR-F	95.9	BethanyBch/OcnC	1.1/5.6/ 4/ 119
WXPZ-F	101.3	Milford	1.4/2.5/ 6/ 72
WBAL	1090	Baltimore	1.1/2.3/ 7/ 114
WBSS-F	97.3	Millvle/Atlnt C	0.8/2.8/ 9/ 192
WQMR-F	107.1	Fedralsbrg/Estn	0.6/1.5/ 5/ 79

RADIO STAIONS

WICO ,	1320,	1 KW (DAYS) ,	Country/Talk	ABC, $10.00	(Torbet)	Prettyman	
WJDY ,	1470,	5 KW/500 W (DA-N),	Black	CBS, $12.00	(Roslin)		
WLVW ,	960,	5 KW (DA-2) ,	Nostalgia	UNISUP CNN, $ 9.00	(Banner)	HVS	
WAFL-F,	97.7,	3 KW @ 328 ,	AC	, $13.00	(Torbet)	Prettyman	(MILFORD)
WDNO-F,	95.3,	6 KW @ 328 ,	??	, $10.00	(---)		(LAUREL)
WDSD-F,	94.7,	50 KW @ 361 ,	Country	MBS, $20.00	(Torbet)		(DOVER)
WGMD-F,	92.7,	3 KW @ 298 ,	Soft AC/EZ	, $15.00	(---)	Resort	(REHOBOTH)
WICO-F,	94.3,	3 KW @ 298 ,	Country	, $27.00	(Torbet)	Prettyman	
WKHI-F,	99.9,	50 KW @ 321 ,	CHR	, $19.00	(---)		
WLVW-F,	105.5,	2 KW @ 384 ,	Soft AC	UNISUP CNN, $14.00	(Banner)		
WOCQ-F,	103.9,	3 KW @ 328 ,	Black	UNIPWR ABC, $17.00	(K & P)		(BERLIN, MD)
WOLC-F,	102.5,	50 KW @ 500 ,	Religion	, $10.00	(---)		(PRINCESS ANNE)
WQHQ-F,	104.7,	33 KW @ 610 ,	CHR	MBS, $21.00	(Banner)	HVS	
WRKE-F,	101.7,	3 KW @ 298 ,	CHR	NBC, $10.00	(Roslin)		
WSBY-F,	98.9,	6 KW @ 328 ,	Oldies	CBS, $16.00	(Roslin)		
WZBH-F,	93.5,	11 KW @ 485 ,	AOR	, $20.00	(Roslin)	Great Scott	(GEORGETOWN)

American Radio Spring, 1992 Copyright 1992

SALT LAKE CITY

Arbitron Rank/Pop (12+): 36/1,044,300

MSA Rank/Pop: 46/1,080,000
ADI # 42

Average Person Ratings: 15.5

Market TSL: 20.50 hours

Stations: 28/28
Diaries: 1366/764:1/54.9%
Sample Target: 1380
% Below Line: 0.0
% Not Listed: 10.0

1991 Revenue: $31,000,000
HH Inc.: $29,410
Retail $: 7.6 Bil
Pop per Station: 37,296
#1 Biller: KKAT-F $4,300,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KKAT-F (C)	209/12.9	10.4	10.8	11.0	13.9	11.3	239/3016	2643/25.3	23.0	24.7	F	KKAT-F
2. KSFI-F (SAC)	137/ 8.4	8.9	6.7	6.6	8.8	7.6	179/2595	2121/20.3	19.0	19.6	E	KSFI-F
3. KSOP-AF (C)	110/ 6.8	7.1	7.5	8.2	7.6	7.4	140/2145	1682/16.1	15.1	16.2	D	KSOP-AF
4. KLZX-F (CL AOR)	102/ 6.3	6.7	6.0	7.3	6.7	6.6	104/1524	1448/13.9	15.1	13.3	E	KLZX-F
5. KBER-F (AOR)	97/ 6.0	6.9	7.9	5.3	6.4	6.5	113/1912	1642/15.7	17.1	14.3		KBER-F
6. KUTQ-F (CHR)	86/ 5.3	4.1	3.6	4.1	2.8	4.3	92/1591	1494/14.3	13.1	11.3		KUTQ-F
7. KSL (FS)	85/ 5.2	6.1	8.4	4.4	5.3	6.0	98/2143	1832/17.5	25.2	17.9	E	KSL
8. KISN-F (CHR)	82/ 5.1	3.8	4.8	5.5	3.9	4.8	94/1750	1592/15.2	16.9	14.8	E	KISN-F
9. KRSP-F (AOR)	51/ 3.1	2.3	3.0	2.4	3.4	2.7	57/1058	914/ 8.8	12.3	10.6		KRSP-F
10. KALL-F (O/AC)	45/ 2.8	2.3	1.8	1.8	2.1	2.2	59/893	743/ 7.1	7.7	7.6		KALL-F
11. KCPX-AF (AC)	41/ 2.5	4.4	4.1	4.8	4.6	3.9	43/1360	1250/12.0	11.9	11.4		KCPX-AF
KMGR-F (SAC)	41/ 2.5	2.7	2.3	3.5	2.3	2.8	41/965	881/ 8.4	8.8	7.5		KMGR-F
13. KBZN-F (J/NAC)	40/ 2.5	2.5	2.2	2.2	1.3	2.3	40/583	559/ 5.4	6.5	4.6		KBZN-F
14. KALL (FS)	39/ 2.4	2.4	1.9	3.3	3.0	2.5	39/709	679/ 6.5	7.2	9.0		KALL
15. KDYL (BB)	38/ 2.3	2.8	2.2	2.2	2.3	2.4	40/625	592/ 5.7	4.0	4.4		KDYL
16. KXRK-F (AOR)	35/ 2.2	2.5	0.6	1.3	0.5	1.6	36/671	639/ 6.1	4.7	4.7		KXRK-F
KTKK (T)	35/ 2.2	1.9	2.3	2.5	1.6	2.2	35/378	378/ 3.6	3.8	4.3		KTKK
18. KZHT-F (CHR)	34/ 2.1	2.3	2.3	3.2	2.8	2.5	34/1055	1039/ 9.9	9.5	9.5		KZHT-F
19. KSOS-F (AC)	33/ 2.0	1.1	1.6	1.1	0.7	1.5	49/775	584/ 5.6	3.9	2.7		KSOS-F
20. KBCK-F (C)	31/ 1.9	2.3	2.3	1.5	2.6	2.0	31/414	405/ 3.9	3.9	4.4		KBCK-F

12+ FM SHARE (METRO): 81.72% (1194 of 1461) (SPG 91: 81.24%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KUTQ-F›	1 KKAT-F›	1 KKAT-F›	1 KKAT-F	1 KKAT-F›	1 KKAT-F	1 KKAT-F›	1 KKAT-F	1 KKAT-F›	1 KKAT-F	1 KKAT-F
2 KBER-F	2 KSFI-F	2 KSFI-F	2 KSFI-F	2 KSFI-F	2 KSFI-F	2 KLZX-F	2 KSFI-F›	2 KSFI-F	2 KUTQ-F	2 KLZX-F
3 KKAT-F›	3 KLZX-F	3 KLZX-F›	3 KLZX-F›	3 KLZX-F	3 KSL ‹	3 KSL	3 KSOP-AF	3 KSOP-AF	3 KBER-F	3 KSL
4 KZHT-F	4 KBER-F‹	4 KBER-F‹	4 KSOP-AF	4 KSOP-AF›	4 KSOP-AF›	4 KSFI-F	4 KISN-F‹	4 KBER-F	4 KSOP-AF	4 KSFI-F
5	5 KISN-F›	5 KSOP-AF‹	5 KISN-F	5 KISN-F	5	5 KISN-F	5 KLZX-F	5 KUTQ-F	5 KSFI-F	5 KBER-F
6	6 KSOP-AF	6 KISN-F	6	6 KSL	6	6 KSOP-AF	6	6 KLZX-F	6	6 KSOP-F
7	KUTQ-F	7	7	7	7	7	7	7	7	KALL

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KKAT-F›	1 KKAT-F	1 KSFI-F	1 KKAT-F	1 KKAT-F
2 KSFI-F	2 KSFI-F›	2 KKAT-F›	2 KSFI-F›	2 KSFI-F›
3 KUTQ-F	3 KUTQ-F	3 KISN-F	3 KSOP-AF	3 KSOP-AF›
4 KISN-F	KISN-F	4 KUTQ-F	4 KISN-F	4 KISN-F‹
KBER-F	5 KSOP-AF	5 KSOP-AF	5 KUTQ-F	5 KLZX-F
6 KSOP-AF	6 KBER-F	6 KLZX-F	6 KLZX-F	6
7	7	7	7	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KBER-F	1 KKAT-F	1 KKAT-F›	1 KKAT-F	1 KKAT-F
2 KLZX-F	2 KLZX-F	2 KLZX-F›	2 KLZX-F›	2 KLZX-F›
3 KKAT-F	3 KBER-F›	3 KISN-F	3 KBER-F	3 KSFI-F
4 KXRK-F›	4 KISN-F	4 KRSP-F	4 KSFI-F	4 KSOP-AF
5 KISN-F	5 KRSP-F	KBER-F›	5 KISN-F	KALL-F‹
KRSP-F	6 KXRK-F	6 KSFI-F	6 KRSP-F	6 KSL ‹
7	7	7	7	7 KBER-F

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP	21 (1)	202 (3)	223 (4)	15.3	11.8
AOR/CLASSIC		302 (5)	302 (5)	20.7	21.7
AC/OLDIES	4 (1)	115 (3)	119 (4)	8.1	23.0
FULL SVC/VARIETY	124 (2)		124 (2)	8.5	8.9
COUNTRY	10 (1)	340 (3)	350 (4)	24.0	26.1
BLACK/URBAN					
SAC/EZ	27 (2)	178 (2)	205 (4)	14.0	1.3
NEWS/TALK	43 (2)		43 (2)	2.9	3.2
NOSTALGIA	38 (1)		38 (1)	2.6	2.5
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		40 (1)	40 (1)	2.7	1.5
UNKNOWN/OTHERS		17 (1)	17 (1)	1.2	
	267 (10)	1194 (18)	1461 (28)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KCNR	860	Salt Lake City	0.5/3.9/ 8/ 418
KFAM	700	N Salt Lake Cit	1.0/3.5/ 18/ 408
KISN	570	Salt Lake City	1.3/8.5/ 21/ 934
KJQN-F	95.5	Ogden/Slt.Lk.Ct	1.0/4.3/ 19/ 520
KLO	1430	Ogden	0.6/1.2/ 10/ 132
KZQQ-F	107.9	Roy/SL City	1.0/2.4/ 23/ 354

American Radio Spring, 1992 Copyright 1992

SALT LAKE CITY

RADIO STATIONS

AM STATIONS

KALL,	910, 5 KW/1KW (DA-N)	Full Service	ABC MBS, $30.00	(Eastman)	Hatch
KDYL,	1280, 5 KW/500W (DA-N)	Nostalgia	SMN, $29.00	(CBS)	
KISN,	570, 5 KW (DA-1)	SEE KISN-FM			
KSL ,	1160, 50 KW	Full Service	CNN CBS, $75.00	(CBS)	Bonneville
KTKK,	630, 1 KW/500 W (DA-2)	Talk	ABC NBC, $30.00	(K & P)	
KCPX,	1320, 5 KW (DA-1)	AC	MBS, $20.00	(MMR)	John Price

FM STATIONS

KALL,	94.1, 40 KW @ 3060	Oldies/AC	ABC, $31.00	(Eastman)	Hatch
KBCK,	105.7, 7 KW @ 3660	Country	, $23.00	(---)	Mid America Gospel
KBER,	101.1, 25 KW @ 3739	AOR	, $49.00	(Torbet)	(OGDEN)
KBZN,	97.9, 26 KW @ 3769	Jazz/NAC	, $26.00	(---)	(OGDEN)
KCPX,	98.7, 40 KW @ 2929	AC	, $47.00	(MMR)	John Price
KISN,	97.1, 30 KW @ 3651	CHR	, $61.00	(Mc-Guild)	
KJQN,	95.5, 50 KW @ 679	AOR	, $28.00	(Schubert)	(OGDEN)
KKAT,	101.9, 26 KW @ 3739	Country	, $93.00	(Banner)	Apollo (OGDEN)
KLZX,	93.3, 26 KW @ 3739	Classic AOR	ABC, $66.00	(Christal)	Citadel
KMGR,	107.5, 45 KW @ 2850	Soft AC	UNISUP UNIULT, $34.00	(HNWH)	Ragan Henry (OREM)
KQOL,	106.5, 8 KW @ 2709	EZ	UNIULT, $24.00	(---)	(SPANISH FORK)
KZHT,	94.9, 48 KW @ 2798	CHR	, $33.00	(Katz)	(PROVO)
KRSP,	103.5, 28 KW @ 3628	AOR	ABC, $48.00	(Banner)	
KSFI,	100.3, 26 KW @ 3739	EZ/Soft AC	, $65.00	(CBS)	
KSOP,	104.3, 25 KW @ 3638	Country	, $54.00	(MMR)	
KSOS,	106.9, 68 KW @ 2368	AC	, $20.00	(Moore)	(BRIGHAM)
KUTQ,	99.5, 40 KW @ 2952	CHR	SOURCE, NBC, $32.00	(K & P)	Citadel (BOUNTIFUL)
KXRK,	96.1, 55 KW @ 2631	AOR	UNIULT UNISUP, $19.00	(HNWH)	(PROVO)

Miscellaneous: KUTR changes to KCPX (Feb) . . . KZOL-F to KXRK-F (March) . . . KRPN-F to KZQQ-F (Feb) . . . KQOL-F (Spanish Fork) sold for $1,175,000 . . .

American Radio Spring, 1992 Copyright 1992

SAN ANTONIO

Arbitron Rank/Pop (12+): 35/1,078,100
MSA Rank/Pop: 36/1,350,000
ADI # 43
Average Person Ratings: 17.8
Market TSL: 23.50 hours

Stations: 30/30
Diaries: 1348/1001:1/46.6%
Sample Target: 1390
% Below Line: 0.0
% Not Listed: 7.2

1991 Revenue: $39,000,000
HH Inc.: $29,279
Retail $: 9.6 Bil
Pop per Station: 35,936
#1 Biller: KCYY-F+ $7,200,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KCYY-F	(C)	187/ 9.7	12.1	9.9	12.4	10.6	11.0	228/2927	2450/22.7	23.5	22.1	G	KCYY-F
2. KXTN-F	(SP)	174/ 9.1	8.5	7.5	9.7	7.4	8.7	213/2062	1634/15.2	15.3	12.1	E	KXTN-F
3. KTFM-F	(CHR)	153/ 8.0	10.0	9.2	9.3	9.2	9.1	159/2255	2103/19.5	23.4	23.4	E	KTFM-F
4. KAJA-F	(C)	142/ 7.4	6.3	6.9	6.3	5.3	6.7	176/2247	1822/16.9	16.3	13.5	D	KAJA-F
5. KISS-F	(AOR)	111/ 5.8	5.3	0.4	1.1	1.2	3.2	123/1935	1730/16.0	3.5	5.8	C	KISS-F
6. WOAI	(N/T)	99/ 5.2	5.5	3.7	4.4	6.3	4.7	126/2015	1513/14.0	12.1	16.2	G	WOAI
7. KQXT-F	(SAC)	98/ 5.1	5.2	6.5	5.0	5.2	5.4	102/1527	1410/13.1	14.1	12.3	D	KQXT-F
8. KSMG-F	(O)	92/ 4.8	3.3	3.7	3.4	4.4	3.8	99/1357	1307/12.1	11.1	12.1	E	KSMG-F
9. KSAQ-F	(AOR)	86/ 4.5	3.0	4.9	4.1	5.2	4.1	92/1686	1556/14.4	13.4	13.2	C	KSAQ-F
10. KZEP-AF	(AOR)	72/ 3.8	3.8	4.3	4.0	4.9	4.0	78/1378	1251/11.6	13.0	10.9	D	KZEP-AF
11. KTSA	(BB)	68/ 3.5	2.5	2.9	2.0	2.8	2.7	91/1287	969/ 9.0	8.1	7.8	C	KTSA
12. KSRR-F	(AC)	65/ 3.4	3.6	3.5	3.9	3.2	3.6	71/1508	1376/12.8	12.8	13.1	C	KSRR-F
KCOR	(SP)	65/ 3.4	3.4	3.7	3.6	5.8	3.5	66/662	641/ 5.9	6.3	8.9	D	KCOR
14. KKYX	(C)	64/ 3.3	3.8	4.2	4.6	4.3	4.0	146/1557	706/ 6.5	8.3	9.6	D	KKYX
15. KONO-F	(O)	41/ 2.1	1.7	2.3	2.8	1.9	2.2	50/1092	927/ 8.6	9.3	11.9	B	KONO-F
16. KLUP	(BB)	39/ 2.0	1.3	----	0.2	0.3	0.9	45/560	463/ 4.3	0.3	1.1	A	KLUP
17. KKYX-F	(C)	38/ 2.0	2.2	2.3	2.9	3.0	2.3	58/951	617/ 5.7	8.1	8.1	C	KKYX-F
18. KSJL	(AOR)	35/ 1.8	0.5	0.5	1.4	0.7	1.0	39/419	366/ 3.4	2.3	2.3	A	KSJL
19. KEDA	(SP)	30/ 1.6	1.6	1.0	2.1	1.2	1.6	30/357	345/ 3.2	2.6	3.0	A	KEDA
20. KRIO-F	(C)	29/ 1.5	1.6	2.1	2.4	1.1	1.9	30/537	519/ 4.8	6.1	2.3	B	KRIO-F

12+ FM SHARE (METRO): 72.15% (1285 of 1781) (SPG 91: 67.84%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KTFM-F>>	1 KISS-F	1 KCYY-F	1 KCYY-F	1 KCYY-F	1 KCYY-F	1 KCYY-F	1 KCYY-F	1 KCYY-F	1 KXTN-F<	1 KXTN-F<
2 KSAQ-F>	2 KXTN-F	2 KXTN-F	2 KXTN-F	2 KXTN-F	2 WOAI	2 KTFM-F	2 KXTN-F	2 KXTN-F	2 KTFM-F>	2 KTSA
3 KSRR-F	3 KAJA-F	3 KAJA-F	3 KAJA-F	3 KAJA-F	KXTN-F	3 KAJA-F	3 KAJA-F	3 KTFM-F<	3 KSAQ-F	3 KTFM-F
4	4 KCYY-F<	4 KISS-F	4 KSMG-F	4 KSMG-F	4 KQXT-F<	4 WOAI	4 KTFM-F<	4 KAJA-F	4 KCYY-F	4 KCOR
5	5 KTFM-F	5 KTFM-F	5 KQXT-F	5 KQXT-F	5 KTSA	KXTN-F	5 KQXT-F	5 KISS-F	5 KISS-F	5 KSAQ-F
6	6 KSAQ-F	6 KSMG-F	6 KTFM-F	6 KTFM-F<	KKYX	6 KISS-F	6 WOAI	6	6 KAJA-F<	6 KISS-F
7	7 KZEP-AF	7 KZEP-AF	KISS-F	7 KISS-F<	KAJA-F	7 KSMG-F	KSMG-F	7	7	7
8	8 KSMG-F	KQXT-F<	8 KZEP-AF	8 KZEP-AF	8 KCOR	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KTFM-F	1 KXTN-F<	1 KXTN-F	1 KCYY-F	1 KCYY-F
2 KSAQ-F	2 KCYY-F<	KAJA-F<	2 KXTN-F	2 KXTN-F
3 KXTN-F	3 KTFM-F<	3 KCYY-F	3 KAJA-F<	3 KAJA-F
KCYY-F	4 KAJA-F>	4 KTFM-F	4 KTFM-F>	4 KTFM-F
5 KISS-F	5 KISS-F	5 KSMG-F	5 KSMG-F	KSMG-F
6 KAJA-F	6 KSAQ-F	6 KSRR-F	6 KQXT-F	6 KQXT-F
7	7 KSMG-F<	KQXT-F	7 KSRR-F<	7
8	8 KSRR-F	KISS-F	8 KISS-F	8
9	9	9 KZEP-AF	9	9

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KISS-F>	1 KISS-F>	1 KISS-F>	1 KISS-F	1 KCYY-F
2 KSAQ-F>	2 KXTN-F	2 KXTN-F	2 KCYY-F	2 KXTN-F
3 KTFM-F	KAJA-F<	3 KZEP-AF	3 KXTN-F	3 KISS-F<
KAJA-F	4 KSAQ-F	KAJA-F	4 KAJA-F	4 KSMG-F<
5 KCYY-F	5 KZEP-AF	5 KSMG-F>	5 KZEP-AF	5 KAJA-F<
6 KZEP-AF	6 KTFM-F	6 KSAQ-F	6 KSMG-F<	6 KQXT-F<
KXTN-F	7 KCYY-F	KQXT-F	7 KSAQ-F	7 KZEP-AF
8 KSRR-F	8 KSMG-F	KCYY-F	8 KQXT-F	8 WOAI
9	9	9 KTFM-F	9	9

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		153 (1)	153 (1)	8.6	10.0
AOR/CLASSIC	38 (2)	266 (3)	304 (5)	17.1	11.6
AC/OLDIES	24 (3)	198 (3)	222 (6)	12.5	22.3
FULL SVC/VARIETY					
COUNTRY	64 (1)	396 (4)	460 (5)	25.8	23.5
BLACK/URBAN					
SAC/EZ		98 (1)	98 (1)	5.5	
NEWS/TALK	99 (1)		99 (1)	5.6	9.8
NOSTALGIA	117 (3)		117 (3)	6.6	0.4
RELIGION/GOSPEL	24 (2)		24 (2)	1.3	2.7
SPANISH	130 (5)	174 (1)	304 (6)	17.1	19.6
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	496 (17)	1285 (13)	1781 (30)		

OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME
KDRY	1100	Alamo Heights	0.7/1.7/ 15/ 226
KGNB	1420	New Braunfels	0.5/1.5/ 11/ 167
KMMZ	1480	San Antonio	0.4/0.9/ 7/ 96
KONO	860	San Antonio	0.5/2.6/ 14/ 321
KSAH	720	Universal City	0.9/2.2/ 26/ 303
KSLR	630	San Antonio	0.6/2.3/ 14/ 345
KVAR	1160	San Antonio	0.6/1.3/ 11/ 137
KWED	1580	Seguin	0.4/1.0/ 7/ 104
KZVE	1310	San Antonio	0.3/1.3/162/ 0

American Radio Spring, 1992 Copyright 1992

SAN ANTONIO

RADIO STATIONS

AM STATIONS

KCOR,	1350,	5 KW (DA-N)	, HISPANIC		, $	57.00	(Katz)	Tichenor
KEDA,	1540,	5 KW/1 KW (DA-N),	HISPANIC		, $	25.00	(Caballero)	
KKYX,	680,	50 KW/10 KW(DA-N),	COUNTRY	ABC	, $	54.00	(Katz)	New City
KONO,	860,	5 KW/1 KW	, SEE KONO-FM					
KSAH,	720,	10 KW/1 KW (DA-2),	HISPANIC		, $	22.00	(Caballero)	
KTSA,	550,	5 KW (DA-N)	, NOSTALGIA/FS	NBC-T ABC	, $	29.00	(Banner)	
KZVE,	1310,	5 KW/280 W(DA-1),	HISPANIC		, $	25.00	(Schubert)	TK
WOAI,	1200,	50 KW	, NEWS/TALK	CBS	, $	88.00	(Christal)	Clear Channel

FM STATIONS

KAJA,	97.3,	100 KW @ 984,	COUNTRY		, $	58.00	(Christal)	Clear Channel
KCYY,	100.3,	98 KW @ 581,	COUNTRY		, $	100.00	(Katz)	NewCity
KISS,	99.5,	100 KW @ 1112,	AOR	SMN ABC	, $	44.00	(MMR)	Adams
KKYX,	106.7,	100 KW @ 1017,	COUNTRY		, $	50.00	(Banner)	
KONO,	101.1,	100 KW @ 649,	OLDIES	UNIULT NBC	, $	40.00	(Christal)	(FREDICKSBURG)
KQXT,	101.9,	100 KW @ 669,	SOFT AC/EZ		, $	NA	(Group W)	Westinghouse
KRIO,	94.1,	22 KW @ 695,	COUNTRY		, $	25.00	(---)	(FLORESVILLE)
KSAQ,	96.1,	100 KW @ 479,	AOR		, $	49.00	(Eastman)	Inner City
KSMG,	105.3,	100 KW @ 1250,	OLDIES		, $	60.00	(CBS)	Rusk
KSRR,	92.9,	100 KW @ 1017,	AC/CHR		, $	41.00	(Christal)	Booth
KTFM,	102.7,	100 KW @ 669,	CHR		, $	70.00	(Banner)	
KXTN,	107.5,	100 KW @ 1469,	HISPANIC		, $	53.00	(Schubert)	TK
KZEP,	104.5,	100 KW @ 659,	AOR	MBS	, $	55.00	(HNWH)	Lotus

Miscellaneous: KMMX to KKYX - AC to Country (Feb) . . . KISS-AM to KLUP (Feb) and format to Nostalgia . . . KZVE, KXTN-F from TK to Spectrum (John Palmer) for $12,650,000 (MVP) . . .

American Radio Spring, 1992 Copyright 1992

SAN DIEGO

Arbitron Rank/Pop (12+): 15/2,173,700

MSA Rank/Pop: 13/2,540,000
ADI # 24
Average Person Ratings: 16.9
Market TSL: 22.50 hours

Stations: 37/32
Diaries: 2050/1060:1/48.7%
Sample Target: 1920
% Below Line: 4.9
% Not Listed: 8.7

1991 Revenue: $86,000,000
HH Inc.: $41,672
Retail $: 19.9 Bil
Pop per Station: 67,928
#1 Biller: KFMB $10,000,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1.	KSON-AF	(C) 279/ 7.6	8.2	7.5	7.1	8.8	7.6	279/3104	3104/14.3	16.4	16.2	H	KSON-AF
2.	XTRA-F	(AOR) 209/ 5.7	4.5	5.4	5.5	5.4	5.3	209/3421	3421/15.7	13.4	13.6	G	XTRA-F
3.	KFMB-F	(AC) 208/ 5.7	5.0	4.4	4.7	5.4	4.9	208/3616	3616/16.6	14.9	16.1	G	KFMB-F
4.	KKLQ-AF	(CHR) 206/ 5.6	4.9	6.5	6.5	6.0	5.9	206/3979	3979/18.3	17.7	19.3	H	KKLQ-AF
5.	KSDO	(N/T) 200/ 5.4	5.1	4.6	5.6	5.2	5.2	200/2400	2400/11.0	10.1	10.8	G	KSDO
6.	KJQY-F	(SAC) 175/ 4.8	5.4	5.7	5.2	5.6	5.3	175/2602	2602/12.0	13.5	12.6	G	KJQY-F
7.	KGB -F	(AOR) 164/ 4.5	5.3	5.5	4.9	6.0	5.1	164/3064	3064/14.1	17.3	16.0	H	KGB -F
8.	KIOZ-F	(AOR) 161/ 4.4	3.2	2.1	4.0	2.6	3.4	161/1822	1822/ 8.4	5.8	5.8	D	KIOZ-F
9.	KYXY-F	(AC) 155/ 4.2	4.1	5.8	4.0	3.6	4.5	155/2459	2459/11.3	13.0	11.7	F	KYXY-F
10.	XHTZ-F	(CHR) 154/ 4.2	3.5	4.0	3.4	2.4	3.8	154/3150	3150/14.5	12.7	9.4	C	XHTZ-F
11.	KFMB	(FS) 147/ 4.0	3.6	4.0	5.0	6.5	4.2	147/2483	2483/11.4	13.4	16.1	I	KFMB
12.	KPOP	(BB) 133/ 3.6	3.9	3.6	3.8	4.5	3.7	133/1354	1354/ 6.2	6.4	7.8	C	KPOP
	KIFM-F	(J) 133/ 3.6	3.6	4.1	4.3	3.2	3.9	133/2046	2046/ 9.4	10.1	9.7	G	KIFM-F
14.	XHRM-F	(B) 105/ 2.9	1.3	0.9	1.7	1.7	1.7	105/1699	1699/ 7.8	4.1	5.7	C	XHRM-F
15.	KFSD-F	(CL) 103/ 2.8	3.1	4.0	3.8	3.0	3.4	103/1700	1700/ 7.8	9.7	7.2	D	KFSD-F
16.	KBZS-F	(O) 96/ 2.6	2.0	1.9	1.5	1.7	2.0	96/1903	1903/ 8.8	6.8	7.0	C	KBZS-F
17.	KCLX-F	(CL AOR) 84/ 2.3	3.0	3.0	2.8	4.2	2.8	84/1890	1890/ 8.7	9.7	10.7	D	KCLX-F
18.	KCBQ-F	(O) 70/ 1.9	2.6	2.4	2.9	2.5	2.5	70/1432	1432/ 6.6	9.0	8.3	F	KCBQ-F
19.	KNX	(N) 66/ 1.8	1.4	1.5	1.7	1.3	1.6	66/1240	1240/ 5.7	6.3	4.5		KNX
20.													

12+ FM SHARE (METRO): 74.20% (2490 of 3356) (SPG 91: 70.63%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKLQ-AF	1 XTRA-F›	1 KSON-AF	1 KSON-AF	1 KSON-AF›	1 KSDO	1 KSON-AF	1 KSON-AF	1 KSON-AF‹	1 KKLQ-AF‹	1 KSDO ››
2 XHTZ-F›	2 KFMB-F‹	2 KFMB-F‹	2 KFMB-F	2 KSON-AF	2 KFMB-F	2 KSDO	2 KKLQ-AF	2 KKLQ-AF	2 KFMB	2 XHRM-F
3 KIOZ-F	3 KKLQ-AF	3 XTRA-F	3 KGB -F	3 KGB -F	3 KFMB ‹	3 KSDO ›	3 KFMB-F	3 XTRA-F	3 XHTZ-F	KSON-F‹
4 XTRA-F	KIOZ-F	4 KGB -F‹	4 XTRA-F	4 KJQY-F	4 KPOP	4 KGB -F‹	4 KJQY-F	4 KFMB-F	4 KYXY-F	4 KYXY-F
5	5 KGB -F	5 KKLQ-AF	KIFM-F	5 KIFM-F‹	5 KJQY-F	5 KKLQ-AF‹	5 XTRA-F	5 KIOZ-F‹	5 KSON-AF	KPOP
6	6 KSON-AF	6 KIOZ-F	6 KJQY-F	6 XTRA-F	6 KIFM-F	6 XTRA-F	6 KYXY-F	6 KJQY-F	XTRA-F	6 KGB -F
7	7 XHTZ-F	7 KJQY-F	7 KKLQ-AF	7 KKLQ-AF	7 KFSD-F	KJQY-F	7 KKLQ-AF‹	7	7	7 KNX
8	8 XHRM-F	KIFM-F	8 KYXY-F	KYXY-F	8 KFMB-F	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KFMB-F	1 KFMB-F›	1 KFMB-F	1 KFMB-F›	1 KFMB-F
2 XTRA-F	2 XTRA-F	2 KSON-AF	2 KSON-AF	2 KSON-AF
3 XHTZ-F	3 KSON-AF‹	3 KKLQ-AF‹	3 KYXY-F	3 KYXY-F
4 KIOZ-F	4 KKLQ-AF	4 XTRA-F	4 KKLQ-AF	4 KJQY-F
5 XHRM-F	5 XHRM-F‹	5 KYXY-F	5 KJQY-F	5 KIFM-F‹
6 KSON-AF	6 KYXY-F	KJQY-F	6 XTRA-F	6 KKLQ-AF
7	KJQY-F	7 XHRM-F	7 KIFM-F	7
8	8 XHTZ-F	KGB -F	8	8

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 XTRA-F‹	1 XTRA-F	1 KGB -F	1 XTRA-F	1 KSON-AF
2 KIOZ-F›	2 KIOZ-F	2 XTRA-F›	2 KGB -F	2 KGB -F›
3 XHTZ-F	3 KGB -F	3 KKLQ-AF	3 KSON-AF	3 XTRA-F
4 KKLQ-AF›	4 KKLQ-AF	4 KSON-AF	4 KIOZ-F	4 KIFM-F‹
5 KGB -F	5 XHTZ-F	KIOZ-F	5 KKLQ-AF	5 KSDO
6 XHRM-F	6 KSON-AF	6	6 XHTZ-F‹	6 KJQY-F
7	7 KFMB-F	7	7 KFMB-F	7 KKLQ-AF
8	8	8	8 KIFM-F	8 KIOZ-F

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP	12 (1)	348 (2)	360 (3)	10.7	9.3
AOR/CLASSIC		659 (6)	659 (6)	19.6	21.3
AC/OLDIES	64 (2)	551 (5)	615 (7)	18.3	23.2
FULL SVC/VARIETY	147 (1)		147 (1)	4.4	7.1
COUNTRY	19 (1)	292 (2)	311 (3)	9.3	10.1
BLACK/URBAN		105 (1)	105 (1)	3.1	1.8
SAC/EZ		175 (1)	175 (1)	5.2	
NEWS/TALK	391 (5)		391 (5)	11.7	10.9
NOSTALGIA	133 (1)		133 (1)	4.0	5.9
RELIGION/GOSPEL	34 (1)	19 (1)	53 (2)	1.6	
SPANISH	49 (1)	105 (3)	154 (4)	4.6	3.5
CLASSICAL		103 (1)	103 (1)	3.1	3.3
JAZZ/NEW AGE		133 (1)	133 (1)	4.0	3.5
UNKNOWN/OTHERS	17 (1)		17 (1)	0.5	
	866 (14)	2490 (23)	3356 (37)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KCBQ	1170	San Diego	1.2/3.7/ 43/ 808
KCEO	1000	Vista	0.5/2.0/ 18/ 439
KGMG	1320	Oceanside	0.6/1.2/ 21/ 254
KKOS-F	95.9	Carlsbad	0.7/2.2/ 26/ 475
KOWF-F	92.1	Escondido/SD	0.9/2.1/ 32/ 451
KPRZ	1210	San Marcos/SD	0.9/2.3/ 34/ 495
KSPA	1450	Escondido/SD	0.5/1.0/ 17/ 220
XEMO	860	Tijuana	1.3/2.2/ 49/ 489
XHFG-F	107.3	Tijuana/Sn Dgo	0.4/1.1/ 13/ 234
XHKY-F	95.7	Tijuana/SD	0.9/2.2/ 34/ 476
XLTN-F	104.5	Tijuana	1.6/3.3/ 58/ 707
XTRA	690	Tijuana	1.3/3.7/ 48/ 799
KFI	640	Los Angeles	1.6/4.7/ 59/1020
KLOS-F	95.5	Los Angeles	0.4/1.9/ 15/ 406
KRTH-F	101.1	Los Angeles	0.6/2.7/ 22/ 580
KWVE-F	107.9	San Clemente	0.5/1.5/ 19/ 316

American Radio Spring, 1992 Copyright 1992

SAN DIEGO

RADIO STATIONS

AM STATIONS

KCBQ,	1170,	50 KW/5 KW (DA-2)	,	SEE KCBQ-FM			
KCEO,	1000,	2.5 KW/250 W (DA-1)	,	BUSINESS NEWS	BRN ABC,	$ 30.00	(---)
KFMB,	760,	5 KW (DA-N)	,	Full Service	CBS,	$170.00	(Mc-Guild) Midwest TV
KPOP,	1360,	5 KW/1 KW	,	Nostalgia	NBC, UNISUP,	$ 47.00	(Katz) Brown
KSDO,	1130,	10 KW (DA-2)	,	News/Talk	ABC,	$109.00	(Durpetti) Gannett
XTRA,	690,	50 KW (DA-2)	,	Sports	MBS,	$ 55.00	(~~MMR~~) Noble

FM STATIONS

KCBQ,	105.3,	29 KW @ 620	,	Oldies	,	$ 83.00	(HNWH) Adams
KFMB,	100.7,	30 KW @ 620	,	AC	,	$144.00	(Mc-Guild) Midwest TV
KFSD,	94.1,	100 KW @ 640	,	Classical	,	$ 71.00	(HNWH) Lotus
KGB ,	101.5,	50 KW @ 500	,	AOR	,	$159.00	(Katz) Brown
KIFM,	98.1,	28 KW @ 640	,	Jazz	,	$100.00	(CBS)
KIOZ,	102.1,	10 KW @ 980	,	AOR	,	$ 51.00	(Banner) (OCEANSIDE)
KJQY,	103.7,	36 KW @ 581	,	Soft AC	,	$128.00	(~~MMR~~) Legacy
KBZS,	94.9,	22 KW @ 328	,	Oldies	,	$ 60.00	(Eastman) Anaheim
KKLQ,	106.5,	50 KW @ 440	,	CHR	APR MBS,	$165.00	(Christal) Edens
KCLX,	102.9,	32 KW @ 617	,	Classic AOR	,	$ 70.00	(Durpetti) Gannett
KSON,	97.3,	50 KW @ 440	,	Country	,	$171.00	(Banner) Jeff-Pilot
KYXY,	96.5,	41 KW @ 541	,	AC	,	$ 95.00	(HNWH)
XHRM,	92.5,	100 KW @ ?	,	Black	ABC,	$ 45.00	(K & P) (TIJUANA)
XHTZ,	90.3,	100 KW @ 994	,	CHR	ABC,	$ 40.00	(---) (TIJUANA)
XLTN,	104.5,	60 KW @ 994	,	Hispanic	,	$ 35.00	(Katz Hisp) (TIJUANA)
XTRA,	91.1,	100 KW @ 686	,	AOR	,	$135.00	(~~MMR~~) Noble (TIJUANA)

Miscellaneous: KSDO-F to KCLX-F (March) . . .

American Radio Spring, 1992 Copyright 1992

SAN FRANCISCO

Arbitron Rank/Pop (12+): 4/5,178,000
MSA Rank/Pop: 28/1,614,600 (San Francisco)
20/2,117,800 (Oakland)
ADI # 5
Average Person Ratings: 16.7
Market TSL: 22.25 hours

Stations: 51/48
Diaries: 4313/1201:1/47.9%
Sample Target: 3000
% Below Line: 1.0
% Not Listed: 12.1

1991 Revenue: $170,700,000
HH Inc.: $45,702
Retail $: 40.8 Bil
Pop per Station: 107,785
#1 Biller: KGO $23,000,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KGO	(N/T)	667/ 7.7	8.4	8.4	8.0	7.8	8.1	805/10801	8850/17.1	20.6	17.6	K	KGO
2. KMEL-F	(CHR)	487/ 5.6	4.6	5.3	5.3	6.1	5.2	527/8426	7500/14.5	13.5	15.5	I	KMEL-F
3. KNBR	(T)	392/ 4.5	3.4	3.3	4.5	3.8	3.9	505/8901	6690/12.9	10.1	12.7	I	KNBR
4. KCBS	(N)	376/ 4.4	4.9	5.5	4.1	4.8	4.7	448/10119	8528/16.5	18.6	16.9	I	KCBS
5. KSAN-F	(C)	346/ 4.0	3.7	2.9	2.5	3.0	3.3	361/4816	4612/ 8.9	7.6	7.4	I	KSAN-F
6. KOIT-AF	(SAC)	325/ 3.8	4.3	3.6	3.0	3.7	3.7	342/6309	5991/11.6	11.0	10.8	I	KOIT-AF
7. KFRC	(BB)	302/ 3.5	4.6	4.3	4.9	4.3	4.3	360/5674	4617/ 8.9	9.3	10.0	F	KFRC
8. KIOI-F	(AC)	299/ 3.5	3.3	2.7	3.2	3.9	3.2	309/5574	5309/10.3	9.1	10.4	I	KIOI-F
9. KITS-F	(CHR)	279/ 3.2	2.5	3.1	2.7	2.6	2.9	285/4692	4548/ 8.8	8.1	7.6	H	KITS-F
10. KBLX-AF	(J/NAC)	255/ 2.9	1.9	2.4	2.5	2.0	2.4	261/4156	4051/ 7.8	6.6	6.2	F	KBLX-AF
11. KSOL-F	(B)	249/ 2.9	2.8	2.9	2.8	3.6	2.8	254/5922	5721/11.0	10.8	11.1	F	KSOL-F
12. KABL-AF	(SAC)	244/ 2.8	3.2	3.0	2.7	2.6	2.9	255/4407	4173/ 8.1	10.9	9.9	E	KABL-AF
13. KKSF-F	(J/NAC)	232/ 2.7	2.7	2.5	2.7	2.5	2.7	232/4375	4279/ 8.3	7.1	6.8	G	KKSF-F
14. KRQR-F	(AOR)	216/ 2.5	2.5	2.2	2.8	2.3	2.5	235/4348	3929/ 7.6	7.3	8.2	G	KRQR-F
15. KKHI-AF	(CL)	191/ 2.2	2.3	1.6	2.2	2.4	2.1	198/3065	2934/ 5.7	5.3	6.5	D	KKHI-AF
16. KSFO	(O)	186/ 2.2	1.5	1.8	2.6	2.1	2.0	200/4899	4438/ 8.6	6.2	8.8	H	KSFO
17. KBAY-F	(SAC)	184/ 2.1	2.3	2.3	2.0	2.1	2.2	227/2821	2217/ 4.3	4.9	5.3	E	KBAY-F
18. KDFC-AF	(CL)	183/ 2.1	2.2	2.3	2.3	2.7	2.2	192/3641	3397/ 6.6	7.4	7.9	E	KDFC-AF
19. KOFY	(SP)	161/ 1.9	2.0	0.7	0.8	0.6	1.4	167/1898	1726/ 3.3	2.4	2.3	B	KOFY
20. KFOG-F	(AOR)	156/ 1.8	1.8	1.6	2.3	1.9	1.9	161/3547	3410/ 6.6	6.3	7.3	G	KFOG-F
21. KSJO-F	(AOR)	150/ 1.7	1.5	1.8	1.6	1.6	1.6	161/2871	2621/ 5.1	5.0	5.0	E	KSJO-F
22. KFRC-F	(O)	146/ 1.7	1.5	1.8	2.3	2.2	1.8	154/3710	3506/ 6.8	7.5	8.4	E	KFRC-F
23. KHQT-F	(CHR)	129/ 1.5	1.8	1.5	1.8	1.9	1.6	130/2386	2340/ 4.5	5.2	5.1	D	KHQT-F
24. KBRG-F	(SP)	117/ 1.4	1.4	2.1	2.0	1.1	1.7	117/1333	1330/ 2.6	3.0	2.1	C	KBRG-F
25. KYA -F	(O)	112/ 1.3	1.3	1.4	1.2	1.1	1.3	117/2965	2829/ 5.5	5.2	4.5		KYA -F
26. KDIA	(B)	99/ 1.1	0.8	0.9	1.0	1.1	0.9	99/1322	1303/ 2.5	2.1	2.7	C	KDIA
27. KNEW	(C)	97/ 1.1	1.2	1.2	0.8	1.2	1.1	102/1665	1548/ 3.0	3.4	3.4		KNEW
28. KJAZ-F	(J)	96/ 1.1	1.2	1.0	0.8	1.1	1.0	98/1729	1686/ 3.3	3.0	3.3	D	KJAZ-F
KEZR-F	(AC)	96/ 1.1	0.9	1.5	1.2	1.0	1.2	99/2150	2104/ 4.1	3.8	3.4	E	KEZR-F
30. KOME-F	(AOR)	95/ 1.1	1.4	1.8	1.4	1.5	1.4	108/2247	2025/ 3.9	5.0	5.2	F	KOME-F
31. KDBK-FF	(AC)	86/ 1.0	1.8	1.2	1.7	1.6	1.4	111/2675	2179/ 4.2	4.7	4.4	D	KDBK-AF
32. KARA-F	(AC)	83/ 1.0	1.0	0.9	0.7	1.3	0.9	86/1679	1585/ 3.1	3.1	3.3		KARA-F
33.													
34.													
35.													

12+ FM SHARE (METRO): 65.46% (4973 of 7597) (SPG 91: 65.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KMEL-F>	1 KMEL-F	1 KMEL-F	1 KGO	1 KGO	1 KGO >	1 KGO	1 KGO >	1 KGO	1 KMEL-F	1 KGO >>
2 KSOL-F>	2 KITS-F>	2 KGO	2 KSAN-F	2 KSAN-F	2 KCBS <	2 KCBS >	2 KOIT-AF	2 KMEL-F>	KGO	2 KCBS >>
3 KHQT-F	3 KSAN-F	3 KSAN-F<	3 KMEL-F<	3 KNBR	3 KNBR	3 KMEL-F	3 KSAN-F<	3 KSAN-F<	3 KNBR >	3 KNBR >>
4	4 KIOI-F	4 KITS-F	4 KIOI-F	4 KOIT-AF	4 KFRC	4 KNBR	4 KN8R	4 KN8R	4 KIOI-F	4 KBLX-F
5	5 KSOL-F	5 KIOI-F	5 KOIT-AF<	5 KMEL-F>	5 KOIT-AF	5 KSAN-F	KMEL-F	5 KITS-F	5 KSOL-F	5 KMEL-F
6	KSJO-F	6 KOIT-AF	6 KBLX-AF	6 KIOI-F<	6 KABL-AF	KFRC <	6 KIOI-F	6 KOIT-AF<	6 KITS-F	6 KSAN-F
7	KRQR-F	7 KBLX-AF	KNBR <	7 KBLX-AF	KSAN-F	7 KOIT-AF	KFRC	7 KSOL-F	7 KSAN-F	7 KDIA <
8	8 KOFY <	8 KNBR <	8 KKSF-F	8 KKSF-F	8 KKHI-AF	8 KIOI-F	8 KCBS <	8 KIOI-F	8 KBLX-AF	8 KABL-F
9	9 KBLX-AF	9 KRQR-F<	9 KRQR-F	9 KRQR-F	9 KDFC-AF	9 KITS-F<	9 KBLX-AF	KFRC	KSFO	9 KOIT-F
10	KGO	10 KKSF-F	10 KITS-F	KCBS	KBAY-F	10	10 KITS-F	KCBS	KFRC	10 KFRC-F
									KCBS	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KMEL-F>	1 KMEL-F>	1 KMEL-F	1 KMEL-F	1 KSAN-F
2 KITS-F	2 KIOI-F	2 KSAN-F	2 KIOI-F	2 KMEL-F
3 KSOL-F	3 KSAN-F<	KIOI-F	3 KSAN-F	KGO <
4 KIOI-F	4 KITS-F	4 KBLX-AF	4 KOIT-AF	4 KOIT-AF
5 KOFY	5 KSOL-F	5 KITS-F<	5 KBLX-AF	KIOI-F
6 KSAN-F	6 KBLX-AF	6 KSOL-F	6 KGO	6 KBLX-AF>
KHQT-F	7 KOIT-AF	7 KOIT-AF	7 KSOL-F	7 KKSF-F
8 KOIT-AF	KOFY	8 KGO	8 KITS-F	8 KSOL-F
KBRG-F	9	9 KRQR-F	9	9
10	10	10	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMEL-F>	1 KITS-F	1 KITS-F	1 KGO	1 KGO <
2 KITS-F>	2 KMEL-F	2 KRQR-F<	2 KITS-F<	2 KNBR >
3 KSOL-F	3 KSJO-F	3 KGO <	3 KNBR <	3 KRQR-F
4 KSJO-F	4 KRQR-F	4 KSJO-F	4 KMEL-F<	KKSF-F
5 KBRG-F	5 KGO	5 KMEL-F	5 KRQR-F	5 KSAN-F
6 KOFY	6 KOME-F	6 KSAN-F	6 KKSF-F	6 KITS-F<
7 KRQR-F	7 KFOG-F<	KNBR	7 KSJO-F	7 KCBS
KOME-F	8 KOFY	8 KKSF-F	8 KSAN-F	8 KBLX-AF
9	9	9 KOME-F<	9	9
10	10	10 KOIT-AF	10	10

American Radio Spring, 1992 Copyright 1992

SAN FRANCISCO

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		922 (4)	922 (4)	12.1	9.1
AOR/CLASSIC		743 (6)	743 (6)	9.8	13.3
AC/OLDIES	186 (1)	907 (9)	1093 (10)	14.4	23.7
FULL SVC/VARIETY					
COUNTRY	129 (2)	490 (4)	619 (6)	8.1	6.9
BLACK/URBAN	99 (1)	249 (1)	348 (2)	4.6	5.4
SAC/EZ	94 (2)	659 (3)	753 (5)	9.9	2.4
NEWS/TALK	1435 (3)		1435 (3)	18.9	18.7
NOSTALGIA	302 (1)		302 (1)	4.0	5.0
RELIGION/GOSPEL	30 (1)		30 (1)	0.4	0.6
SPANISH	278 (4)	117 (1)	395 (5)	5.2	2.8
CLASSICAL	59 (2)	315 (2)	374 (4)	4.9	5.9
JAZZ/NEW AGE	12 (1)	571 (3)	583 (4)	7.7	6.4
UNKNOWN/OTHERS					
	2624 (18)	4973 (33)	7597 (51)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KAZA	1290	Gilroy	0.3/0.7/ 41/ 576
KFAX	1100	San Francisco	0.3/1.2/ 30/ 672
KIQI	1010	San Francisco	0.6/1.9/ 50/1065
KKIQ-F	101.7	Livermore/Plsnt	0.3/1.1/ 29/ 638
KLOK	1170	SanJose/SanFran	0.5/1.8/ 51/1098
KRPQ-F	104.9	Rohnert Park	0.5/1.0/ 46/ 548
KRTY-F	95.3	Los Gatos	0.9/2.4/ 79/1380
KUFX-F	94.5	Gilroy	0.7/3.2/ 90/2231
KXFX-F	101.7	Santa Rosa	0.7/1.6/ 63/ 820
KZST-F	100.1	Santa Rosa	0.7/1.4/ 59/ 762
KRAK	1140	Sacramento	0.4/0.8/138/1718
KRAK-F	105.1	Sacramento	0.3/0.9/187/3235
KSFM-F	102.5	Woodland/Scrmnt	0.3/1.4/219/3463

RADIO STATIONS

AM STATIONS

KABL, 960, 5 KW (DA-1)	, SEE KABL-FM			
KCBS, 740, 50 KW (DA-2)	, NEWS	CBS	, $ 245.00 (CBS)	CBS
KDIA, 1310, 5 KW (DA-1)	, BLACK		, $ 41.00 (---)	
KEST, 1450, 1 KW	, ETHNIC		, $ 45.00 (---)	Douglas
KFAX, 1100, 50 KW (DA-1)	, RELIGION		, $ 40.00 (---)	Salem
KFRC, 610, 5 KW	, NOSTALGIA	MBS, UNISUP	, $ 90.00 (Schubert)	Bedford
KGO , 810, 50 KW	, TALK/NEWS	ABC	, $ 350.00 (Banner)	Cap. Cities/ABC
KIQI, 1010, 10 KW/500W (DA-1)	, HISPANIC		, $ 50.00 (Caballero)	
KNBR, 680, 50 KW	, TALK	NBC	, $ 151.00 (Eastman)	Susquehanna
KNEW, 910, 5 KW (DA-N)	, COUNTRY		, $ NA (McGuild)	Malrite
KSFO, 560, 5 KW (DA-N)	, OLDIES	UNIPWR	, $ 106.00 (MMR)	

FM STATIONS

KABL, 98.1,	100 KW @ 940, EZ/SOFT AC	UNISUP	, $ 105.00 (Christal)	Shamrock
KBLX, 102.9,	7 KW @ 1290, JAZZ/URBAN		, $ 110.00 (HNWH)	Inner City
KBRG, 104.9,	3 KW @ 300, HISPANIC		, $ 53.00 (Katz Hisp)	
KDBK, 98.9,	7 KW @ 1450, AOR	ABC	, $ 75.00 (Katz)	Viacom
KDFC, 102.1,	33 KW @ 1050, CLASSICAL		, $ 78.00 (CMBS)	
KFOG, 104.5,	8 KW @ 1450, AOR	SOURCE	, $ 130.00 (Eastman)	Susquehanna
KFRC, 99.7,	45 KW @ 1240, OLDIES		, $ 85.00 (Schubert)	Bedford
KIOI, 101.3,	125 KW @ 1161, AC		$ 222.00 (Durpetti)	Fairmont
KITS, 105.3,	15 KW @ 1200, CHR/AOR	UNIPWR ABC	, $ 150.00 (HNWH)	Entercom
KJAZ, 92.7,	2 KW @ 400, JAZZ		, $ 75.00 (K & P)	
KKSF, 103.7,	8 KW @ 1469, JAZZ/NAC		, $ 155.00 (Banner)	Brown
KMEL, 106.1,	69 KW @ 1289, CHR		, $ 205.00 (Christal)	Evergreen
KOIT, 96.5,	33 KW @ 1410, SOFT AC		, $ 200.00 (Torbet)	Bonneville
KRQR, 97.3,	82 KW @ 1099, AOR	CBS	, $ 155.00 (CBS)	CBS
KSAN, 94.9,	30 KW @ 1210, COUNTRY		, $ 210.00 (McGuild)	Malrite
KSOL, 107.7,	9 KW @ 1161, BLACK	APR	, $ 110.00 (MMR)	United
KYA , 93.3,	50 KW @ 500, OLDIES	UNIPWR	, $ 97.00 (MMR)	

Other Ranked Stations - See San Jose

Miscellaneous: KDBK/KDBQ-F from AC to AOR (June) . . . KDIA sold by Ragen Henry for $1,600,000 . . . KMEL-F sold by Century to Evergreen for $44,000,000 (Minkow) . . .

American Radio Spring, 1992 Copyright 1992

SAN JOSE

Arbitron Rank/Pop (12+): 31/1,272,300

MSA Rank/Pop: 31/1,470,000
San Francisce ADI
Average Person Ratings: 15.2
Market TSL: 20.50 hours

Stations: 44/16
Diaries: 1576/807:1/46.9%
Sample Target: 1540
% Below Line: NA
% Not Listed: NA

1991 Revenue: $27,000,000
HH Inc.: $51,455
Retail $: 13.1 Bil
Pop per Station: 79,519
#1 Biller: KOME-F $4,300,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KHQT-F	(CHR)	109/ 5.6	6.5	5.3	6.9	7.1	6.1	129/2378	1906/15.0	17.0	17.5	D	KHQT-F
2. KBAY-F	(SAC)	107/ 5.5	6.1	5.9	6.3	6.2	5.9	193/2394	1352/10.6	12.2	13.8	E	KBAY-F
3. KSJO-F	(AOR)	97/ 5.0	4.3	5.1	4.7	4.7	4.8	142/2482	1616/12.7	11.9	12.6	E	KSJO-F
4. KEZR-F	(AC)	78/ 4.0	3.4	5.2	4.8	4.0	4.3	98/2084	1597/12.6	12.2	11.9	E	KEZR-F
5. KARA-F	(AC)	70/ 3.6	3.5	3.1	2.8	4.8	3.3	84/1538	1199/ 9.4	9.8	11.2	E	KARA-F
6. KRTY-F	(C)	67/ 3.5	3.5	3.3	2.5	3.3	3.2	81/1356	986/ 7.7	7.0	8.0	C	KRTY-F
7. KOME-F	(AOR)	66/ 3.4	4.2	3.5	4.8	3.9	4.0	98/1971	1164/ 9.1	11.0	12.3	F	KOME-F
8. KBRG-F	(SP)	62/ 3.2	3.6	3.2	2.0	2.4	3.0	111/1238	698/ 5.5	5.6	4.2	C	KBRG-F
9. KUFX-F	(CL AOR)	46/ 2.4	2.8	3.2	4.1	3.2	3.1	83/2015	1144/ 9.0	11.4	11.4	C	KUFX-F
10. KLOK	(SP)	32/ 1.7	1.4	1.5	0.8	1.0	1.4	40/828	601/ 4.7	3.9	3.3	B	KLOK
11. KDFC-AF	(CL)	31/ 1.6	2.1	1.6	1.9	2.1	1.8	109/1960	668/ 5.3	6.6	6.4		KDFC-AF
12. KEEN	(SAC)	24/ 1.2	2.7	1.2	1.8	1.7	1.7	26/452	399/ 3.1	3.3	4.1	B	KEEN
13. KAZA	(SP)	23/ 1.2	0.5	0.9	1.3	1.2	1.0	41/586	354/ 2.8	2.1	2.1	B	KAZA
14. KLIV	(?)	11/ 0.6	0.8	----	0.5	0.6	0.5	11/356	306/ 2.4	0.0	2.5		KLIV
15. KNTA	(SP)	10/ 0.5	0.6	0.5	0.6	0.8	0.6	10/303	266/ 2.1	2.3	2.2	B	KNTA

12+ FM SHARE (METRO): NA

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHQT-F>>	1 KSJO-F>	1 KSJO-F>	1 KSJO-F	1 KBAY-F<	1 KBAY-F>>	1 KHQT-F	1 KBAY-F	1 KHQT-F	1 KHQT-F>	1 KBAY-F
2 KEZR-F>	2 KHQT-F	2 KOME-F	2 KARA-F<	2 KARA-F	2 KARA-F>	2 KSJO-F<	2 KSJO-F<	2 KSJO-F	2 KBAY-F	2 KEZR-F
3 KSJO-F	3 KOME-F	KHQT-F	3 KEZR-F	3 KSJO-F	3 KRTY-F<	3 KBAY-F>	3 KARA-F	3 KBAY-F	3 KSJO-F	3 KRTY-F
4	4 KBRG-F<	KEZR-F	4 KOME-F	4 KEZR-F	4 KDFC-AF	4 KOME-F	4 KEZR-F	4 KARA-F	4 KBRG-F	KHQT-F
5	5 KEZR-F	5 KARA-F	5 KBAY-F	5 KOME-F	5	5 KEZR-F	5 KHQT-F<	5 KRTY-F	5 KOME-F	5
6	6	6 KRTY-F<	6 KRTY-F	6 KRTY-F<	6	6 KRTY-F	6 KRTY-F	6 KEZR-F	KEZR-F	6
7	7	7 KBRG-F	KHQT-F	7 KHQT-F	7	7 KARA-F<	7 KOME-F	7 KOME-F	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KHQT-F>	1 KHQT-F	1 KEZR-F>	1 KEZR-F	1 KARA-F	1 KSJO-F>	1 KSJO-F>	1 KSJO-F>	1 KSJO-F>	1 KSJO-F
2 KRTY-F>	KEZR-F	2 KSJO-F	2 KHQT-F	2 KEZR-F<	2 KBRG-F>	2 KOME-F	2 KOME-F>	2 KOME-F	2 KOME-F
3 KEZR-F	3 KRTY-F	3 KRTY-F	3 KARA-F	3 KBAY-F>	3 KOME-F	3 KBRG-F	3 KHQT-F	3 KBRG-F	3 KBAY-F
4 KSJO-F	4 KSJO-F	KHQT-F	4 KRTY-F	4 KRTY-F	4 KLOK	4 KHQT-F	4 KARA-F	4 KHQT-F	4 KHQT-F<
KOME-F	5 KBRG-F	5 KUFX-F	5 KBAY-F	5 KHQT-F	5 KHQT-F	5	5 KUFX-F	5 KUFX-F	5 KUFX-F
KBRG-F>	6	6 KARA-F	6	6	6 KEZR-F	6	6	6	KARA-F

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		109 (1)	109 (1)	13.1	16.0		
AOR/CLASSIC		209 (3)	209 (3)	25.1	26.3		
AC/OLDIES		148 (2)	148 (2)	17.8	19.7		
FULL SVC/VARIETY							
COUNTRY		67 (1)	67 (1)	8.0	11.1		
BLACK/URBAN							
SAC/EZ	24 (1)	107 (1)	131 (2)	15.7	13.9		
NEWS/TALK					1.4		
NOSTALGIA							
RELIGION/GOSPEL							
SPANISH	65 (3)	62 (1)	127 (4)	15.2	6.6		
CLASSICAL	5 (1)	26 (1)	31 (2)	3.7	4.8		
JAZZ/NEW AGE							
UNKNOWN/OTHERS	11 (1)		11 (1)	1.3	0.2		
	105 (6)	728 (10)	833 (16)				

RADIO STATIONS

KAZA,	1290,	5 KW (DAYS, DA)	HISPANIC	CRC,	$ 33.00 (Caballero)		
KEEN,	1370,	5 KW (DA-2)	EZ	UPI,	$ NA (MMR)		
KLOK,	1170,	50 KW/5 KW (DA-2)	HISPANIC	,	$ 37.00 (Katz Hisp)		
KNTA,	1430,	1 KW (DA-1)	HISPANIC	,	$ 40.00 (Lotus)		
KSJX,	1500,	10 KW/5 KW (DA-2)	AOR	ABC,	$ 22.00 (Durpetti)		
KARA-F,	105.7,	50 KW @ 500	OLDIES	,	$ 82.00 (Eastman)	Empire	
KBAY-F,	100.3,	15 KW @ 2578	EZ	,	$ 74.00 (MMR)		
KEZR-F,	106.5,	50 KW @ 430	AC	,	$ 80.00 (Christal)		
KHQT-F,	97.7,	1.6 KW @ 449	CHR	,	$ 61.00 (HNWH)	Anaheim	
KOME-F,	98.5,	13 KW @ 880	AOR	,	$100.00 (Torbet)	Infinity	
KRTY-F,	95.3,	.4 KW @ 859	COUNTRY	UNISUP UNIULT ,	$ 41.00 (Durpetti)		
KSJO-F,	92.3,	50 KW @ 466	AOR	ABC,	$ 68.00 (Durpetti)		
KUFX-F,	94.5,	1.2 KW @ 2535	CL AOR	,	$ 70.00 (Katz)		
KDBQ-F,	99.1,	1.1 KW @ 2617	AOR	,	$ NA (Katz)	Viacom	(SANTA CRUZ)

Miscellaneous: KLOK, KBSG-F sold for $11,250,000 (Blackburn) . . . KRTY-F sold for $2,900,000 (MVP) . . .

American Radio Spring, 1992 Copyright 1992

SANTA ROSA

Arbitron Rank/Pop (12+): 107/336,500

MSA Rank/Pop: 122/398,500
San Francisco ADI
Average Person Ratings: 16.5
Market TSL: 22.00 hours

Stations: 28/6
Diaries: 638/527:1/50.6%
Sample Target: 660
% Below Line: 44.4
% Not Listed: 16.0

1991 Revenue: NA
HH Inc.: $36,432
Retail $: 3.2 Bil
Pop per Station: 56,083
#1 Biller: NA

12+ METRO		1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level
1. KXFX-F	(AOR)	62/11.2	7.3	9.6	5.5	4.4	----	62/763	763/22.7	17.8	18.6	KXFX-F
2. KZST-F	(AC)	59/10.6	10.0	10.4	5.9	8.0	----	59/696	696/20.7	20.7	17.0	KZST-F
3. KGO	(N/T)	53/ 9.5	8.6	6.6	13.4	6.6	----	53/618	618/18.4	23.5	18.6	KGO
4. KRPQ-F	(C)	42/ 7.6	7.3	3.0	3.8	4.2	----	42/475	475/14.1	14.9	9.1	KRPQ-F
5. KFRC	(BB)	32/ 5.8	6.5	6.8	8.6	8.9	----	32/347	347/10.3	12.0	12.5	KFRC
6. KMGG-F	(O)	22/ 4.0	3.4	4.5	3.1	3.0	----	22/449	449/13.3	13.8	11.6	KMGG-F
7. KCBS	(N/T)	21/ 3.8	5.0	4.5	4.7	3.1	----	21/548	548/16.3	15.6	13.4	KCBS
8. KNBR	(T)	20/ 3.6	4.2	5.1	2.6	4.4	----	20/439	439/13.0	13.4	13.4	KNBR
KMEL-F	(CHR)	20/ 3.6	3.4	2.6	3.3	2.8	----	20/291	291/ 8.6	9.5	7.5	KMEL-F
KHTT-F	(CHR)	20/ 3.6	5.6	4.5	4.3	5.4	----	20/445	445/13.2	16.1	14.0	KHTT-F
11. KSRO	(T)	15/ 2.7	2.1	1.9	2.4	2.1	----	15/281	281/ 8.4	7.6	9.3	KSRO
12. KABL-AF	(SAC)	14/ 2.5	3.5	2.2	3.1	3.3	----	14/297	297/ 8.8	10.9	4.1	KABL-AF
13. KRQR-F	(AOR)	12/ 2.2	3.3	2.8	4.7	4.0	----	12/297	297/ 8.8	7.9	10.7	KRQR-F
KNEW	(C)	12/ 2.2	4.6	4.2	4.5	5.9	----	12/195	195/ 5.8	10.0	8.6	KNEW
15.												

12+ FM SHARE (METRO): 62.31% (291 of 467) (SPG 91: 70.65%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KMEL-F››	1 KXFX-F››	1 KXFX-F	1 KZST-F	1 KZST-F	1 KGO ›	1 KZST-F	1 KZST-F	1 KXFX-F‹	1 KGO ›	1 KGO
2 KHTT-F››	2 KZST-F‹	2 KZST-F›	KXFX-F›	2 KXFX-F›	2 KZST-F	2 KGO ‹	2 KXFX-F›	2 KZST-F›	2 KXFX-F›	2 KCBS ›
3	3 KRPQ-F›	3 KRPQ-F›	3 KRPQ-F	3 KRPQ-F›	3 KFRC ›	3 KXFX-F	3 KGO ›	3 KRPQ-F	3 KMEL-F	3 KXFX-F
4	4 KHTT-F	4 KMGG-F	4 KMGG-F	4 KMGG-F	4 KCBS ‹	4 KRPQ-F›	4 KRPQ-F	4 KGO	KZST-F	4
5	5	5	5 KGO	5 KGO	5 KRPQ-F	5 KCBS	5 KFRC	5 KFRC	5 KRPQ-F	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KRPQ-F	1 KZST-F	1 KZST-F›	1 KZST-F›	1 KZST-F››
2 KHTT-F›	2 KRPQ-F	2 KXFX-F	2 KRPQ-F›	2 KRPQ-F
3 KMEL-F	3 KXFX-F	3 KRPQ-F	3 KXFX-F	3 KXFX-F›
KZST-F	4 KHTT-F›	4 KHTT-F	4 KHTT-F	4
5	5 KMEL-F	5	5	5
6	6	6	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KXFX-F››	1 KXFX-F››	1 KXFX-F››	1 KXFX-F››	1 KXFX-F›
2 KRPQ-F›	2 KRPQ-F	2 KZST-F	2 KZST-F›	2 KZST-F›
3 KOFY	3 KZST-F›	KRPQ-F	3 KRPQ-F	3 KGO
4	4 KRQR-F	KMGG-F	4 KGO	KMGG-F
5	KMGG-F	5	KMGG-F	5 KNBR
6	6	6	6	KRPQ-F

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		49 (3)	49 (3)	10.5	
AOR/CLASSIC		74 (2)	74 (2)	15.8	
AC/OLDIES	16 (2)	91 (5)	107 (7)	22.9	
FULL SVC/VARIETY					
COUNTRY	12 (1)	47 (2)	59 (3)	12.6	
BLACK/URBAN					
SAC/EZ	4 (1)	10 (1)	14 (2)	3.0	
NEWS/TALK	109 (4)		109 (4)	23.3	
NOSTALGIA	32 (1)		32 (1)	6.9	
RELIGION/GOSPEL					
SPANISH					
CLASSICAL	2 (1)	13 (2)	15 (3)	3.2	
JAZZ/NEW AGE	1 (1)	7 (2)	8 (3)	1.7	
UNKNOWN/OTHERS					
	176 (11)	291 (17)	467 (28)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KBLX	1400	Berkeley	0.2/0.0/ 0/ 0
KBLX-F	102.9	Berkeley	0.4/1.0/ 3/ 33
KDBK-F	98.9	San Francisco	0.4/1.9/ 2/ 65
KDFC-F	102.1	San Francisco	1.3/5.3/ 7/ 177
KFRC-F	99.7	San Francisco	0.7/3.7/ 4/ 124
KIOI-F	101.3	San Francisco	0.7/3.2/ 4/ 107
KITS-F	105.3	San Francisco	1.6/5.6/ 9/ 188
KKHI	1550	San Francisco	0.4/0.0/ 0/ 0
KKHI-F	95.7	San Francisco	1.1/4.4/ 8/ 147
KKSF-F	103.7	San Francisco	0.9/2.5/ 5/ 85
KOFY	1050	San Mateo/SF	1.4/3.2/ 8/ 107
KSAN-F	94.9	Sn Fran/Sn Jose	0.9/2.8/ 5/ 95
KSFO	560	San Francisco	1.4/5.1/ 8/ 171

RADIO STATIONS

KSRO , 1350, 5 KW (DA-2) , News/Talk

KHTT-F, 92.9, 2.3 KW @ 1948 , CHR
KMGG-F, 97.7, 2.1 KW @ 1122 , Oldies
KRPQ-F, 104.9, .3 KW @ 915 , Country
KXFX-F, 101.7, 19 KW @ 384 , AOR
KZST-F, 100.1, 6 KW @ 239 , AC

NBC, ABC, $21.00 (Durpetti) Fuller-Jeffrey

, $25.00 (Durpetti) Fuller-Jeffrey (HEALDSBURG)
UNIULT UNISUP, $27.00 (Katz) (MONTE RIO)
, $40.00 (K & P) (ROHNERT)
, $42.00 (Eastman) Keffco
UNISUP, $46.00 (Mc-Guild)

Other ranked stations -- see San Francisco

American Radio Spring, 1992 Copyright 1992

SARASOTA-BRADENTON

Arbitron Rank/Pop (12+): 80/446,700

MSA Rank/Pop: 159/284,400 (Sarasota)
Tampa ADI

Average Person Ratings: 16.2
Market TSL: 21.75 hours

Stations: 25/9
Diaries: 931/480:1/55.2%
Sample Target: 880
% Below Line: 42.1
% Not Listed: 18.4

1991 Revenue: $6,800,000
HH Inc.: $29,838
Retail $: 4.4 Bil
Pop per Station: 49,633
#1 Biller: WDUV-F $3,300,000

12+ METRO		1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WDUV-F	(SAC/EZ)	132/18.3	19.2	17.9	17.1	19.1	----	147/1397	1229/27.5	31.2	30.4	E	WDUV-F
2. WHPT-F	(AC/AOR)	67/ 9.3	4.3	4.0	3.7	3.6	----	72/826	745/16.7	8.1	9.4	B	WHPT-F
3. WYNF-F	(AOR)	65/ 9.0	9.6	7.7	10.1	8.1	----	74/871	689/15.4	15.9	16.0		WYNF-F
4. WFLZ-F	(CHR)	36/ 5.0	5.2	4.5	9.3	7.6	----	40/629	536/12.0	12.5	13.1		WFLZ-F
5. WFLA	(N/T)	33/ 4.6	4.9	5.7	3.4	3.6	----	33/471	461/10.3	9.3	11.0		WFLA
6. WINK-F	(CHR)	28/ 3.9	3.1	1.6	0.8	1.5	----	47/649	340/ 7.6	8.0	6.2		WINK-F
7. WSUN	(C)	27/ 3.7	3.1	4.3	3.1	1.8	----	33/442	365/ 8.2	6.0	10.8		WSUN
8. WWRM-F	(SAC)	24/ 3.3	4.0	6.1	6.9	6.0	----	26/497	444/ 9.9	12.2	14.9		WWRM-F
WCTQ-F	(C)	24/ 3.3	4.2	4.2	1.4	2.5	----	30/482	416/ 9.3	8.4	7.7	B	WCTQ-F
10. WQYK-F	(C)	23/ 3.2	3.4	2.5	1.8	2.8	----	23/289	289/ 6.5	6.8	4.8		WQYK-F
WSRZ-F	(O)	23/ 3.2	5.7	5.8	4.4	3.7	----	23/519	500/11.2	13.5	14.7	C	WSRZ-F
12.													
13.													
14.													
15.													

12+ FM SHARE (METRO): 82.51% (486 of 589) (SPG 91: 76.51%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLZ-F››	1 WHPT-F	1 WYNF-F‹	1 WHPT-F	1 WHPT-F	1 WDUV-F››	1 WDUV-F‹	1 WDUV-F›	1 WDUV-F›	1 WDUV-F›	1 WDUV-F‹
2 WYNF-F	2 WYNF-F›	2 WHPT-F››	2 WYNF-F››	2 WYNF-F››	2	2 WYNF-F››	2 WHPT-F›	2 WHPT-F›	2 WFLZ-F›	2 WFLA ››
3	3 WFLZ-F›	3 WFLZ-F	3 WINK-F	3 WINK-F	3	3 WHPT-F	3 WYNF-F›	3 WYNF-F›	3 WYNF-F‹	3 WGUL
4	4 WXTB-F	4 WINK-F	4	4 WSRZ-F	4	4 WSUN	4 WFLA ›	4 WFLZ-F	4 WFLA	4
5	5	5	5	5	5	5 WFLA	5	5	5 WHPT-F	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WHPT-F	1 WHPT-F››	1 WHPT-F››	1 WHPT-F›	1 WHPT-F›
2 WFLZ-F›	2 WYNF-F›	2 WYNF-F›	2 WYNF-F›	2 WYNF-F
3 WYNF-F	3 WMTX-F	3 WINK-F	3 WINK-F	3 WINK-F
WXTB-F	WINK-F	4	4 WDUV-F	WDUV-F
WMTX-F	WFLZ-F	5	5	5

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYNF-F››	1 WYNF-F››	1 WYNF-F	1 WYNF-F›	1 WYNF-F
2 WFLZ-F›	2 WFLZ-F	2 WHPT-F›	2 WHPT-F›	2 WHPT-F››
3 WXTB-F›	WHPT-F›	3 WFLZ-F	3 WFLZ-F›	3 WFLA
4 WHPT-F	4 WXTB-F	4 WFLA	4 WFLA	4 WFLZ-F
5	WFLA	5	5	5 WCTQ-F

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		70 (3)	70 (3)	11.9	8.4	WAMR	1320	Venice/Sarasota	1.2/3.5/ 10/ 181
AOR/CLASSIC		79 (2)	79 (2)	13.4	13.9	WBRD	1420	Bradenton	1.4/3.4/ 10/ 154
AC/OLDIES		126 (7)	126 (7)	21.4	20.5	WEEJ-F	100.1	Pt Chrltt/Srsta	0.7/3.0/ 10/ 244
FULL SVC/VARIETY					3.9	WISP-F	98.7	Holmes Bch/Srst	1.1/4.6/ 8/ 206
COUNTRY	27 (1)	47 (2)	74 (3)	12.6	13.2	WSPB	1450	Sarasota/Bradnt	1.0/2.4/ 7/ 109
BLACK/URBAN					21.4	WGUL	860	Dunedin/Clrwtr	1.2/2.7/ 9/ 120
SAC/EZ		156 (2)	156 (2)	26.5	9.8	WHNZ	570	Pinellas Pk/Tmp	0.4/2.3/ 3/ 108
NEWS/TALK	55 (4)		55 (4)	9.3	1.8	WKII	1070	Pt. Charlt	0.7/1.7/ 40/ 400
NOSTALGIA	9 (1)		9 (1)	1.5	1.1	WMTX-F	95.7	Clearwater/Tmpa	1.7/7.6/ 12/ 344
RELIGION/GOSPEL						WOLZ-F	95.3	Ft Myers/Naples	0.8/1.9/ 14/ 182
SPANISH					0.7	WRBQ-F	104.7	Tampa/St Petrsb	0.8/3.7/ 6/ 164
CLASSICAL	7 (1)		7 (1)	1.2	4.8	WUSA-F	100.7	Tampa	0.4/3.1/ 4/ 143
JAZZ/NEW AGE					0.7	WXTB-F	97.9	Clearwater/Tmpa	1.9/5.5/ 14/ 246
UNKNOWN/OTHERS	5 (1)	8 (1)	13 (2)	2.2		WYUU-F	92.5	Safety Harbor	1.4/6.1/ 10/ 273
	103 (8)	486 (17)	589 (25)						

RADIO STATIONS

WAMR , 1320, 5 KW/1 KW (DA-2) , Talk
WBRD , 1420, 2.5 KW/1 KW (DA-2) , Talk
WSPB , 1450, 1 KW , Classical

WCTQ-F, 92.1, 6 KW @ 285 , Country
WDUV-F, 103.3, 100 KW @ 580 , EZ/Soft AC
WSRZ-F, 106.3, 3.6 KW @ 259 , Oldies/AC

UNISUP NBC, $14.00 (---) (VENICE)
NBC-T ABC, $14.00 (Christal)
, $15.00 (CMBS) Dick Harris

NBC, MBS, $21.00 (---) (VENICE)
MBS, $74.00 (Christal)
, $42.00 (Eastman) Wilks-Schwartz

WINK-F -- see Fort Myers in Small Market Edition

Other ranked stations -- see Tampa

American Radio Spring, 1992 Copyright 1992

SAVANNAH

Arbitron Rank/Pop (12+): 151/213,700

MSA Rank/Pop: 180/245,100
ADI # 101

Average Person Ratings: 15.7

Market TSL: 21.00 hours

Stations: 18/16
Diaries: 661/323:1/46.7%
Sample Target: 640
% Below Line: 2.4
% Not Listed: 11.9

1991 Revenue: $9,500,000
HH Inc.: $29,760
Retail $: 2.0 Bil
Pop per Station: 13,356
#1 Biller: WCHY-AF $1,850,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WEAS-F (B)	52/15.5	18.2	16.8	16.3	18.3	----	63/627	468/21.9	25.2	23.4	C	WEAS-F
2. WCHY-AF (C)	46/13.7	13.7	16.9	9.8	15.1	----	105/1472	601/28.1	28.0	26.6	C	WCHY-AF
3. WJCL-F (C)	34/10.1	2.2	5.2	7.4	4.6	----	57/679	396/18.5	8.9	13.7	B	WJCL-F
4. WSOK (B)	29/ 8.6	10.3	10.9	10.0	12.1	----	29/302	302/14.1	16.8	15.3	B	WSOK
5. WZAT-F (CHR)	24/ 7.1	7.8	9.0	6.9	9.2	----	43/793	351/16.4	21.2	22.9	B	WZAT-F
6. WLOW-F (BB)	21/ 6.3	4.7	2.7	4.9	2.4	----	34/420	198/ 9.3	8.8	6.8	A	WLOW-F
7. WAEV-F (AC)	20/ 6.0	5.6	4.6	8.3	7.0	----	47/785	418/19.6	15.7	17.5	C	WAEV-F
8. WIXV-F (AOR)	18/ 5.4	6.4	9.0	12.9	11.3	----	54/750	285/13.3	14.9	18.4	C	WIXV-F
9. WGCO-F (O)	16/ 4.8	4.5	4.1	3.4	2.2	----	35/657	306/14.3	9.6	10.5	B	WGCO-F
10. WBMQ (T)	12/ 3.6	1.1	3.3	4.3	0.5	----	19/252	158/ 7.4	4.9	6.1	A	WBMQ

12+ FM SHARE (METRO): 83.45% (247 of 296) (SPG 91: 82.43%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WEAS-F>>	1 WEAS-F>>	1 WEAS-F>	1 WEAS-F	1 WCHY-AF	1 WCHY-AF>	1 WEAS-F<	1 WCHY-AF>	1 WEAS-F	1 WEAS-F>>	1 WSOK
2 WZAT-F>>	2 WIXV-F>	2 WCHY-AF	2 WCHY-AF	2 WEAS-F	2 WSOK	2 WCHY-AF>	2 WJCL-F	2 WCHY-AF	2 WZAT-F	2 WEAS-F>
3 WJCL-F	3 WCHY-AF	3 WJCL-F	3 WJCL-F>	3 WJCL-F>	3 WLOW-F	3 WSOK	3 WEAS-F	3 WJCL-F>	3 WCHY-AF>	3 WLOW-F
4	WZAT-F	4 WAEV-F	4 WAEV-F	4 WSOK	WJCL-F>	4 WJCL-F	4 WBMQ	4 WIXV-F	4 WSOK	4 WCHY-F
5	WJCL-F	5 WIXV-F	5 WGCO-F	WAEV-F	5 WEAS-F	5 WLOW-F<	5 WSOK	WAEV-F	5 WJCL-F	5
6	WAEV-F	6	6	6	6	6 WAEV-F	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WEAS-F>>	1 WEAS-F>>	1 WEAS-F>	1 WEAS-F>	1 WEAS-F
2 WZAT-F>>	2 WAEV-F>	2 WAEV-F>	2 WCHY-AF	2 WCHY-AF
3 WCHY-AF	3 WZAT-F	3 WYKZ-F	3 WAEV-F>	3 WAEV-F
WAEV-F	4 WCHY-AF	WJCL-F>	4 WJCL-F	4 WSOK
5	WJCL-F	5 WCHY-AF	5 WZAT-F	WJCL-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WEAS-F>>	1 WEAS-F	1 WIXV-F	1 WEAS-F	1 WCHY-AF
2 WIXV-F>	2 WIXV-F>>	2 WEAS-F	2 WJCL-F	2 WJCL-F
3 WZAT-F>	3 WCHY-AF	3 WCHY-AF	WIXV-F	3 WEAS-F
4 WBMQ	WJCL-F	WJCL-F	4 WCHY-AF>	4 WIXV-F
5	5	5 WSOK	5 WGCO-F	WGCO-F
			WBMQ	

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		26 (2)	26 (2)	8.8	11.5
AOR/CLASSIC		23 (2)	23 (2)	7.8	11.5
AC/OLDIES		44 (4)	44 (4)	14.9	16.9
FULL SVC/VARIETY					
COUNTRY	2 (1)	78 (2)	80 (3)	27.0	19.8
BLACK/URBAN	29 (1)	55 (2)	84 (3)	28.4	32.6
SAC/EZ					
NEWS/TALK	12 (1)		12 (1)	4.1	3.8
NOSTALGIA		21 (1)	21 (1)	7.1	3.2
RELIGION/GOSPEL	6 (2)		6 (2)	2.0	0.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	49 (5)	247 (13)	296 (18)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WEAS 900		Savannah	0.9/2.7/ 4/ 80
WFXH-F 106.1		Hilton Head	1.5/3.8/ 14/ 216
WHTK-F 99.7		Pt. Royal	0.6/3.5/ 21/ 316
WIZA 1450		Savannah	0.9/2.5/ 3/ 54
WRHQ-F 105.3		Richmond Hill	0.9/4.0/ 5/ 115
WSKX-F 92.3		Hinesville	0.9/5.0/ 22/ 384
WYKZ-F 98.7		Beaufort	1.5/4.9/ 30/ 338

RADIO STATIONS

WBMQ , 630, 5 KW	, Talk	CBS, $11.00 (Katz)	McCormick	
WSOK , 1230, 1 KW	, Black	UNISUP AURN, $17.00 (Banner)	Opus	
WAEV-F, 97.3, 100 KW @ 991	, AC	ABC, $28.00 (Banner)	Opus	
WCHY-F, 94.1, 100 KW @ 1319	, Country	ABC, $43.00 (Christal)	Roth	
WEAS-F, 93.1, 100 KW @ 308	, Black	ABC, $26.00 (Durpetti)	Rivers	
WFXH-F, 106.1, 11 KW @ 794	, AOR	, $11.00 (---)	Adventure	(HILTON HEAD)
WGCO-F, 98.3, 100 KW @ 981	, Oldies	CNN, $20.00 (Eastman)	Intermart	(MIDWAY)
WIXV-F, 95.5, 100 KW @ 856	, AOR/Classic	, $29.00 (Katz)	McCormick	
WJCL-F, 96.5, 100 KW @ 1161	, Country	UNIPWR NBC, $24.00 (HNWH)	Lewis	
WLOW-F, 106.9, 50 KW @ 443	, Nostalgia	MBS, $15.00 (K & P)		(BLUFFTON, SC)
WZAT-F, 102.1, 100 KW @ 1322	, CHR	ABC, $25.00 (Mc-Guild)	Gulf Atlantic	
WYKZ-F, 98.7, 100 KW @ 708	, AC	, $17.00 (Banner)	DeDominicis	(BEAUFORT)

Miscellaneous: WJCL-F from AC/EZ to Country . . .

American Radio Spring, 1992 Copyright 1992

SEATTLE-TACOMA

Arbitron Rank/Pop (12+): 13/2,342,500
MSA Rank/Pop: 23/2,450,000 Seattle
88/597,700 Tacoma
ADI # 14
Average Person Ratings: 16.0
Market TSL: 21.00 hours

Stations: 31/31
Diaries: 1973/1187:1/51.4%
Sample Target: 1980
% Below Line: 0.0
% Not Listed: 8.6

1991 Revenue: $88,100,000
HH Inc.: $37,172
Retail $: 22.9 Bil
Pop per Station: 75,565
#1 Biller: KIRO $17,000,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KMPS-AF (C)	290/ 7.8	9.0	6.8	7.8	5.6	7.8	319/4678	4069/17.4	15.1	13.4	H	KMPS-AF
2. KIRO (N/T)	278/ 7.4	7.3	9.2	10.6	9.4	8.6	316/6145	5277/22.5	26.7	25.1	J	KIRO
3. KUBE-F (CHR)	232/ 6.2	6.1	4.5	4.7	5.1	5.4	254/4668	4185/17.9	17.2	17.5	G	KUBE-F
4. KBSG-AF (O)	195/ 5.2	5.3	4.8	4.5	3.2	4.9	252/4222	3524/15.0	15.1	9.6	G	KBSG-AF
5. KPLZ-F (CHR)	175/ 4.7	5.1	6.9	6.4	6.7	5.8	203/4641	4121/17.6	19.0	19.9	G	KPLZ-F
6. KLSY-F (AC)	170/ 4.5	3.6	3.7	3.4	4.5	3.8	179/3100	2798/11.9	11.0	12.1	G	KLSY-F
7. KOMO (FS)	164/ 4.4	4.3	6.5	5.2	5.0	5.1	176/3623	3111/13.3	21.7	15.2	G	KOMO
8. KZOK-F (CL AOR)	162/ 4.3	3.7	3.6	3.7	3.3	3.8	197/3381	2913/12.4	11.1	13.1	E	KZOK-F
9. KXRX-F (AOR)	157/ 4.2	4.4	3.5	5.2	5.3	4.3	180/3104	2717/11.6	9.9	12.0	G	KXRX-F
10. KRPM-F (C)	150/ 4.0	3.8	5.2	2.8	4.3	3.9	227/3151	2421/10.3	10.2	9.5	D	KRPM-F
11. KISW-F (AOR)	147/ 3.9	3.4	2.4	4.7	5.9	3.6	174/3252	2857/12.2	8.0	13.7	F	KISW-F
12. KIXI (BB)	132/ 3.5	3.3	3.8	3.8	4.2	3.6	173/2345	1988/ 8.5	9.0	8.7	D	KIXI
13. KNDD-F (AOR)	125/ 3.3	2.4	3.2	1.5	1.9	2.6	142/2306	1989/ 8.5	7.8	6.7	C	KNDD-F
14. KING-F (CL)	117/ 3.1	4.1	3.4	3.4	4.5	3.5	127/2139	1928/ 8.2	9.4	11.4	E	KING-F
15. KKNW-F (J/NAC)	110/ 2.9	2.9	2.1	2.3	2.2	2.5	113/1587	1538/ 6.6	4.9	5.9	D	KKNW-F
16. KLTX-F (SAC)	107/ 2.9	2.3	2.9	2.8	2.5	2.7	109/1857	1757/ 7.5	8.3	8.1	D	KLTX-F
17. KING (T/N)	105/ 2.8	2.9	2.5	2.4	2.1	2.7	118/1953	1755/ 7.5	7.4	6.8	D	KING
18. KEZX-F (SAC/EZ)	95/ 2.5	3.4	2.7	3.5	2.5	3.0	111/1564	1360/ 5.8	5.9	5.2	C	KEZX-F
19. KWMX-F (AC)	87/ 2.3	1.7	1.9	2.2	2.5	2.0	90/1499	1449/ 6.2	5.6	6.4	D	KWMX-F
KMTT-F (AC/AOR)	87/ 2.3	2.3	2.3	3.3	2.4	2.5	112/2085	1711/ 7.3	7.0	7.7	C	KMTT-F
21. KCMS-F (REL)	83/ 2.2	1.7	2.2	1.7	1.7	2.0	86/1178	1103/ 4.7	4.5	4.3	B	KCMS-F
22. KVI (O)	77/ 2.1	1.1	1.3	1.1	1.2	1.4	87/1540	1324/ 5.7	4.6	4.2	B	KVI
23. KJR (SPRTS)	68/ 1.8	2.3	1.8	0.7	0.8	1.6	72/1841	1707/ 7.3	6.8	4.6	A	KJR
24. KGNW (REL)	40/ 1.1	0.8	0.6	0.4	0.3	0.7	41/642	584/ 2.5	2.0	1.8		KGNW
25.												

12+ FM SHARE (METRO): 71.70% (2453 of 3421) (SPG 91: 71.40%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KUBE-F	1 KUBE-F	1 KMPS-AF	1 KMPS-AF	1 KMPS-AF	1 KIRO	1 KIRO	1 KMPS-AF›	1 KMPS-AF	1 KIRO	1 KIRO ››
2 KPLZ-F››	2 KXRX-F	2 KBSG-AF	2 KBSG-AF	2 KBSG-AF	2 KMPS-AF	2 KMPS-AF›	2 KBSG-AF‹	2 KUBE-F	2 KUBE-F	2 KMPS-F››
3 KNDD-F	3 KISW-F	KUBE-F‹	3 KZOK-F	3 KZOK-F	3 KOMO ‹	3 KUBE-F‹	3 KIRO ‹	3 KIRO	3 KMPS-AF	3 KJR
4	4 KMPS-AF	4 KZOK-F	4 KLSY-F‹	KIRO	4 KBSG-AF	4 KOMO	4 KLSY-F‹	4 KXRX-F‹	4 KPLZ-F	4 KRPM-F
5	5 KZOK-F‹	5 KXRX-F‹	5 KIRO	5 KLSY-F	5 KIXI	5 KPLZ-F	5	5 KBSG-AF‹	5 KLSY-F	5 KOMO ‹
6	6 KNDD-F	6 KLSY-F	6 KXRX-F	6 KXRX-F	6 KING-F‹	6 KBSG-AF	6	6 KLSY-F	KJR	6 KUBE-F
7	7 KLSY-F‹	7	7	7	7 KRPM-F	7	7	7	7	7 KBSG-F
8	8 KPLZ-F									

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KUBE-F›	1 KUBE-F	1 KLSY-F	1 KMPS-AF	1 KMPS-AF
2 KMPS-AF	2 KLSY-F	2 KUBE-F	2 KLSY-F	2 KBSG-AF
3 KNDD-F	3 KMPS-AF›	3 KMPS-AF	3 KUBE-F	3 KLSY-F›
4 KLSY-F	4 KNDD-F	4 KCMS-F	4 KBSG-AF	4 KUBE-F
5 KLTX-F	5 KPLZ-F	5 KZOK-F	5 KLTX-F	5 KLTX-F
6 KPLZ-F	KLTX-F‹	6 KPLZ-F	6 KPLZ-F	6
7 KRPM-F	7 KZOK-F	7	7	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KXRX-F	1 KISW-F‹	1 KISW-F	1 KZOK-F‹	1 KMPS-AF
2 KUBE-F	2 KXRX-F›	2 KXRX-F›	2 KISW-F	2 KZOK-F
KISW-F	3 KZOK-F	3 KZOK-F	3 KXRX-F‹	3 KIRO
4 KPLZ-F›	4 KUBE-F	4 KMPS-AF	4 KMPS-AF	4 KISW-F
5 KNDD-F	5 KNDD-F	5 KNDD-F	5 KIRO	5 KBSG-AF‹
6 KZOK-F	6 KPLZ-F‹	6 KUBE-F	6 KBSG-AF	6 KXRX-F
7	7 KMPS-AF	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		407 (2)	407 (2)	11.9	13.2
AOR/CLASSIC	14 (1)	678 (5)	692 (6)	20.2	19.5
AC/OLDIES	99 (3)	445 (3)	544 (6)	15.9	18.9
FULL SVC/VARIETY	164 (1)		164 (1)	4.8	5.5
COUNTRY	29 (1)	411 (2)	440 (3)	12.9	11.1
BLACK/URBAN	19 (2)		19 (2)	0.6	0.5
SAC/EZ	20 (1)	202 (2)	222 (3)	6.5	2.8
NEWS/TALK	451 (3)		451 (3)	13.2	12.8
NOSTALGIA	132 (1)		132 (1)	3.9	4.7
RELIGION/GOSPEL	40 (1)	83 (1)	123 (2)	3.6	3.5
SPANISH					
CLASSICAL		117 (1)	117 (1)	3.4	5.0
JAZZ/NEW AGE		110 (1)	110 (1)	3.2	2.5
UNKNOWN/OTHERS					
	968 (14)	2453 (17)	3421 (31)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KEZX	1150	Seattle	0.5/1.5/ 20/ 362
KULL	770	Seattle/Tacoma	0.4/1.4/ 16/ 351
KZOK	1590	Seattle	0.4/1.3/ 14/ 313
KRIZ-AA	1420	Renton/Seattle	0.5/0.7/ 19/ 170

American Radio Spring, 1992 Copyright 1992

RADIO STATIONS

AM STATIONS

KBLE, 1050, 5 KW/543 W	, RELIGION		, $ 25.00 (---)		
KCIS, 630, 5 KW/2.5 KW (DA-2),	RELIGION		UPI, $ 35.00 (---)		
KING, 1090, 50 KW (DA-2)	, TALK/NEWS	CNN	ABC, $ 53.00 (MMR)		
KIRO, 710, 50 KW (DA-N)	, NEWS/TALK		CBS, $ 285.00 (Torbet)		Bonneville
KIXI, 880, 50 KW/10 KW (DA-2),	NOSTALGIA	UNISUP	UNIULT, $ 50.00 (Schubert)		Sandusky
KJR , 950, 5 KW (DA-N)	, SPORTS/TALK		, $ 50.00 (HNWH)		Ackerly
KKFX, 1250, 5 KW (DA-N)	, BLACK		ABC, $ 37.00 (HNWH)		Bingham
KMPS, 1300, 5 KW (DA-N)	, SEE KMPS-F				
KOMO, 1000, 50 KW (DA-N)	, FULL SERVICE		ABC, $ 105.00 (Katz)		
KVI , 570, 5 KW	, OLDIES		, $ 45.00 (Banner)		Golden West

FM STATIONS

KBSG, 97.3, 55 KW @ 2890, OLDIES	, $ 101.00 (Torbet)			Viacom
KCMS, 105.3, 115 KW @ 718, RELIGION	UPI, $ 44.00 (---)			
KEZX, 98.9, 100 KW @ 1109, EZ	ABC, $ 50.00 (Durpetti)			Park
KING, 98.1, 100 KW @ 699, CLASSICAL	, $ 77.00 (MMR)			
KISW, 99.9, 100 KW @ 1148, AOR	, $ 94.00 (McGuild)			Nationwide
KKNW, 106.9, 100 KW @ 820, JAZZ/NAC	, $ 63.00 (Banner)			Brown
KLSY, 92.5, 58 KW @ 2342, AC	APR ABC, $ 91.00 (Christal)			Sandusky
KLTX, 95.7, 100 KW @ 1181, SOFT AC	, $ 59.00 (HNWH)			Ackerly
KMPS, 94.1, 98 KW @ 1167, COUNTRY	APR, $ 155.00 (McGuild)			EZ
KNDD, 107.7, 100 KW @ 1194, AOR	, $ 52.00 (Schubert)			Noble
KPLZ, 101.5, 100 KW @ 1200, CHR	, $ 130.00 (Durpetti)			Golden West
KRPM, 106.1, 58 KW @ 2342, COUNTRY	UNIPWR, $ 68.00 (Christal)			Heritage
KMTT, 103.7, 100 KW @ 1670, AC/ROCK	, $ 57.00 (Durpetti)			Entercom
KUBE, 93.3, 100 KW @ 1289, CHR	, $ 130.00 (MMR)			Cook Inlet
KWMX, 100.7, 100 KW @ 731, AC	, $ 55.00 (Torbet)			Bonneville
KXRX, 96.5, 81 KW @ 1220, AOR	, $ 107.00 (Katz)			Shamrock
KZOK, 102.5, 100 KW @ 1171, CLASSIC AOR	, $ 69.00 (Eastman)			Adams

Miscellaneous: KKFX sold to Children's Media Network for $700,000 (Exline; Weaver) . . . KRPM changes to KULL and from Country to Oldies (Nov) . . .

American Radio Spring, 1992 Copyright 1992

SHREVEPORT

Arbitron Rank/Pop (12+): 122/300,000
MSA Rank/Pop: 134/360,000
ADI # 65
Average Person Ratings: 17.5
Market TSL: 23.75 hours

Stations: 14/13
Diaries: 863/348:1/50.1%
Sample Target: 810
% Below Line: 5.5
% Not Listed: 7.6

1991 Revenue: $9,200,000
HH Inc.: $25,952
Retail $: 2.7 Bil
Pop per Station: 23,078
#1 Biller: KRMD-AF $2,300,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KRMD-AF	(C)	112/21.4	23.1	18.4	20.7	16.3	20.9	161/1613	1043/34.8	30.9	32.5	D	KRMD-AF
2. KMJJ-F	(B)	101/19.3	18.5	18.8	19.3	17.3	19.0	116/897	757/25.2	22.6	20.9	B	KMJJ-F
3. KOKA	(G/B)	43/ 8.2	6.6	7.7	8.0	6.7	7.6	46/367	319/10.6	12.5	11.2	A	KOKA
4. KWKH-F	(C)	41/ 7.8	5.6	5.1	6.1	4.6	6.2	55/742	460/15.3	13.7	13.9	C	KWKH-F
5. KTAL-F	(AOR)	32/ 6.1	5.0	7.7	5.7	6.4	6.1	61/803	338/11.3	12.0	13.9	B	KTAL-F
KEEL	(BB)	32/ 6.1	6.8	5.6	9.0	5.7	6.9	43/523	426/14.2	13.2	13.2	A	KEEL
7. KTUX-F	(CHR)	29/ 5.5	5.0	6.2	5.9	6.0	5.7	52/882	420/14.0	16.9	17.0	B	KTUX-F
KVKI-F	(AC)	29/ 5.5	3.8	3.4	4.2	4.9	4.2	32/702	525/17.5	12.0	15.2	B	KVKI-F
9. KLKL-F	(O)	22/ 4.2	3.8	4.1	4.4	6.4	4.1	24/291	250/ 8.3	11.6	14.5	A	KLKL-F
KITT-F	(AC)	22/ 4.2	4.8	5.3	4.2	9.4	4.6	47/834	391/13.0	13.8	17.4	C	KITT-F
11. KWKH	(C)	11/ 2.1	3.6	5.1	3.4	4.4	3.5	22/444	212/ 7.1	11.2	10.3		KWKH
12. KASO	(C)	7/ 1.3	1.0	----	0.6	0.7	0.7	7/68	68/ 2.3	0.0	2.8		KASO
13.													
14.													
15.													

12+ FM SHARE (METRO): 79.34% (384 of 484) (SPG 91: 78.17%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KMJJ-F>>	1 KMJJ-F	1 KRMD-AF	1 KRMD-AF	1 KRMD-AF>	1 KRMD-AF>	1 KRMD-AF>	1 KRMD-AF>	1 KRMD-AF<	1 KMJJ-F>>	1 KMJJ-F
2 KRMD-AF	2 KRMD-AF>>2	KMJJ-F>>	2 KMJJ-F>	2 KMJJ-F>	2 KOKA	2 KMJJ-F>	2 KMJJ-F>	2 KMJJ-F>>	2 KRMD-AF>	2 KOKA >
3 KTUX-F	3 KTUX-F	3 KTAL-F	3 KTAL-F	3 KVKI-F	3 KWKH-F<	3 KWKH-F	3 KWKH-F>	3 KEEL	3 KOKA >	3 KRMD-F
4	KTAL-F>	4 KVKI-F	4 KVKI-F	4 KWKH-F	4 KMJJ-F	KOKA	4 KVKI-F	4 KWKH-F	4 KTUX-F	4
5	5 KVKI-F	5 KTUX-F	5 KWKH-F	KTAL-F<	KEEL	5 KEEL	KTAL-F	5 KTUX-F	5	5
6	6 KWKH-F	6 KWKH-F	6 KLKL-F	6 KLKL-F	6	6 KVKI-F	6	6 KTAL-F	6	6
7	7	7	7	7 KOKA	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KMJJ-F	1 KRMD-AF	1 KRMD-AF	1 KRMD-AF	1 KRMD-AF
2 KRMD-AF	KMJJ-F>>	2 KMJJ-F>>	2 KMJJ-F>>	2 KMJJ-F>>
3 KTUX-F>>	3 KTUX-F>	3 KWKH-F>	3 KTUX-F	3 KVKI-F
4 KVKI-F	4 KWKH-F	4 KTUX-F	4 KVKI-F	4 KWKH-F
5	5 KVKI-F	5 KVKI-F	5 KOKA	KOKA
6	6	KOKA >	KITT-F	6 KITT-F
7	7	7 KITT-F	7	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMJJ-F	1 KMJJ-F	1 KTAL-F	1 KRMD-AF	1 KRMD-AF
2 KRMD-AF>>2	KRMD-AF	2 KMJJ-F	2 KMJJ-F	2 KTAL-F
3 KTAL-F>	3 KTAL-F>>	3 KRMD-AF>	3 KTAL-F>>	3 KMJJ-F
4 KTUX-F	4 KTUX-F	4 KVKI-F>	4 KWKH-F	4 KLKL-F
5	KVKI-F	5 KTUX-F	KVKI-F	5 KWKH-F
6	6	6	6 KLKL-F	6 KVKI-F
7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		29 (1)	29 (1)	6.0	6.7
AOR/CLASSIC		32 (1)	32 (1)	6.6	7.1
AC/OLDIES		73 (3)	73 (3)	15.1	23.2
FULL SVC/VARIETY					
COUNTRY	22 (3)	149 (2)	171 (5)	35.3	29.2
BLACK/URBAN		101 (1)	101 (1)	20.9	19.4
SAC/EZ					
NEWS/TALK					
NOSTALGIA	32 (1)		32 (1)	6.6	6.3
RELIGION/GOSPEL	46 (2)		46 (2)	9.5	7.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	100 (6)	384 (8)	484 (14)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KFLO	1300	Shreveport	0.6/1.3/ 3/ 46

RADIO STATIONS

KEEL ,	710, 50 KW/5 KW (DA-2),	Nostalgia	ABC UNISUP, $23.00	(Katz)	Multimedia
KOKA ,	980, 5 KW/80 W (DA-1),	Gospel	SBN NBC, $18.00	(HNWH)	
KWKH ,	1130, 50 KW (DA-N) ,	SEE KWKH-FM			
KITT-F,	93.7, 100 KW @ 1010 ,	AC	ABC, $34.00	(Katz)	Multimedia
KLKL-F,	92.1, 3.3 KW @ 298 ,	Oldies	, $21.00	(Durpetti)	Dowe (BENTON)
KMJJ-F,	100.1, 3 KW @ 298 ,	Black	SBN, $26.00	(McGuild)	Sun Group
KRMD-F,	101.1, 100 KW @ 1118 ,	Country	, $53.00	(Eastman)	AmCom
KTAL-F,	98.1, 100 KW @ 1361 ,	AOR	, $28.00	(Banner)	(TEXARKANA)
KTUX-F,	98.9, 100 KW @ 718 ,	CHR	, $25.00	(Banner)	(CARTHAGE)
KVKI-F,	96.5, 100 KW @ 797 ,	AC	, $22.00	(Christal)	
KWKH-F,	94.5, 100 KW @ 321 ,	Country	MBS, $41.00	(Christal)	Great Empire

American Radio Spring, 1992 Copyright 1992

SIOUX FALLS

Arbitron Rank/Pop (12+): 211/124,100
MSA Rank/Pop: 287/125,600
ADI # 106 (w/Mitchell)
Average Person Ratings: 16.9
Market TSL: 22.25 hours

Stations: 13/11
Diaries: 660/188:1/57.2%
Sample Target: 610
% Below Line: 2.4
% Not Listed: 16.7

1991 Revenue: $6,000,000
HH Inc.: $31,858
Retail $: 1.3 Bil
Pop per Station: 11,282
#1 Biller: KELO-AF $2,250,000

12+ METRO		1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KTWB-F	(C)	35/16.7	----	9.1	----	1.4	----	51/478	306/24.7	0.0	17.3		KTWB-F
2. KPAT-F	(CHR)	32/15.2	----	11.6	----	14.8	----	37/501	385/31.0	0.0	29.5		KPAT-F
3. KELO	(AC)	17/ 8.1	----	12.1	----	10.5	----	25/420	263/21.2	0.0	23.5		KELO
4. KXRB	(C/FS)	17/ 7.1	----	8.6	----	6.2	----	34/328	140/11.3	0.0	12.0		KXRB
5. KSOO	(FS)	15/ 7.1	----	8.6	----	9.1	----	23/380	228/18.4	0.0	15.4		KSOO
KRRO-F	(AOR)	15/ 7.1	----	9.9	----	6.7	----	18/246	205/16.5	0.0	21.0		KRRO-F
KELO-F	(SAC)	15/ 7.1	----	10.3	----	12.4	----	28/435	203/16.4	0.0	19.9		KELO-F
8. KKLS-F	(AC/O)	11/ 5.2	----	7.8	----	10.5	----	27/414	183/14.7	0.0	17.1		KKLS-F
9. KWSN	(MOR)	7/ 3.3	----	1.3	----	1.0	----	9/153	111/ 8.9	0.0	4.9		KWSN
10. WNAX	(C/FS)	4/ 1.9	----	0.9	----	2.4	----	30/493	99/ 8.0	0.0	6.0		WNAX
KLQL-F	(C)	4/ 1.9	----	0.4	----	2.4	----	39/356	85/ 6.8	0.0	6.6		KLQL-F
12.													
13.													
14.													
15.													

12+ FM SHARE (METRO): 64.57% (113 of 175) (SPG 91: 61.17%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPAT-F››	1 KTWB-F	1 KTWB-F	1 KTWB-F›	1 KTWB-F›	1 KSOO	1 KPAT-F	1 KTWB-F	1 KTWB-F	1 KTWB-F	1 KSOO ›
2	2 KPAT-F›	2 KPAT-F›	2 KELO ›	2 KELO ›	2 KXRB	2 KTWB-F	2 KPAT-F›	2 KPAT-F›	2 KSOO ‹	2 KLQL-F›
3	3 KRRO-F›	3 KELO	3 KRRO-F	3 KPAT-F	KELO	3 KELO	3 KELO-F	3 KRRO-F	3 KPAT-F›	3 KRRO-F
4	4 KKLS-F	4 KRRO-F	KPAT-F	4 KRRO-F	4 KELO-F	4 KSOO ›	4 KELO	4 KELO	4 KRRO-F››	4
5	5	5	5	5	5	5	5 KRRO-F	5 KELO-F›	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KPAT-F››	1 KTWB-F	1 KTWB-F››	1 KTWB-F	1 KTWB-F›	1 KPAT-F	1 KTWB-F››	1 KTWB-F››	1 KTWB-F›	1 KTWB-F›
2 KTWB-F	KPAT-F››	2 KPAT-F›	2 KPAT-F›	2 KELO	2 KTWB-F››	2 KRRO-F	2 KRRO-F	2 KRRO-F	2 KRRO-F
3	3 KKLS-F›	3 KKLS-F	3 KELO	3 KELO-F	3 KRRO-F	KPAT-F›	3 KXRB	3 KPAT-F›	3 KELO ›
4	4	KELO	4 KELO-F	4 KPAT-F	4	4 KXRB	4	4	4

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		32 (1)	32 (1)	18.3	14.9
AOR/CLASSIC		15 (1)	15 (1)	8.6	12.2
AC/OLDIES	17 (1)	12 (2)	29 (3)	16.6	22.3
FULL SVC/VARIETY	24 (3)		24 (3)	13.7	25.5
COUNTRY	21 (2)	39 (2)	60 (4)	34.3	23.4
BLACK/URBAN					
SAC/EZ		15 (1)	15 (1)	8.6	
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS				1.6	
	62 (6)	113 (7)	175 (13)		

OTHER RATED STATIONS

			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KQAD	800	Luverne/Rk Rpid	1.0/1.7/ 6/ 70
WNAX-F	104.1	Yankton	0.5/5.4/ 13/ 282

RADIO STATIONS

KELO , 1320,	14 KW/5 KW (DA-2)	, AC	AP, $25.00 (Banner)	Midcontinent	
KSOO , 1140,	10 KW/5 KW (DA-N)	, Full Service	ABC, $22.00 (Christal)		
KWSN , 1230,	1 KW	, MOR	UNIULT CBS, $10.00 (Katz)		
KXRB , 1000,	10 KW (DAYS, DA)	, Country/FS	MBS, $18.00 (Mc-Guild)	So. Minn	
WNAX , 570,	5 KW (DA-N)	, Country/FS	, $45.00 (Mc-Guild)	Park	(YANKTON)
KELO-F, 92.5,	100 KW @ 1850	, Soft AC	AP, $20.00 (Banner)	Midcontinent	
KKLS-F, 104.7,	100 KW @ 741	, AC/Oldies	MBS, $17.00 (Mc-Guild)	So. Minn	
KLQL-F, 101.1,	100 KW @ 531	, Country	ABC, $ 9.00 (K & P)		(LUVERNE, MN)
KPAT-F, 97.3,	60 KW @ 220	, CHR	ABC, $21.00 (Christal)	T. Ingstad	
KRRO-F, 103.7,	50 KW @ 187	, AOR	CBS, $18.00 (Katz)		
KTWB-F, 101.9,	34 KW @ 577	, Country	, $20.00 (K & P)		

American Radio Spring, 1992 Copyright 1992

SOUTH BEND

Arbitron Rank/Pop (12+): 158/205,100
MSA Rank/Pop: 178/248,400
ADI # 86
Average Person Ratings: 17.5
Market TSL: 23.25 hours

Stations: 18/10
Diaries: 658/312:1/51.8%
Sample Target: 680
% Below Line: 9.5
% Not Listed: 18.2

1991 Revenue: $9,200,000
HH Inc.: $30,216
Retail $: 2.0 Bil
Pop per Station: 20,510
#1 Biller: WNSN-F $1,700,000

12+ METRO		1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WNDU-F	(CHR)	51/14.2	----	10.7	----	13.7	----	115/1788	713/35.6	0.0	33.3	C	WNDU-F
2. WGTC-F	(C)	46/12.8	----	10.1	----	6.6	----	127/1119	382/18.6	0.0	17.8	B	WGTC-F
3. WAOR-F	(AOR)	38/10.6	----	13.9	----	8.8	----	66/88	492/20.9	0.0	24.4	C	WAOR-F
4. WSBT	(FS)	37/10.3	----	9.0	----	12.4	----	40/579	464/22.6	0.0	20.5	C	WSBT
5. WLTA-F	(SAC)	34/ 9.5	----	7.9	----	8.8	----	74/1071	447/21.8	0.0	23.5	C	WLTA-F
6. WNSN-F	(AC)	26/ 7.3	----	12.8	----	11.3	----	139/1456	419/20.4	0.0	26.1	C	WNSN-F
7. WRBR-F	(O)	19/ 5.3	----	9.3	----	10.7	----	46/678	372/18.1	0.0	25.4	B	WRBR-F
8. WSMK-F	(B)	12/ 3.4	----	----	----	----	----	21/217	136/ 6.6	0.0	0.0	A	WSMK-F
9. WFRN-F	(REL)	7/ 2.0	----	2.2	----	2.5	----	71/887	141/ 6.9	0.0	7.8	A	WFRN-F
10. WNDU	(O)	6/ 1.7	----	1.4	----	5.5	----	6/180	160/ 7.8	0.0	9.3	A	WNDU

12+ FM SHARE (METRO): 81.00% (243 of 300) (SPG 91: 80.29%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNDU-F››	1 WAOR-F	1 WAOR-F	1 WGTC-F‹	1 WGTC-F	1 WSBT	1 WSBT ‹	1 WNDU-F‹	1 WNDU-F	1 WNDU-F	1 WAOR-F›
2 WSMK-F›	2 WNDU-F	2 WNDU-F	2 WAOR-F	2 WNDU-F	2 WGTC-F›	2 WNDU-F	2 WGTC-F‹	2 WGTC-F	2 WAOR-F›	2 WNDU-F
3 WAOR-F	3 WGTC-F›	3 WGTC-F›	3 WNDU-F	WAOR-F	3 WLTA-F›	3 WGTC-F›	3 WSBT ‹	WAOR-F	3 WGTC-F	3 WLTA-F
4	4 WLTA-F	4 WNSN-F	4 WNSN-F	4 WNSN-F	4 WNSN-F	4 WAOR-F	4 WLTA-F	4 WLTA-F	4 WSMK-F	4
5	5 WNSN-F	WLTA-F	5	5	WNDU-F	WLTA-F	5 WAOR-F	5 WNSN-F	5 WLTA-F›	5
6	6	6 WRBR-F	6	6	6	6 WRBR-F‹	6 WNSN-F›	6 WSBT	6	6
7	7	7	7	7	7	7 WNSN-F››	7 WRBR-F››	7 WRBR-F›	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNDU-F›	1 WNDU-F››	1 WNSN-F	1 WNDU-F›	1 WNDU-F	1 WAOR-F››	1 WAOR-F››	1 WAOR-F›	1 WAOR-F›	1 WAOR-F
2 WLTA-F››	2 WNSN-F	WNDU-F›	2 WNSN-F	2 WNSN-F	2 WGTC-F	2 WGTC-F›	2 WGTC-F›	2 WGTC-F›	2 WGTC-F›
3 WSMK-F›	3 WLTA-F›	3 WGTC-F	3 WGTC-F	3 WGTC-F	3 WNDU-F	3 WNDU-F›	3 WNDU-F›	3 WNDU-F	3 WNDU-F›
4 WAOR-F	4 WGTC-F	4 WAOR-F››	4 WLTA-F	4 WRBR-F	WLTA-F›	4 WLTA-F	4 WNSN-F	4 WLTA-F	4 WSBT
5	WAOR-F	5 WRBR-F	5 WRBR-F	5 WLTA-F	5 WRBR-F	5	5	5	WNSN-F
6	6	WLTA-F	6 WAOR-F	WAOR-F	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		54 (2)	54 (2)	18.0	21.4
AOR/CLASSIC		38 (1)	38 (1)	12.7	23.1
AC/OLDIES	6 (1)	49 (3)	55 (4)	18.3	24.3
FULL SVC/VARIETY	37 (1)		37 (1)	12.3	9.4
COUNTRY		46 (1)	46 (1)	15.3	10.6
BLACK/URBAN		12 (1)	12 (1)	4.0	1.7
SAC/EZ		34 (1)	34 (1)	11.3	
NEWS/TALK	12 (3)	1 (1)	13 (4)	4.3	7.1
NOSTALGIA	2 (1)		2 (1)	0.7	
RELIGION/GOSPEL		9 (2)	9 (2)	3.0	2.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	57 (6)	243 (12)	300 (18)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WHME-F	103.1	South Bend	0.6/3.3/ 8/ 105
WBBM-F	96.3	Chicago	0.8/2.7/ 9/ 212
WGN	720	Chicago	1.1/5.1/ 22/ 407
WJJD	1160	Chicago	0.6/2.4/ 12/ 208
WLS	890	Chicago	1.1/3.7/ 0/ 0
WLS -F	94.7	Chicago	0.3/2.0/ 11/ 237
WLUP	1000	Chicago	1.1/2.8/ 20/ 230
WZOW-F	97.7	Goshen/Elkhart	1.1/4.0/ 11/ 297

RADIO STATIONS

WNDU ,	1490,	1 KW ,	Oldies	ABC, $14.00	(Mc-Guild)	Notre Dame	
WSBT ,	960,	5 KW (DA-N) ,	Full Service	CBS, $26.00	(Katz)	Schurz	
WAOR-F,	95.3,	3 KW @ 299 ,	AOR	ABC, $22.00	(Roslin)		(NILES)
WFRN-F,	104.7,	50 KW @ 459 ,	Religion	MBS, $15.00	(HNWH)		(ELKHART)
WGTC-F,	102.3,	2 KW @ 397 ,	Country	ABC, $26.00	(Banner)		(NEW CARLISLE)
WLTA-F,	100.7,	15 KW @ 908 ,	Soft AC	, $31.00	(Christal)	Federated	(ELKHART)
WNDU-F,	92.9,	13 KW @ 880 ,	CHR	, $37.00	(Mc-Guild)	Notre Dame	
WNSN-F,	101.5,	13 KW @ 971 ,	AC	UNISUP, $40.00	(Katz)	Schurz	
WRBR-F,	103.9,	3 KW @ 328 ,	Oldies	, $25.00	(MMR)	Booth	
WSMK-F,	99.1,	3 KW @ 328 ,	Black	, $12.00	(Patt)		(BUCHANAN, MI)

Miscellaneous: WZZP-F to WRBR-F (Sep 91) and from CHR to Oldies . . . WYEZ-F to WLTA-F (Dec 91) . . .

American Radio Spring, 1992 Copyright 1992

SPOKANE

Arbitron Rank/Pop (12+): 102/354,600

MSA Rank/Pop: 130/359,000
ADI # 80
Average Person Ratings: 15.9
Market TSL: 21.50 hours

Stations: 18/18
Diaries: 812/437:1/55.4%
Sample Target: 830
% Below Line: 0.0
% Not Listed: 11.5

1991 Revenue: $11,200,000
HH Inc.: $27,026
Retail $: 3.1 Bil
Pop per Station: 19,700
#1 Biller: KGA/ $2,200,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KDRK-F (C)	70/12.4	9.7	7.4	9.9	10.2	9.8	95/1138	748/21.1	18.4	20.2	D	KDRK-F
2. KISC-F (AC)	55/ 9.7	9.2	11.7	11.5	13.2	10.5	79/966	687/19.4	23.2	22.1	C	KISC-F
3. KZZU-F (CHR)	54/ 9.6	9.3	10.8	14.2	14.4	11.0	70/1040	743/21.0	25.7	30.4	C	KZZU-F
4. KEYF-AF (AC)	48/ 8.5	6.2	8.0	9.2	7.1	8.0	65/895	679/19.1	21.0	13.7	B	KEYF-AF
5. KEZE-F (AOR)	40/ 7.1	9.3	7.8	5.2	7.6	7.3	61/667	531/15.0	15.9	17.4	C	KEZE-F
6. KKZX-F (CL AOR)	38/ 6.7	7.8	5.5	5.6	4.8	6.4	48/607	490/13.8	14.0	13.4	B	KKZX-F
7. KXLY-F (SAC)	36/ 6.4	6.6	7.8	4.1	6.9	6.2	51/674	440/12.4	16.7	14.5	B	KXLY-F
8. KAQQ (BB)	28/ 5.0	3.8	3.2	3.6	3.9	3.9	41/454	316/ 8.9	6.5	7.1	A	KAQQ
9. KGA (C)	27/ 4.8	6.2	3.5	4.0	3.2	4.6	32/513	405/11.4	9.9	8.9		KGA
10. KXLY (N/T)	25/ 4.4	6.4	7.4	6.1	4.8	6.1	26/443	384/10.8	17.6	11.3	B	KXLY
11. KKPL-F (SAC)	17/ 3.0	2.6	3.0	5.2	4.4	3.4	17/325	278/ 7.8	9.9	11.3		KKPL-F
KJRB (T)	17/ 3.0	1.9	1.9	2.3	1.9	2.3	19/385	294/ 8.3	7.5	6.3	A	KJRB
KCDA-F (C)	17/ 3.0	2.1	3.5	1.4	1.6	2.5	27/276	218/ 6.1	7.8	4.6	A	KCDA-F
14. KTRW (C)	13/ 2.3	2.6	2.1	1.6	2.1	2.1	13/180	149/ 4.2	4.1	5.1	A	KTRW
15.												

12+ FM SHARE (METRO): 77.40% (387 of 500) (SPG 91: 80.44%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZZU-F››	1 KEZE-F‹	1 KDRK-F	1 KISC-F	1 KISC-F‹	1 KDRK-F	1 KDRK-F	1 KDRK-F‹	1 KDRK-F›	1 KZZU-F›	1 KEZE-F‹
2 KDRK-F›	2 KZZU-F	2 KISC-F	2 KDRK-F	2 KDRK-F	2 KXLY-F	2 KISC-F	2 KEYF-AF‹	2 KZZU-F	2 KISC-F	2 KDRK-F››
3 KISC-F	KDRK-F	3 KEYF-AF‹	3 KEYF-AF	3 KEYF-AF	3 KEYF-AF	3 KZZU-F	3 KISC-F	3 KISC-F	3 KDRK-F	3 KISC-F
4	4 KISC-F	4 KEZE-F‹	4 KEZE-F‹	4 KKZX-F	4 KISC-F	4 KEYF-AF‹	4 KEZE-F	4 KEYF-AF	4 KXLY-F	4 KGA
5	5 KKZX-F	5 KKZX-F	5 KKZX-F›	KEZE-F›	5 KAQQ	5 KXLY ‹	5 KKZX-F	5 KEZE-F	KEZE-F	5 KXLY
6	6 KEYF-AF›	6 KZZU-F	6 KZZU-F	6 KGA	6 KXLY ‹	6 KKZX-F	6 KXLY-F	6 KKZX-F	6	KJRB
7	7 KKPL-F	7	7	7	7 KGA	7	7	7	7	KEYF-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KZZU-F››	1 KDRK-F	1 KDRK-F	1 KISC-F	1 KISC-F
2 KDRK-F	2 KZZU-F	2 KISC-F›	2 KDRK-F	2 KDRK-F
3 KKZX-F	KISC-F›	3 KEZE-F	3 KEYF-AF	3 KEYF-AF›
4 KEYF-AF	4 KEZE-F	4 KEYF-AF›	4 KZZU-F	4 KKZX-F
KKPL-F	5 KEYF-AF	5 KKPL-F	5 KKZX-F	5 KEZE-F
KISC-F	6 KKZX-F	KZZU-F	6 KEZE-F	6 KZZU-F
KEZE-F	7 KKPL-F	KKZX-F	7	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KZZU-F	1 KEZE-F›	1 KEZE-F›	1 KEZE-F	1 KDRK-F
KEZE-F	2 KZZU-F	2 KZZU-F	KDRK-F	2 KEZE-F
3 KKZX-F	3 KKZX-F	KKZX-F	3 KKZX-F	3 KKZX-F
KDRK-F›	4 KDRK-F	KISC-F›	4 KISC-F	KISC-F
5 KEYF-AF	5 KISC-F	5 KDRK-F	5 KEYF-AF	5 KEYF-AF›
KAAR-F	6 KEYF-AF	6 KEYF-AF	6 KZZU-F	6 KGA
7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		54 (1)	54 (1)	10.8	16.4
AOR/CLASSIC		78 (2)	78 (2)	15.6	14.0
AC/OLDIES	1 (1)	112 (3)	113 (4)	22.6	30.9
FULL SVC/VARIETY					
COUNTRY	40 (2)	87 (2)	127 (4)	25.4	17.6
BLACK/URBAN					
SAC/EZ		53 (2)	53 (2)	10.6	
NEWS/TALK	42 (2)		42 (2)	8.4	8.2
NOSTALGIA	28 (1)		28 (1)	5.6	4.4
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					7.6
UNKNOWN/OTHERS	2 (1)	3 (1)	5 (2)	1.0	1.0
	113 (7)	387 (11)	500 (18)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KAAR-F	95.3	Medical Lk/Spkn	1.8/2.3/ 11/ 143
KKCH-F	94.5	Hayden	0.5/2.6/ 7/ 122
KSBN	1230	Spokane	0.4/1.6/ 2/ 56

American Radio Spring, 1992 Copyright 1992

SPOKANE

RADIO STATIONS

KAQQ ,	590,	5 KW ,	Nostalgia	UNISUP CNN, $16.00	(MMR)	Home News
KGA ,	1510,	50 KW (DA-N) ,	Country	ABC, $ NA	(Eastman)	Citadel
KJRB ,	790,	5 KW (DA-N) ,	Talk	UNISUP UNIULT, $15.00	(Mc-Guild)	Apollo
KTRW ,	970,	5 KW/1 KW (DA-N),	Country	UNIULT, $14.00	(Christal)	Highsmith
KXLY ,	920,	5 KW ,	News/Talk	CBS MBS, $22.00	(Torbet)	Morgan Murphy
KAAR-F,	95.3,	1.3 KW @ 672 ,	Oldies	APR, $14.00	(---)	Sunbrook (MEDICAL LAKE)
KCDA-F,	103.1,	2.4 KW @ 1886 ,	Country	SMN, $15.00	(Roslin)	(COEUR d'ALENE)
KDRK-F,	93.7,	56 KW @ 2378 ,	Country	, $50.00	(Eastman)	Citadel
KEYF-F,	101.1,	100 KW @ 843 ,	Oldies	, $24.00	(---)	(CHENEY)
KEZE-F,	105.7,	100 KW @ 1909 ,	AOR	UNIPWR, $31.00	(Mc-Guild)	Apollo
KISC-F,	98.1,	94 KW @ 2030 ,	AC	, $43.00	(MMR)	Home News
KKPL-F,	96.1,	56 KW @ 2378 ,	Soft AC	UNISUP, $21.00	(Banner)	(OPPORTUNITY)
KKZX-F,	98.9,	100 KW @ 1614 ,	Classic AOR	, $25.00	(Banner)	
KXLY-F,	99.9,	37 KW @ 2998 ,	EZ/Soft AC	, $28.00	(Torbet)	Morgan Murphy
KZZU-F,	92.9,	85 KW @ 2080 ,	CHR	, $36.00	(Christal)	Highsmith

Miscellaneous: KEYF-F (Cheney) sold by Unicom to Terry Robinson for $1,825,000 (MVP) . . . KAQQ, KISC-F sold by Home News to Silverado (Winkel) for $2,600,000 (E) (MVP) . . .

American Radio Spring, 1992 Copyright 1992

SPRINGFIELD, MA

Arbitron Rank/Pop (12+): 72/509,900

MSA Rank/Pop: 85/596,000
ADI # 96

Average Person Ratings: 17.7
Market TSL: 23.50 hours

Stations: 31/14
Diaries: 1071/476:1/51.4%
Sample Target: 980
% Below Line: 27.6
% Not Listed: 16.8

1991 Revenue: $10,500,000
HH Inc.: $34,910
Retail $: 4.6 Bil
Pop per Station: 36,421
#1 Biller: WHYN-F $2,600,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WAQY-AF	(AOR)	97/10.7	8.6	9.0	10.8	9.3	9.8	104/1442	1287/25.2	23.7	22.8	D	WAQY-AF
2. WHYN	(FS)	78/ 8.6	6.2	7.5	5.5	8.3	6.9	78/956	950/18.6	17.2	21.0	C	WHYN
3. WPKX-F	(C)	73/ 8.1	10.6	10.0	9.5	6.1	9.6	76/818	768/15.1	19.0	11.7	C	WPKX-F
4. WHYN-F	(AC)	71/ 7.8	8.7	6.7	6.9	8.8	7.5	84/1142	978/19.2	20.3	21.7	D	WHYN-F
5. WTIC-F	(CHR)	67/ 7.4	6.9	5.4	7.2	8.1	6.7	67/1036	1026/20.1	21.0	21.0		WTIC-F
WMAS-F	(AC)	67/ 7.4	6.9	7.7	10.0	8.6	8.0	67/944	881/17.3	18.7	20.1	C	WMAS-F
7. WMAS	(BB)	47/ 5.2	6.6	6.8	5.2	4.9	5.9	49/427	411/ 8.1	11.8	9.5	B	WMAS
8. WRCH-F	(SAC)	28/ 3.1	3.6	2.8	3.2	3.1	3.2	28/441	428/ 8.4	9.3	9.2		WRCH-F
9. WDRC-F	(O)	25/ 2.8	2.5	3.1	3.4	2.4	3.0	26/464	437/ 8.6	9.7	9.9		WDRC-F
10. WCCC-F	(AOR)	24/ 2.7	2.7	2.5	2.6	2.3	2.6	24/562	524/10.3	8.9	11.2		WCCC-F
11. WAAF-F	(AOR)	23/ 2.5	2.7	4.3	3.7	3.8	3.3	28/599	491/ 9.6	9.9	11.2		WAAF-F
12. WNNZ	(T/N)	21/ 2.3	2.0	1.6	0.7	1.3	1.6	23/375	328/ 6.4	5.3	4.2		WNNZ
13. WKSS-F	(CHR)	19/ 2.1	1.8	2.5	1.7	1.9	2.0	19/673	673/13.2	11.1	8.8		WKSS-F
WHMP	(FS/EZ)	19/ 2.1	2.0	1.1	2.1	1.0	1.8	20/299	284/ 5.6	4.0	4.5	A	WHMP
15.													

12+ FM SHARE (METRO): 72.38% (545 of 753) (SPG 91: 70.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTIC-F	1 WAQY-AF>	1 WAQY-AF>	1 WAQY-AF	1 WAQY-AF	1 WHYN >	1 WHYN	1 WAQY-AF	1 WAQY-AF	1 WAQY-AF	1 WTIC-F
2 WAAF-F	2 WTIC-F	2 WHYN-F	2 WHYN-F	2 WMAS-F<	2 WMAS	2 WAQY-AF	2 WHYN-F	2 WPKX-F	2 WTIC-F	2 WAQY-F<
3 WAQY-AF	3 WHYN-F	3 WPKX-F<	3 WMAS-F<	3 WHYN-F	3 WMAS-F<	3 WHYN-F	3 WMAS-F	3 WHYN-F<	WPKX-F	3 WHYN
4	4 WPKX-F>	4 WTIC-F	4 WPKX-F	4 WPKX-F	4 WPKX-F	4 WMAS-F	4 WPKX-F	4 WTIC-F	WHYN >	4 WPKX-F
5	5 WMAS-F	5 WMAS-F	5 WTIC-F<	5 WHYN	5 WHYN-F	5 WTIC-F	5 WHYN	5 WHYN <	5 WHYN-F<	5
6	6	6	6 WHYN	6	6	WPKX-F	6 WTIC-F	6 WMAS-F>	6 WMAS-F	6
7	7	7	7	7	7	7 WMAS	7 WMAS >	7 WMAS	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WAQY-AF>	1 WAQY-AF	1 WHYN-F	1 WHYN-F	1 WMAS-F
2 WHYN-F>	2 WHYN-F	2 WAQY-AF	2 WAQY-AF	WHYN-F>
3 WTIC-F	3 WTIC-F	WTIC-F	WMAS-F	3 WPKX-F
4 WPKX-F	4 WPKX-F	4 WPKX-F	4 WTIC-F	4 WTIC-F
5 WMAS-F	5 WMAS-F	5 WMAS-F	WPKX-F	5 WAQY-AF
6 WAAF-F	6	6	6	6 WHYN

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAQY-AF	1 WAQY-AF>>	1 WAQY-AF>>	1 WAQY-AF>>	1 WAQY-AF>
2 WTIC-F>	2 WTIC-F>	2 WTIC-F	2 WPKX-F	2 WPKX-F
3 WPKX-F>	3 WCCC-F	WCCC-F	3 WTIC-F	WHYN >
4 WCCC-F	4 WPKX-F	4 WHYN-F	4 WHYN	4 WMAS-F
WAAF-F	5	WHYN	5 WHYN-F	5 WHYN-F
6	6	6	6 WMAS-F	6

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		97 (3)	97 (3)	12.9	13.1
AOR/CLASSIC	1 (1)	159 (6)	160 (7)	21.2	18.4
AC/OLDIES	3 (1)	170 (5)	173 (6)	23.0	27.7
FULL SVC/VARIETY	116 (4)		116 (4)	15.4	13.0
COUNTRY		83 (2)	83 (2)	11.0	8.6
BLACK/URBAN					
SAC/EZ		36 (2)	36 (2)	4.8	1.4
NEWS/TALK	32 (4)		32 (4)	4.2	7.9
NOSTALGIA	56 (3)		56 (3)	7.4	8.4
RELIGION/GOSPEL					0.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					0.8
UNKNOWN/OTHERS					
	208 (13)	545 (18)	753 (31)		

OTHER RATED STATIONS				METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WACM	1490	W Springfield		0.9/1.5/ 8/ 77
WARE	1250	Ware		0.3/2.1/ 3/ 112
WHMP-F	99.3	Northampton		1.2/8.1/ 15/ 520
WRNX-F	100.9	Amherst/Nrthmpt		0.3/2.2/ 4/ 141
WTTT	1430	Amhrst/Nrthhmpt		0.6/2.3/ 6/ 125
WBZ	1030	Boston		0.6/1.5/ 6/ 96
WCBS	880	New York		0.3/1.1/ 3/ 54
WDRC	1360	Hartford		0.4/1.2/ 4/ 63
WFAN	660	New York		0.3/1.8/ 3/ 92
WHCN-F	105.9	Hartford		0.8/5.2/ 8/ 290
WIOF-F	104.1	Wtrfrd/Hrtfrd		0.3/2.5/ 3/ 130
WRSI-F	95.3	Greenfield		0.7/2.1/ 9/ 207
WSRS-F	96.1	Worcester		0.9/3.8/ 12/ 250
WTIC	1080	Hartford		1.2/3.6/ 11/ 191
WWYZ-F	92.5	Waterbury		1.1/0.9/ 10/ 194
WZMX-F	93.7	Hartford		0.4/2.5/ 4/ 127

RADIO STATIONS

WHMP, 1400, 1 KW , EZ/FS
WHYN, 560, 5 KW/1 KW (DA-2) , FULL SERVICE
WMAS, 1450, 1 KW , NOSTALGIA
WNNZ, 640, 50 KW/1 KW (DA-2) , TALK/NEWS
WSPR, 1270, 5 KW/1 KW (DA-2) , TALK

NBC , $ 13.00 (K & P)
ABC , $ 37.00 (McGuild)
MBS , $ 28.00 (Banner)
UNIULT, CBS , $ 14.00 (Eastman)
, $ 12.00 (Roslin)

Sillerman (NORTHAMPTON)
Wilks-Schwartz
Lappin

WAQY-F, 102.1, 17 KW @ 781, AOR
WHMP-F, 99.3, 3 KW @ 321, CHR
WHYN-F, 93.1, 9 KW @ 1000, AC
WMAS-F, 94.7, 50 KW @ 194, AC
WPKX-F, 97.9, 2.2 KW @ 528, COUNTRY

ABC, $ 55.00 (Katz)
, $ 15.00 (K & P)
, $ 59.00 (McGuild)
, $ 33.00 (Banner)
, $ 25.00 (Durpetti)

Saga
Sillerman (NORTHAMPTON)
Wilks-Schwartz
Lappin
(ENFIELD)

Other Ranked Sationss -- See Hartford or Boston

Miscellaneous: WIXY to WAQY - Country to AOR (Nov) . . .

American Radio Spring, 1992 Copyright 1992

SPRINGFIELD, MO

Arbitron Rank/Pop (12+): 156/206,400
MSA Rank/Pop: 181/244,700
ADI # 77
Average Person Ratings: 15.6
Market TSL: 20.75 hours

Stations: 13/12
Diaries: 607/340:1/54.7%
Sample Target: 620
% Below Line: 0.6
% Not Listed: 11.2

1991 Revenue: $9,700,000
HH Inc.: $28,621
Retail $: 2.1 Bil
Pop per Station: 17,200
#1 Biller: KTTS-AF $3,750,000

12+ METRO		1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KTTS-F	(C)	55/17.1	----	15.2	----	17.3	----	144/1574	687/33.3	0.0	32.9	E	KTTS-F
2. KXUS-F	(AOR)	53/16.5	----	15.6	----	9.7	----	75/892	552/26.7	0.0	25.2	C	KXUS-F
3. KKHT-F	(CHR)	30/ 9.3	----	11.9	----	16.0	----	64/776	416/20.2	0.0	24.9	C	KKHT-F
4. KTXR-F	(SAC)	29/ 9.0	----	11.9	----	9.0	----	61/916	418/20.3	0.0	22.2	B	KTXR-F
KGBX-F	(AC)	29/ 9.0	----	11.9	----	9.7	----	55/637	407/19.7	0.0	22.0	C	KGBX-F
6. KTTS	(C)	28/ 8.7	----	5.6	----	6.3	----	33/399	307/14.9	0.0	10.9		KTTS
7. KGMY-F	(C)	24/ 7.5	----	----	----	----	----	41/592	280/13.6	0.0	0.0		KGMY-F
8. KADI-F	(REL)	11/ 3.4	----	3.3	----	----	----	14/274	202/ 9.8	0.0	8.8	A	KADI-F
9. KLTQ-F	(AC)	10/ 3.1	----	3.6	----	7.0	----	14/224	171/ 8.3	0.0	9.4	A	KLTQ-F
10. KWTO	(FS/T)	9/ 2.8	----	3.3	----	6.0	----	25/465	227/11.0	0.0	8.0	/	KWTO

12+ FM SHARE (METRO): 85.66% (245 of 286) (SPG 91: 86.30%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKHT-F››	1 KXUS-F››	1 KXUS-F›	1 KXUS-F	1 KXUS-F	1 KTTS-F›	1 KTTS-F›	1 KTTS-F‹	1 KXUS-F	1 KXUS-F›	1 KTTS-F››
2 KXUS-F	2 KKHT-F	2 KTTS-F	2 KTTS-F	KTTS-F›	2 KTXR-F	2 KXUS-F	2 KXUS-F›	2 KTTS-F›	2 KTTS-F	2 KTTS ›
KGBX-F››	3 KGMY-F	3 KGBX-F‹	3 KGMY-F	3 KGMY-F	3 KTTS ›	3 KTTS	3 KGBX-F‹	3 KKHT-F	KKHT-F›	3 KWTO
4	4 KTTS-F	4 KKHT-F	4 KGBX-F	KGBX-F›	4 KGBX-F	4 KTXR-F	4 KTXR-F	4 KGBX-F	4 KTXR-F›	4
5	5 KGBX-F	KGMY-F	5 KKHT-F	5 KKHT-F	5	5 KGBX-F	5 KKHT-F	5 KGMY-F	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KXUS-F››	1 KXUS-F››	1 KXUS-F›	1 KXUS-F	1 KTTS-F›
2 KKHT-F	2 KKHT-F	2 KTTS-F	KTTS-F	2 KGBX-F
KADI-F	3 KGBX-F›	KKHT-F	3 KKHT-F	3 KKHT-F
4 KGBX-F	4 KTTS-F	KGBX-F	KGBX-F	4 KXUS-F
5	KADI-F	5	5	KGMY-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KXUS-F››	1 KXUS-F››	1 KXUS-F›	1 KXUS-F››	1 KXUS-F›
2 KTTS-F››	2 KGMY-F	2 KGMY-F››	2 KTTS-F	2 KGMY-F
3 KKHT-F	3 KTTS-F	3 KTXR-F	KGMY-F›	3 KTTS-F
4	4 KKHT-F	KKHT-F	4 KGBX-F	4 KGBX-F
5	5	5	5 KKHT-F	5 KTTS

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		30 (1)	30 (1)	10.5	13.3
AOR/CLASSIC		53 (1)	53 (1)	18.5	17.4
AC/OLDIES		39 (2)	39 (2)	13.6	18.9
FULL SVC/VARIETY	9 (1)		9 (1)	3.1	3.7
COUNTRY	28 (1)	83 (4)	111 (5)	38.8	27.4
BLACK/URBAN					
SAC/EZ		29 (1)	29 (1)	10.1	13.3
NEWS/TALK					
NOSTALGIA	4 (1)		4 (1)	1.4	2.2
RELIGION/GOSPEL		11 (1)	11 (1)	3.8	3.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	41 (3)	245 (10)	286 (13)		

OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME
KTOZ	1060	Springfield	1.2/2.3/ 4/ 58
KTOZ-F	104.9	Marsfield	0.6/5.0/ 6/ 146
KHOZ-F	102.9	Harrison/Brnsn	0.6/2.4/ 37/ 466

RADIO STATIONS

KTOZ , 1060, 500 W (DAYS) , Nostalgia
KTTS , 1260, 5 KW (DA-N) , Country
KWTO , 560, 5 KW (DA-N) , Full Service/Talk

KADI-F, 99.5, 3 KW @ 328 , Religion
KGBX-F, 105.9, 50 KW @ 492 , AC
KGMY-F, 100.5, 33 KW @ 600 , Country
KKHT-F, 98.7, 100 KW @ 551 , CHR
KLTQ-F, 96.5, 6 KW @ 453 , AC

KTOZ-F, 104.9, 3 KW @ 298 , Country
KTTS-F, 94.7, 100 KW @ 1102 , Country
KTXR-F, 101.3, 100 KW @ 1151 , Soft AC/EZ
KXUS-F, 97.3, 100 KW @ 479 , AOR

SMN, $10.00 (---)
ABC, $18.00 (Torbet) Great Empire
ABC, $14.00 (Banner) Cole

CNN, $10.00 (---) (REPUBLIC)
, $27.00 (Katz) Borders (BOLIVAR)
, $18.00 (---) (AURORA)
ABC, $26.00 (Banner) Cole
, $15.00 (K & P) (SPARTA)

, $10.00 (---) (MARSHFIELD)
ABC, $50.00 (Torbet) Great Empire
NBC, $24.00 (Mc-Guild)
, $32.00 (Roslin) Demaree

American Radio Spring, 1992 Copyright 1992

STEUBENVILLE

Arbitron Rank/Pop (12+): 214/119,300

MSA Rank/Pop: 261/140,700
ADI # 144 (w/Wheeling)
Average Person Ratings: 15.0
Market TSL: 20.75 hours

Stations: 26/3
Diaries: 628/175:1/56.6%
Sample Target: 610
% Below Line: 54.7
% Not Listed: 17.3

1991 Revenue: $1,600,000
HH Inc.: $26,877
Retail $: 0.8 Bil
Pop per Station: 39,766
#1 Biller: WRKY-F $650,000

12+ METRO		1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WRKY-F	(CHR)	25/14.0	----	12.8	----	9.3	----	25/384	384/32.2	0.0	31.0	B	WRKY-F
2. WSTV	(N/T)	18/10.1	----	12.8	----	9.3	----	18/229	229/19.2	0.0	16.3	A	WSTV
3. WWSW-F	(O)	16/ 8.9	----	4.0	----	6.0	----	16/237	237/19.7	0.0	14.3		WWSW-F
4. WOVK-F	(C)	11/ 6.1	----	2.2	----	5.1	----	11/119	119/10.0	0.0	8.9		WOVK-F
5. WDVE-F	(AOR)	9/ 5.0	----	5.3	----	4.6	----	9/163	163/13.7	0.0	16.0		WDVE-F
6. WOMP-F	(CHR)	8/ 4.5	----	3.5	----	7.4	----	8/154	154/12.9	0.0	15.6		WOMP-F
WELA-F	(C)	8/ 4.5	----	7.1	----	4.2	----	8/129	129/10.8	0.0	11.4		WELA-F
8. WWVA	(C/FS)	7/ 3.9	----	3.5	----	6.5	----	7/114	114/ 9.6	0.0	11.8		WWVA
WKWK-F	(SAC)	7/ 3.9	----	2.7	----	2.3	----	7/109	109/ 9.1	0.0	9.7		WKWK-F
WEIR	(FS/BB)	7/ 3.9	----	2.7	----	3.2	----	7/108	108/ 9.1	0.0	12.1	A	WEIR
11. WSHH-F	(SAC)	5/ 2.8	----	4.9	----	4.2	----	5/105	105/ 8.8	0.0	11.7		WSHH-F
12.													
13.													
14.													
15.													

12+ FM SHARE (METRO): 73.65% (109 of 148) (SPG 91: 72.07%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRKY-F››	1 WRKY-F›	1 WRKY-F›	1 WRKY-F	1 WRKY-F	1 WSTV	1 WSTV	1 WRKY-F	1 WRKY-F	1 WRKY-F›	1 WSTV
2 WOMP-F››	2 WDVE-F›	2 WWSW-F›	2 WWSW-F	2 WWSW-F››	2 WRKY-F	2 WRKY-F	2 WSTV	2 WWSW-F	2 WWSW-F	WRKY-F
3	3 WKWK-F	3 WDVE-F	3 WKWK-F	3 WKWK-F	3 WOVK-F	3 WWSW-F›	3 WWSW-F›	3 WSTV ›	WOMP-F	3
4	4	4	WSTV	4 WSTV	WRKY-F	4	4	4 WOMP-F›	4 WDVE-F›	4
5	5	5	5	5	5 WEIR	5	5	5	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WOMP-F	1 WRKY-F››	1 WRKY-F››	1 WRKY-F›	1 WRKY-F
WRKY-F››	2 WKWK-F››	2 WKWK-F››	2 WWSW-F›	2 WWSW-F››
3	3	3	3 WOVK-F	3 WOVK-F
4	4	4	4 WKWK-F	WKWK-F
5	5	5	WELA-F	5
6	6	6	6	6
7	7	7	7	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WDVE-F››	1 WDVE-F›	1 WDVE-F›	1 WDVE-F	1 WWSW-F
2 WWSW-F	2 WRKY-F›	2 WRKY-F	WRKY-F	2 WRKY-F
WRRK-F	3 WWSW-F	3	3 WWSW-F	3 WDVE-F›
WQXK-F	WRRK-F	4	4	4 WKWK-F
WOMP-F	5	5	5	WSTV
WAMO-F	6	6	6	6
WRKY-F	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		37 (4)	37 (4)	25.0	24.0
AOR/CLASSIC		13 (2)	13 (2)	8.8	7.8
AC/OLDIES		20 (4)	20 (4)	13.5	20.1
FULL SVC/VARIETY	9 (2)		9 (2)	6.1	7.3
COUNTRY	7 (1)	22 (4)	29 (5)	19.6	18.4
BLACK/URBAN		2 (1)	2 (1)	1.4	2.2
SAC/EZ		14 (3)	14 (3)	9.5	0.6
NEWS/TALK	20 (2)		20 (2)	13.5	16.2
NOSTALGIA	2 (1)		2 (1)	1.4	
RELIGION/GOSPEL		1 (1)	1 (1)	0.7	0.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	1 (1)		1 (1)	0.7	2.8
	39 (7)	109 (19)	148 (26)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KDKA	1020	Pittsburgh	1.1/9.7/ 2/ 116
WAMO-F	105.9	Pittsburgh	1.1/6.1/ 2/ 73
WBBD	1600e	Wheeling	1.1/1.5/ 2/ 18
WBZZ-F	93.7	Pittsburgh	1.1/9.6/ 2/ 114
WDSY-F	107.9	Pittsburgh	1.1/5.2/ 2/ 62
WEEL-F	95.7	Shadyside/Whlng	0.6/3.5/ 1/ 42
WEGW-F	107.5	Wheeling/Steby1	1.1/9.5/ 2/ 113
WHLX-F	105.5	Bethlehem/Wheel	1.1/4.1/ 2/ 49
WLTJ-F	92.9	Pittsburgh	1.1/6.4/ 2/ 76
WOHI	1490	East Liverpool	0.6/2.3/ 1/ 28
WPIT-F	101.5	Pittsburgh	0.6/3.9/ 1/ 47
WQXK-F	105.1	Salem/Youngstwn	0.6/4.3/ 1/ 51
WRRK-F	96.9	Braddock	2.2/6.5/ 4/ 77
WTAE	1250	Pittsburgh	1.1/2.3/ 2/ 27
WVTY-F	96.1	Pittsburgh	0.6/1.8/ 1/ 21

RADIO STATIONS

WEIR , 1430, 1 KW (DA-2) , MOR/Nostalgia — CBS, $11.00 (---) (WEIRTON, WV)
WSTV , 1340, 1 KW , News/Talk — NBC-T MBS, $19.00 (Regional) Associated

WRKY-F, 103.5, 16 KW @ 879 , CHR — , $23.00 (Regional) Associated
WELA-F, 104.3, 50 KW @ 331 , Country — SMN, $13.00 (---) (E. LIVERPOOL, OH)

Other ranked stations -- see Wheeling or Pittsburgh

American Radio Spring, 1992 Copyright 1992

STOCKTON

Arbitron Rank/Pop (12+): 88/396,200
MSA Rank/Pop: 100/494,500
ADI # 19 (w/Sacramento)
Average Person Ratings: 16.3
Market TSL: 22.00 hours

Stations: 39/9
Diaries: 868/456:1/46.5%
Sample Target: 860
% Below Line: 50.7
% Not Listed: 17.2

1991 Revenue: $7,500,000
HH Inc.: $26,877
Retail $: 3.0 Bil
Pop per Station: 44,022
#1 Biller: KWG $1,600,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KWIN-F	(CHR) 59/ 9.1	6.0	6.9	5.9	2.2	----	59/758	758/19.1	14.5	16.8	B	KWIN-F
2. KFMR-F	(C) 40/ 6.2	4.9	4.2	4.9	3.3	----	40/515	515/13.0	12.6	10.3	C	KFMR-F
3. KHOP-F	(CHR) 35/ 5.4	6.5	6.1	7.4	7.3	----	35/622	622/15.7	15.3	18.2		KHOP-F
KBEE-F	(SAC) 35/ 5.4	8.1	7.3	8.2	6.5	----	35/448	448/11.3	11.5	12.6		KBEE-F
5. KVFX-F	(CL AOR) 31/ 4.8	3.5	3.0	2.2	2.8	----	31/402	402/10.1	8.2	7.0		KVFX-F
6. KNBR	(T) 30/ 4.6	5.1	6.1	2.8	3.1	----	30/463	463/11.7	10.9	13.0		KNBR
7. KSTN-F	(SP) 28/ 4.3	4.3	2.6	2.4	3.9	----	28/344	334/ 8.4	6.1	5.2	A	KSTN-F
8. KOSO-F	(AC) 22/ 3.4	2.9	4.0	2.4	1.1	----	22/390	390/ 9.8	10.3	8.1		KOSO-F
9. KRAK	(C) 20/ 3.1	2.4	3.9	5.4	5.3	----	20/234	234/ 5.9	7.7	9.1		KRAK
KCVR	(SP) 20/ 3.1	2.7	2.2	1.6	2.3	----	20/195	195/ 4.9	4.6	3.5	A	KCVR

12+ FM SHARE (METRO): 66.98% (359 of 536) (SPG 91: 62.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KWIN-F>>	1 KWIN-F	1 KWIN-F	1 KFMR-F	1 KFMR-F	1 KBEE-F	1 KWIN-F<	1 KFMR-F<	1 KWIN-F	1 KWIN-F>>	1 KGO >>
2 KHOP-F>>	2 KVFX-F	2 KVFX-F	2 KVFX-F<	2 KVFX-F	2 KFMR-F	2 KFMR-F	2 KWIN-F	2 KFMR-F	2 KNBR >	2 KWIN-F
3	3 KHOP-F>	3 KFMR-F<	3 KHOP-F	3 KHOP-F	3 KNBR >	3 KBEE-F<	3 KBEE-F	3 KVFX-F	3 KVFX-F	3 KNBR >
4	4 KOSO-F	4 KHOP-F	4 KWIN-F	4 KWIN-F	4 KRAK	4 KNBR <	4 KHOP-F	4 KHOP-F	KHOP-F	4 KOSO-F
5	5 KSTN-F	5	5	5 KSTN	5	5 KHOP-F	5 KNBR	5 KBEE-F	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KWIN-F>>	1 KWIN-F>	1 KOSO-F	1 KWIN-F	1 KOSO-F	1 KWIN-F>	1 KVFX-F>	1 KVFX-F>	1 KVFX-F>	1 KVFX-F
2 KRAK-F	2 KOSO-F	2 KHOP-F	2 KOSO-F	KFMR-F>	2 KVFX-F>	2 KWIN-F	2 KHOP-F>	2 KWIN-F	2 KFMR-F
KOSO-F	3 KHOP-F	KWIN-F	3 KFMR-F	3 KBEE-F	3 KSTN-F	3 KHOP-F>	3 KNBR	3 KHOP-F	3 KHOP-F
KHOP-F>	4 KSTN -	4 KSTN-F	4 KHOP-F	KWIN-F	KFMR-F>	4 KFMR-F	KJOY-F	KFMR-F	4 KNBR
5 KWOD-F	5 KCVR	5 KCVR	5 KSTN	KSTN	5 KMEL-F	5	5 KDJK-F	5	5
KMEL-F	6	6	6	6	KHOP-F	6	KWIN-F	6	6
KSTN-F	7	7	7	7	7	7	7	7	7
KCVR	8	8	8	8	8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP	8 (1)	120 (4)	128 (5)	23.9	20.6
AOR/CLASSIC		52 (5)	52 (5)	9.7	7.4
AC/OLDIES	19 (2)	40 (4)	59 (6)	11.0	19.3
FULL SVC/VARIETY					
COUNTRY	28 (2)	56 (3)	84 (5)	15.7	12.8
BLACK/URBAN		3 (1)	3 (1)	0.6	
SAC/EZ		55 (3)	55 (3)	10.3	8.7
NEWS/TALK	77 (6)		77 (6)	14.4	17.8
NOSTALGIA	11 (1)		11 (1)	2.1	3.1
RELIGION/GOSPEL		2 (1)	2 (1)	0.4	
SPANISH	34 (3)	28 (1)	62 (4)	11.6	8.9
CLASSICAL					
JAZZ/NEW AGE		3 (1)	3 (1)	0.6	1.5
UNKNOWN/OTHERS					
	177 (11)	359 (23)	536 (39)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KJAX	1280	Stockton	1.4/4.3/ 9/ 172
KJOY-F	99.3	Stockton	2.2/5.3/ 14/ 209
KSGO-F	100.9	Tracy	2.2/7.3/ 14/ 290
KSTN	1420	Stockton	1.2/5.5/ 8/ 216
KWG	1230	Stockton	2.5/5.8/ 16/ 228
KCBS	740	San Francisco	2.0/7.0/ 13/ 279
KDJK-F	95.1	Oakdale	1.2/5.1/ 8/ 201
KFBK	1530	Sacramento	1.2/3.4/ 8/ 133
KFIA-F	710	Carmichael	0.3/2.0/ 2/ 79
KFRC	610	San Francisco	1.7/4.9/ 11/ 194
KGBY-F	92.5	Sacramento	0.3/1.8/ 2/ 71
KGO	810	San Francisco	2.2/4.4/ 14/ 176
KJSN-F	102.3	Modesto	0.9/1.4/ 6/ 55
KLOC	920	Ceres	0.6/1.1/ 4/ 45
KMEL-F	106.1	San Francisco	2.8/7.7/ 18/ 304
KMIX-F	98.3	Turlock/Mdsto	0.5/1.1/ 3/ 45
KMJ	580	Fresno	0.5/1.7/ 3/ 68
KNCI-F	98.5	Sacramento	1.1/3.1/ 7/ 122
KQPT-F	100.5	Sacramento	0.5/1.6/ 3/ 62
KRAK-F	105.1	Sacramento	2.0/5.7/ 13/ 226
KRCX-AA	1110	Roseville/Scrmt	1.5/3.6/ 10/ 142
KRXQ-F	93.7	Roseville/Scrmn	0.3/2.0/ 2/ 81
KSEG-F	96.9	Sacramento	0.6/2.1/ 4/ 83
KSFO	560	San Francisco	0.5/2.6/ 3/ 103
KSOL-F	107.7	San Mateo	0.5/2.4/ 3/ 95
KTRB	860	Modesto/Stocktn	1.2/2.2/ 8/ 87
KWOD-F	106.5	Sacramento	1.2/4.4/ 8/ 174
KYA -F	93.3	San Francisco	0.3/1.1/ 2/ 45

American Radio Spring, 1992 Copyright 1992

STOCKTON

RADIO STATIONS

KCVR	1570,	5 KW/500 W (DA-2)	Hispanic		$15.00 (Lotus)	(LODI)
KJAX	1280,	1 KW (DA-N)	Talk	NBC-T MBS,	$ 9.00 (Christal)	
KSTN	1420,	5 KW/1 KW (DA-N)	CHR	ABC,	$10.00 (---)	
KWG	1230,	1 KW	Oldies	UNIULT UNISUP,	$17.00 (Katz)	
KFMR-F	100.1,	6 KW @ 285	Country		$30.00 (Eastern)	
KJOY-F	99.3,	2.4 KW @ 331	Soft AC	UNIULT UNISUP,	$18.00 (Christal)	
KSTN-F	107.3,	8 KW @ 1610	Hispanic	ABC,	$17.00 (---)	
KSGO-F	100.9,	6 KW @ 328	Oldies	UNIULT UNISUP,	$24.00 (Katz)	(TRACY)
KWIN-F	97.7,	3 KW @ 298	CHR		$21.00 (MMR)	(LODI)

Other ranked stations -- see Sacramento, Modesto or San Francisco

FORMAT CODES

- AC - Adult Contemporary
- AOR - Album Oriented Rock
- B - Black (audience predominately black - over 75%)
- BB - Big Band, Nostalgia
- C - Country
- CHR - Contemporary Hit Radio, Top 40, Contemporary
- CL - Classical
- CL AOR - Classic AOR, Classic Rock
- E - Ethnic
- EZ - EZ Listening, Beautiful Music, Some Very soft AC
- G - Gospel
- J/NAC - Jazz and New Adult Contemporary
- M/FS - Middle of Road, (MOR) Full Service
- N - News
- O - Oldies (1955 to current)
- REL - Religion, Christian
- SAC - Soft Adult Contemporary
- SP - Hispanic/Spanish
- T - Talk
- U - Urban (majority of audience is non-white)
- ? - Others or Unknown

REVENUE LEVEL CODES

- A - Less than $ 500,000
- B - $ 500,000 to $ 999,999
- C - $ 1,000,000 to $ 1,999,999
- D - $ 2,000,000 to $ 2,999,999
- E - $ 3,000,000 to $ 3,999,999
- F - $ 4,000,000 to $ 4,999,999
- G - $ 5,000,000 to $ 6,999,999
- H - $ 7,000,000 to $ 9,999,999
- I - $ 10,000,000 to $14,999,999
- J - $ 15,000,000 to $19,999,999
- K - $ 20,000,000 +

American Radio Spring, 1992 Copyright 1992

SYRACUSE

Arbitron Rank/Pop (12+): 68/545,500

MSA Rank/Pop: 78/656,000
ADI # 66

Average Person Ratings: 16.7
Market TSL: 21.75 hours

Stations: 24/17
Diaries: 1073/508:1/57.1%
Sample Target: 1020
% Below Line: 8.6
% Not Listed: 14.3

1991 Revenue: $17,600,000
HH Inc.: $33,946
Retail $: 5.1 Bil
Pop per Station: 32,059
#1 Biller: WYYY-F $4,800,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WSYR	(FS)	110/12.1	12.7	13.5	9.4	10.2	11.9	127/1513	1334/24.5	27.7	22.7	E	WSYR
2. WYYY-F	(AC)	101/11.1	10.8	10.7	10.1	11.1	10.7	112/1669	1389/25.5	27.9	30.6	F	WYYY-F
3. WAQX-F	(AOR)	91/10.0	8.1	9.5	9.5	6.7	9.3	103/1504	1266/23.2	22.1	18.9	C	WAQX-F
4. WNTQ-F	(CHR)	88/ 9.7	9.3	9.9	10.2	10.7	9.8	109/1770	1339/24.5	26.5	31.0	D	WNTQ-F
5. WKFM-F	(CL AOR)	64/ 7.0	5.2	5.0	7.5	8.2	6.2	95/1470	1057/19.4	19.0	18.7	C	WKFM-F
6. WRHP-F	(SAC)	60/ 6.6	5.8	6.4	5.9	6.3	6.2	75/855	680/12.5	11.8	12.4	B	WRHP-F
7. WSEN-AF	(AC)	37/ 4.0	4.5	5.4	6.1	4.4	5.0	45/847	690/12.6	16.4	15.6	B	WSEN-AF
8. WEZG-F	(SAC)	30/ 3.3	3.6	3.7	3.0	4.9	3.4	33/586	548/10.0	10.3	10.7	B	WEZG-F
9. WPCX-F	(C)	28/ 3.1	3.5	3.2	2.7	3.5	3.1	77/855	410/ 7.5	6.5	7.0		WPCX-F
10. WHEN	(FS)	27/ 3.0	3.4	3.8	3.3	2.6	3.4	28/634	568/10.4	13.1	10.6	B	WHEN
11. WMHR-F	(REL)	24/ 2.6	2.2	1.8	1.8	2.6	2.1	42/446	284/ 5.2	3.2	4.5	A	WMHR-F
12. WNDR	(C)	22/ 2.4	1.6	1.4	2.5	2.4	2.0	25/295	284/ 5.2	4.2	4.9	A	WNDR
13. WFBL	(BB)	20/ 2.2	2.1	2.9	2.0	2.4	2.3	29/435	380/ 7.0	6.7	5.3	A	WFBL
14. WOUR-F	(AOR)	15/ 1.7	1.0	1.8	1.0	0.7	1.4	42/700	333/ 6.1	6.0	3.0		WOUR-F
15. WFRG-F	(C)	14/ 1.5	2.2	1.0	1.4	0.6	1.5	33/472	206/ 3.8	3.4	1.6		WFRG-F

12+ FM SHARE (METRO): 75.10% (585 of 779) (SPG 91: 75.35%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNTQ-F››	1 WAQX-F	1 WYYY-F	1 WYYY-F›	1 WYYY-F›	1 WSYR ›	1 WSYR	1 WYYY-F	1 WAQX-F‹	1 WAQX-F	1 WSYR ››
2 WAQX-F››	2 WYYY-F	2 WAQX-F	2 WKFM-F	2 WRHP-F›	2 WYYY-F	2 WSYR	2 WYYY-F	2 WSYR	2 WAQX-F›	
3 WYYY-F	3 WNTQ-F	3 WKFM-F‹	3 WNTQ-F	3 WNTQ-F	3 WYYY-F	3 WNTQ-F	3 WAQX-F	3 WSYR ‹	3 WNTQ-F›	3 WNTQ-F
4	4 WKFM-F	4 WNTQ-F›	4 WAQX-F	4 WSYR ‹	4 WSEN-AF	4 WAQX-F	4 WKFM-F	4 WNTQ-F›	4 WYYY-F›	4 WKFM-F
5	5	5 WSYR	5 WSYR	5 WAQX-F	5 WHEN	5 WKFM-F›	5 WRHP-F	5 WKFM-F	5 WKFM-F›	5
6	6	6 WSEN-AF	6 WSEN-AF	6 WSEN-AF	6	6	6 WNTQ-F›	6 WRHP-F›	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WAQX-F	1 WYYY-F	1 WYYY-F›	1 WYYY-F›	1 WYYY-F›
2 WNTQ-F	2 WNTQ-F›	2 WNTQ-F››	2 WNTQ-F›	2 WNTQ-F›
3 WYYY-F›	3 WAQX-F›	3 WAQX-F	3 WAQX-F›	3 WSYR ›
4 WKFM-F	4 WKFM-F›	4 WKFM-F	4 WEZG-F	4 WSEN-AF
WEZG-F›	5 WEZG-F	5	5 WKFM-F	WEZG-F
6	6	6	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAQX-F››	1 WAQX-F››	1 WAQX-F›	1 WAQX-F	1 WKFM-F
2 WKFM-F›	2 WKFM-F›	2 WKFM-F›	2 WKFM-F›	2 WAQX-F
3 WYYY-F	3 WYYY-F	3 WYYY-F›	3 WYYY-F›	3 WYYY-F
WNTQ-F››	4 WNTQ-F	4 WSYR	4 WNTQ-F	4 WSYR
5 WPCX-F	5	WNTQ-F›	5 WSYR	5 WSEN-AF
6	6	6	6 WSEN-AF	6

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		95 (2)	95 (2)	12.2	13.1	WGES-F	105.5	Oswego	0.6/1.7/ 5/ 116
AOR/CLASSIC		170 (3)	170 (3)	21.8	18.6	WOLF	1490	Syracuse	1.1/2.7/ 10/ 147
AC/OLDIES	4 (1)	146 (4)	150 (5)	19.3	26.2				
FULL SVC/VARIETY	137 (2)		137 (2)	17.6	15.2	WBEE-F	92.5	Rochester	0.4/1.2/ 44/ 376
COUNTRY	23 (2)	57 (4)	80 (6)	10.3	10.1	WRCK-F	107.3	Utica	0.8/3.1/ 16/ 362
BLACK/URBAN	10 (1)		10 (1)	1.3	1.8	WUUU-F	102.5	Rome/Utica	0.8/2.4/ 16/ 334
SAC/EZ		90 (2)	90 (2)	11.6	7.5	WYYS-F	99.9	Crtlnd/Ithaca	0.3/1.4/ 18/ 320
NEWS/TALK									
NOSTALGIA	20 (1)		20 (1)	2.6	4.2				
RELIGION/GOSPEL		24 (1)	24 (1)	3.1	3.0				
SPANISH									
CLASSICAL					0.4				
JAZZ/NEW AGE									
UNKNOWN/OTHERS		3 (1)	3 (1)	0.4					
	194 (7)	585 (17)	779 (24)						

RADIO STATIONS

WFBL, 1390, 5 KW (DA-N)	, NOSTALGIA	CNN, UNISUP	, $ 16.00 (Christal)	Wilks-Schwartz
WHEN, 620, 5 KW/1 KW (DA-N)	, FULL SERVICE/AC	ABC	, $ 21.00 (MMR)	Park
WNDR, 1260, 5 KW (DA-N)	, COUNTRY	ABC, UNISUP	, $ 18.00 (McGuild)	Osborn
WOLF, 1490, 1 KW	, BLACK	SBN	, $ 14.00 (---)	
WSYR, 570, 5 KW (DA-2)	, FULL SERVICE	MBS NBC	, $ 67.00 (Katz)	NewCity
WAQX-F, 95.7, 25 KW @ 298,	AOR	ABC	, $ 41.00 (Banner)	
WEZG-F, 100.9, 3 KW @ 164,	SOFT AC	UNISUP	, $ 24.00 (Eastman)	Levite
WKFM-F, 104.7, 50 KW @ 466,	CLASSIC AOR		, $ 47.00 (Christal)	Wilks-Schwartz
WMHR-F, 102.9, 20 KW @ 781,	RELIGION		, $ 13.00 (---)	
WNTQ-F, 93.1, 97 KW @ 659,	CHR		, $ 53.00 (McGuild)	Osborn
WRHP-F, 107.9, 50 KW @ 500,	EZ	ABC	, $ 32.00 (MMR)	Park
WSEN-F, 92.1, 25 KW @ 298,	OLDIES	CBS, UNISUP	, $ 30.00 (HNWH)	Buckley
WYYY-F, 94.5, 100 KW @ 649,	AC		, $ 99.00 (Katz)	NewCity
WPCX-F, 106.9, 14 KW @ 469,	COUNTRY		, $ 19.00 (Market 4)	(AUBURN)

Other Ranked Stations - See Utica

American Radio Spring, 1992 Copyright 1992

TALLAHASSEE

Arbitron Rank/Pop (12+): 168/180,800
MSA Rank/Pop: 186/238,300
ADI # 115
Average Person Ratings: 15.1
Market TSL: 20.00 hours

Stations: 15/14
Diaries: 666/271:1/49.0%
Sample Target: 610
% Below Line: 1.1
% Not Listed: 19.4

1991 Revenue: $6,900,000
MM Inc.: $29,473
Retail $: 1.6 Bil
Pop per Station: 12,914
#1 Biller: WTNT-F $1,300,000

12+ METRO		1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WHBX-F	(B)	34/12.5	----	8.7	----	4.8	----	57/475	313/17.3	0.0	13.1		WHBX-F
WGLF-F	(AOR)	34/12.5	----	10.6	----	12.5	----	46/705	469/25.9	0.0	25.0	C	WGLF-F
3. WTNT-F	(C)	32/11.7	----	12.9	----	14.3	----	84/967	474/26.2	0.0	24.9	C	WTNT-F
4. WFHT-F	(URB/CHR)	18/ 6.6	----	8.7	----	11.0	----	25/472	341/18.9	0.0	22.6		WFHT-F
5. WUMX-F	(AC/CHR)	16/ 5.9	----	3.9	----	8.1	----	20/453	337/18.6	0.0	19.7		WUMX-F
WHKX-F	(C)	16/ 5.9	----	6.1	----	2.9	----	17/313	259/14.3	0.0	11.1		WHKX-F
7. WMLO-F	(SAC)	15/ 5.5	----	4.8	----	3.7	----	26/262	193/10.7	0.0	11.1		WMLO-F
8. WSNI-F	(O)	14/ 5.1	----	1.9	----	----	----	24/432	293/16.2	0.0	7.3		WSNI-F
9. WBGM-F	(AC)	10/ 3.7	----	7.4	----	7.7	----	15/387	275/15.2	0.0	21.1		WBGM-F
10. WTAL	(N/T)	9/ 3.3	----	2.6	----	1.8	----	9/124	122/ 6.7	0.0	5.0		WTAL
11. WRZK-F	(AOR)	8/ 2.9	----	----	----	----	----	8/138	123/ 6.8	0.0	0.0		WRZK-F
12.													
13.													
14.													
15.													

12+ FM SHARE (METRO): 89.55% (197 of 220) (SPG 91: 85.36%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	WFHT-F›	WGLF-F	WGLF-F	WHBX-F	WHBX-F	WTNT-F	WTNT-F	WGLF-F	WHBX-F	WHBX-F›	WHBX-F
2	WTNT-F	WHBX-F›	WHBX-F	WGLF-F	WGLF-F	WMLO-F	WGLF-F	WHBX-F	WGLF-F	WTNT-F	WHKX-F
	WHBX-F›	WTNT-F	WTNT-F›	WTNT-F›	WTNT-F›	WHBX-F	WHBX-F›	WTNT-F›	WTNT-F›	WGLF-F›	
4	WGLF-F	WFHT-F	WUMX-F	WSNI-F	WSNI-F	WSNI-F	WHKX-F	WUMX-F	WFHT-F	WFHT-F›	
5		WUMX-F	WFHT-F	WUMX-F	WUMX-F	WGLF-F		WFHT-F			

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	WHBX-F	WHBX-F	WGLF-F	WHBX-F	WTNT-F	WGLF-F››	WGLF-F››	WGLF-F	WGLF-F›	WGLF-F
2	WFHT-F	WGLF-F	WTNT-F	WTNT-F	WHBX-F	WFHT-F›	WHBX-F›	WHBX-F›	WHBX-F›	WHBX-F›
3	WUMX-F	WFHT-F	WHBX-F	WUMX-F	WSNI-F	WRZK-F›	WTNT-F	WTNT-F	WTNT-F›	WTNT-F›
	WHKX-F	WUMX-F	WHKX-F		WGLF-F	WTNT-F	WFHT-F	WUMX-F		WSNI-F
5	WTNT-F	WTNT-F	WFHT-F	WGLF-F	WUMX-F	WHBX-F				WUMX-F
	WGLF-F		WBGM-F		WHKX-F					
7					WBGM-F					

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP					
AOR/CLASSIC		42 (2)	42 (2)	19.1	13.8
AC/OLDIES		40 (3)	40 (3)	18.2	15.5
FULL SVC/VARIETY					
COUNTRY		48 (2)	48 (2)	21.8	24.7
BLACK/URBAN	9 (2)	52 (2)	61 (4)	27.7	31.0
SAC/EZ		15 (1)	15 (1)	6.8	6.3
NEWS/TALK	11 (2)		11 (2)	5.0	3.3
NOSTALGIA					
RELIGION/GOSPEL	3 (1)		3 (1)	1.4	2.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					3.3
	23 (5)	197 (10)	220 (15)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WANM	1070	Tallahassee	2.2/3.5/ 9/ 97
WCVC	1330	Tallahassee	1.1/2.7/ 6/ 71
WNLS	1270	Tallahassee	0.7/2.3/ 2/ 50
WHGH	840	Thomasville	1.1/2.1/ 11/ 160

RADIO STATIONS

WANM , 1070, 10 KW (DAYS) ,	Black	CNN, $10.00 (Banner)	Timm
WCVC , 1330, 5 KW (DAYS) ,	Religion	, $ 8.00 (---)	
WTAL , 1450, 1 KW (DA-1) ,	Talk	ABC CBS, $11.00 (Roslin)	
WBGM-F, 98.9, 100 KW @ 390 ,	AC	ABC, $15.00 (Mc-Guild)	HVS
WFHT-F, 101.5, 50 KW @ 200 ,	CHR/URBAN	, $18.00 (Mc-Guild)	Broad Based (QUINCY)
WGLF-F, 104.1, 100 KW @ 440 ,	AOR	, $27.00 (Banner)	Timm
WHBX-F, 96.1, 3 KW @ 298 ,	Black	SMN, $20.00 (Mc-Guild)	
WHKX-F, 99.9, 6 KW @ 328 ,	Country	, $14.00 (---)	(LAFAYETTE)
WMLO-F, 104.9, 5 KW @ 400 ,	Soft AC	NBC, CNN, $16.00 (Eastman)	(HAVANA)
WRZK-F, 106.1, 3 KW @ 328 ,	AOR	, $11.00 (---)	
WSNI-F, 107.1, 61 KW @ 823 ,	Oldies	, $12.00 (---)	(THOMASVILLE, GA)
WTNT-F, 94.9, 100 KW @ 840 ,	Country	ABC, $31.00 (Christal)	
WUMX-F, 103.1, 50 KW @ 295 ,	AC/CHR	, $19.00 (MMR)	Dolcom

American Radio Spring, 1992 Copyright 1992

TAMPA-ST. PETERSBURG

Arbitron Rank/Pop (12+): 21/1,849,200
MSA Rank/Pop: 20/2,110,000
ADI # 14
Average Person Ratings: 18.0
Market TSL: 24.00 hours

Stations: 27/23
Diaries: 1793/1031:1/46.3%
Sample Target: 1810
% Below Line: 11.2
% Not Listed: 13.7

1991 Revenue: $57,900,000
HH Inc.: $29,615
Retail $: 17.7 Bil
Pop per Station: 80,400
#1 Biller: WQYK-AF $8,000,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WQYK-F	(C)	396/11.9	12.3	11.6	10.1	9.7	11.5	441/4384	3699/20.0	20.4	18.0	H	WQYK-F
2. WWRM-F	(SAC)	257/ 7.7	8.4	10.3	7.3	10.4	8.4	295/4067	3376/18.3	21.5	20.1	G	WWRM-F
3. WFLA	(N/T)	237/ 7.1	7.8	4.5	6.5	5.3	6.5	280/3060	2471/13.4	10.6	13.0	D	WFLA
4. WXTB-F	(AOR)	231/ 6.9	5.6	7.1	5.8	5.5	6.3	263/2642	2211/12.0	12.1	11.7	E	WXTB-F
5. WUSA-F	(AC)	213/ 6.4	6.3	6.2	7.0	6.8	6.5	224/2754	2506/13.6	13.1	15.0	H	WUSA-F
6. WMTX-AF	(AC)	198/ 6.0	6.2	6.5	5.8	6.2	6.1	218/3293	2818/15.2	14.2	12.9	F	WMTX-AF
7. WDUV-F	(SAC)	180/ 5.4	4.5	3.4	4.6	5.7	4.5	329/3511	2016/10.9	9.2	10.6	E	WDUV-F
8. WHPT-F	(AC/AOR)	167/ 5.0	4.8	2.6	2.6	1.8	3.8	270/3433	2168/11.7	8.4	6.7	D	WHPT-F
9. WFLZ-F	(CHR)	165/ 4.9	6.3	6.0	6.8	7.1	6.0	253/4155	2740/14.8	16.9	17.3	F	WFLZ-F
10. WGUL-AF	(BB)	150/ 4.5	4.1	5.6	4.8	4.9	4.8	159/1471	1342/ 7.3	8.6	8.3	C	WGUL-AF
11. WRBQ-F	(CHR)	142/ 4.3	4.1	3.7	4.5	4.6	4.2	167/3335	2807/15.2	15.4	15.5	F	WRBQ-F
12. WYNF-F	(AOR)	131/ 3.9	5.2	5.5	5.3	5.5	5.0	234/3584	2265/12.2	13.4	11.9	G	WYNF-F
13. WYUU-F	(O)	121/ 3.6	3.4	4.6	3.9	3.8	3.9	134/2347	2034/11.0	13.2	9.9	E	WYUU-F
14. WRBQ	(CHR)	57/ 1.7	1.5	----	0.4	0.1	0.9	62/533	487/ 2.6	0.0	0.6		WRBQ
15. WLVU-F	(BB)	54/ 1.6	1.5	2.2	1.6	1.9	1.7	57/729	673/ 3.6	3.8	2.9	A	WLVU-F

12+ FM SHARE (METRO): 82.59% (2377 of 2878) (SPG 91: 81.90%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLZ-F››	1 WXTB-F›	1 WQYK-F	1 WQYK-F	1 WQYK-F	1 WQYK-F›	1 WQYK-F›	1 WQYK-F›	1 WQYK-F›	1 WQYK-F	1 WQYK-F››
2 WRBQ-F›	2 WYNF-F‹	2 WXTB-F	2 WUSA-F	2 WUSA-F	2 WWRM-F	2 WFLA	2 WWRM-F	2 WXTB-F	WFLZ-F	2 WFLA ››
3 WXTB-F›	3 WQYK-F	3 WUSA-F	3 WHPT-F‹	3 WMTX-AF	3 WFLA	3 WMTX-AF	3 WUSA-F	WWRM-F	3 WXTB-F	3 WUSA-F
4 WMTX-AF	4 WMTX-AF	4 WMTX-AF	4 WMTX-AF	WWRM-F‹	4 WDUV-F	WUSA-F‹	4 WFLA	4 WFLA	4 WFLA ›	4 WHNZ
WQYK-F	5 WHPT-F	5 WHPT-F	5 WXTB-F	5 WHPT-F	5 WGUL-AF	5 WYNF-F	5 WXTB-F	5 WUSA-F‹	5 WRBQ-F	5 WXTB-F
6	6 WFLZ-F‹	6 WYNF-F‹	6 WWRM-F	6 WXTB-F	6 WUSA-F	6 WWRM-F	6 WDUV-F	6 WMTX-AF	6 WMTX-AF	6 WYUU-F‹
7	7 WUSA-F	7 WWRM-F	7 WYNF-F‹	7 WFLA	7	7 WXTB-F‹	7 WMTX-AF‹	7 WHPT-F	WHPT-F	7 WWRM-F
8	8 WRBQ-F	8	8 WYUU-F‹	WYUU-F	8	8 WGUL-AF	8 WHPT-F	8 WFLZ-F	8	8
9	9	9	9 WFLA	9	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WXTB-F	1 WMTX-AF	1 WUSA-F‹	1 WQYK-F‹	1 WUSA-F‹
WFLZ-F	2 WUSA-F	2 WMTX-AF›	2 WMTX-AF	2 WMTX-AF
3 WMTX-AF	3 WQYK-F	3 WQYK-F	3 WUSA-F›	WQYK-F
WQYK-F	4 WXTB-F	4 WHPT-F	4 WWRM-F	4 WWRM-F›
5 WRBQ-F	5 WFLZ-F	5 WXTB-F	5 WHPT-F‹	5 WYUU-F
6 WUSA-F	6 WHPT-F	6 WWRM-F‹	6 WRBQ-F	6 WHPT-F
7 WYNF-F	WRBQ-F	7 WYNF-F	7 WXTB-F	7 WRBQ-F
8 WHPT-F	8 WYNF-F	8 WRBQ-F	8 WYUU-F	8
9	9	9	WFLZ-F	9

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WXTB-F››	1 WXTB-F››	1 WXTB-F	1 WXTB-F	1 WQYK-F
2 WFLZ-F	2 WYNF-F›	2 WYNF-F›	2 WQYK-F	2 WXTB-F
3 WQYK-F	3 WHPT-F	3 WHPT-F›	3 WHPT-F	3 WHPT-F
4 WRBQ-F	4 WQYK-F	4 WQYK-F	4 WYNF-F	4 WFLA
5 WYNF-F	5 WFLZ-F	5 WFLA	5 WFLA	5 WYNF-F
6 WMTX-AF	6 WFLA ‹	6 WFLZ-F	6 WUSA-F	6 WUSA-F
7 WFLA	7 WRBQ-F	7 WRBQ-F	7	7 WWRM-F
8	8	8	8	8 WYUU-F
9	9	9	9	9

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP	57 (1)	307 (2)	364 (3)	12.6	13.1
AOR/CLASSIC		362 (2)	362 (2)	12.6	12.3
AC/OLDIES	6 (2)	707 (5)	713 (7)	24.8	30.8
FULL SVC/VARIETY					
COUNTRY	61 (2)	414 (2)	475 (4)	16.5	16.9
BLACK/URBAN	38 (2)		38 (2)	1.3	1.8
SAC/EZ		437 (2)	437 (2)	15.2	6.8
NEWS/TALK	285 (4)		285 (4)	9.9	7.1
NOSTALGIA	54 (1)	150 (2)	204 (3)	7.1	8.0
RELIGION/GOSPEL					
SPANISH					1.1
CLASSICAL					
JAZZ/NEW AGE					2.1
UNKNOWN/OTHERS					
	501 (12)	2377 (15)	2878 (27)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WDAE	1250	Tampa	0.1/0.9/ 4/ 169
WFNS	910	Plant City	0.3/1.6/ 12/ 381
WHNZ	570	Pinellas Park/T	0.8/3.3/ 30/ 719
WPSO	1500	New Port Richey	0.3/0.7/ 10/ 125
WQYK	1010	Seffner/Tampa	0.4/1.6/ 19/ 385
WRXB	1590	St Pete Bch/Tam	0.4/1.1/ 14/ 225
WSUN	620	St Petersburg/T	1.4/3.8/ 85/1281
WTMP	1150	Tampa	0.7/2.9/ 26/ 544
WMGF-F	107.7	Mt Dora/Orlando	0.3/0.8/ 20/ 438
WPCV-F	97.5	Winter Haven	0.5/2.4/137/1813

American Radio Spring, 1992 Copyright 1992

RADIO STATIONS

AM STATIONS

WDAE, 1250, 5 KW (DA-2)	, SEE WUSA-FM				
WFLA, 970, 5 KW (DA-2)	, TALK	CBS	ABC, $ 58.00 (Eastman)		Jacor
WGUL, 860, 2 KW/1.6KW (DA-2), SEE WGUL-F					
WHNZ, 570, 5 KW/10 KW (DA-2), TALK		MBS	CNN, $ 40.00 (Schubert)		Paxson
WMTX, 1040, 5 KW (DAYS)	, SEE WMTX-F				
WQYK, 1010, 50 KW/5 KW (DA-2)	, SEE WQYK-F				
WRBQ, 1590, 5 KW/1 KW (DA-2)	, SEE WRBQ-F				
WRXB, 1590, 5 KW/1 KW (DA-2)	, BLACK	NBN	ABC, $ 24.00 (K & P)		
WSUN, 620, 10 KW (DA-N)	, TALK		NBC, $ 44.00 (Durpetti)		Cox
WTMP, 1150, 5 KW/2.5 KW(DA-2),	BLACK	SBN	UNIPWR, $ 35.00 (HNWH)		

FM STATIONS

WFLZ, 93.3, 100 KW @ 1358, CHR		ABC, $ 88.00 (Eastman)		Jacor
WGUL, 105.5, 3.7 KW @ 256, NOSTALGIA	ABC	UNISUP, $ 44.00 (K & P)		Marcocci
WLVU, 106.3, 3.3 KW @ 298, NOSTALGIA		APR, $ 31.00 (---)		
WMTX, 95.7, 100 KW @ 607, AC		, $ 95.00 (MMR)		Metroplex
WQYK, 99.5, 100 KW @ 551, COUNTRY		, $ 170.00 (Katz)		Infinity
WRBQ, 104.7, 100 KW @ 561, CHR		ABC, $ 90.00 (Christal)		Clear Channel
WWRM, 107.3, 100 KW @ 620, SOFT AC		, $ 136.00 (Durpetti)		Cox
WXTB, 97.9, 100 KW @ 600, AOR		ABC, $ 69.00 (Banner)		Great American
WUSA, 100.7, 100 KW @ 600, AC		ABC, $ 150.00 (McGuild)		Gannett
WYNF, 94.9, 100 KW @ 1290, AOR		CBS, $ 130.00 (CBS)		CBS
WYUU, 92.5, 50 KW @ 400, OLDIES	UPI	UNIULT, $ 80.00 (Banner)		Entercom
WDUV, 103.3, 100 KW @ 581, EZ		MBS, $ 72.00 (Christal)		(BRADENTON)
WHPT, 102.5, 100 KW @ 1666, AC/AOR		, $ 60.00 (Schubert)	Paxson	(SARASOTA)

Miscellaneous: WHVE-F to WHPT-F and format from J/NAC to AC/AOR (Jan) . . . WSUN from Country to News/Talk (July) . . . WTMP foreclosed by Broadcap for $670,000 . . . WRBQ A/F from Edens to Clear Channel for $5,500,000 (E) (Blackburn) . . .

American Radio Spring, 1992 Copyright 1992

TERRE HAUTE

Arbitron Rank/Pop (12+): 175/167,800
MSA Rank/Pop: 278/130,300
ADI # 136
Average Person Ratings: 15.8
Market TSL: 21.50 hours

Stations: 23/16
Diaries: 672/250:1/62.2%
Sample Target: 610
% Below Line: 3.8
% Not Listed: 14.0

1991 Revenue: $4,000,000
HH Inc.: $26,993
Retail $: 1.8 Bil
Pop per Station: 10,487
#1 Biller: WTHI-F $1,200,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WTHI-AF (C)	94/35.5	----	30.1	----	27.4	----	120/1297	825/49.2	0.0	42.4	C	WTHI-AF
2. WZZQ-F (AOR)	39/14.7	----	10.4	----	13.0	----	53/763	483/28.8	0.0	22.8	B	WZZQ-F
3. WMGI-F (AC)	32/12.1	----	11.8	----	17.2	----	38/615	447/26.6	0.0	29.5	B	WMGI-F
4. WCBH-F (O)	10/ 3.8	----	4.2	----	2.5	----	23/454	182/10.8	0.0	8.0	A	WCBH-F
WBOW (BB)	10/ 3.8	----	5.5	----	4.9	----	10/192	192/11.4	0.0	11.3	A	WBOW
6. WPRS (FS)	6/ 2.3	----	1.4	----	2.5	----	7/115	84/ 5.0	0.0	5.7	A	WPRS
WAXI-F (BB)	6/ 2.3	----	1.7	----	2.8	----	15/199	138/ 8.2	0.0	5.2	A	WAXI-F
WJSH (REL)	6/ 2.3	----	----	----	----	----	6/47	47/ 2.8	0.0	0.0	A	WJSH
9. WKZI (C)	5/ 1.9	----	1.7	----	1.1	----	12/116	51/ 3.0	0.0	2.8	A	WKZI
10. WSDM-F (O)	4/ 1.5	----	2.1	----	1.1	----	10/159	86/ 5.1	0.0	5.0	A	WSDM-F

12+ FM SHARE (METRO): 85.53% (195 of 228) (SPG 91: 88.07%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZZQ-F>>	1 WZZQ-F	1 WTHI-AF>>1	WTHI-AF>>1	WTHI-AF>>1	WTHI-AF>>1	WTHI-AF>>1	WTHI-AF>>1	WTHI-AF>>1	WTHI-AF>	1 WTHI-F>>
2 WTHI-AF	2 WTHI-AF>>2	WZZQ-F>	2 WZZQ-F	2 WZZQ-F	2 WMGI-F>	2 WZZQ-F	2 WZZQ-F	2 WZZQ-F>	2 WZZQ-F	2
WMGI-F	3 WMGI-F>	3 WMGI-F>>	3 WMGI-F>>	3 WMGI-F>>	3 WBOW	3 WMGI-F>>	3 WMGI-F>>	3 WMGI-F>>	3 WMGI-F>>	3
4	4 WCBH-F	4 WCBH-F	4 WCBH-F	4 WCBH-F	4	4	4	4	4	4

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WTHI-AF	1 WTHI-AF	1 WTHI-AF	1 WTHI-AF>>1	WTHI-AF>>
2 WZZQ-F>>	2 WZZQ-F	WMGI-F	2 WMGI-F>	2 WMGI-F>>
3 WMGI-F>	3 WMGI-F>>	3 WZZQ-F>>	3 WZZQ-F>	3 WZZQ-F>
4 WCBH-F	4 WCBH-F	4 WCBH-F	4 WCBH-F	4 WCBH-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZZQ-F	1 WZZQ-F>>	1 WZZQ-F>>	1 WTHI-AF>>1	WTHI-AF>>
2 WTHI-AF>>2	WTHI-AF>>2	WTHI-AF>>2	WZZQ-F>>	2 WZZQ-F>>
3	3	3 WMGI-F	3 WMGI-F	3 WMGI-F
4	4	WCBH-F	4	4

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		2 (2)	2 (2)	0.9	14.0
AOR/CLASSIC		40 (2)	40 (2)	17.5	12.3
AC/OLDIES		47 (4)	47 (4)	20.6	21.4
FULL SVC/VARIETY	8 (2)		8 (2)	3.5	2.1
COUNTRY	8 (3)	95 (3)	103 (6)	45.2	40.7
BLACK/URBAN					
SAC/EZ					
NEWS/TALK	1 (1)		1 (1)	0.4	0.4
NOSTALGIA	10 (1)	6 (1)	16 (2)	7.0	8.6
RELIGION/GOSPEL	6 (1)	3 (2)	9 (3)	3.9	0.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		2 (1)	2 (1)	0.9	
	33 (8)	195 (15)	228 (23)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WACF-F	98.5	Paris	0.4/5.4/ 6/ 229
WCRT-F	88.5	Terre Haute	0.4/2.1/ 1/ 35
WMMC-F	105.9	Marshall	0.4/1.3/ 2/ 39
WNDI	1550	Sullivan	0.4/1.7/ 1/ 34
WWVR-F	105.5	W.Terre Haute	0.8/3.3/ 2/ 56
WFBQ-F	94.7	Indianapolis	0.4/1.8/ 21/ 184
WIAI-F	99.1	Danville/Chmpgn	0.8/2.0/ 7/ 151
WIBC	1070	Indianapolis	0.8/1.5/ 9/ 89
WLRW-F	94.5	Champaign/Urbna	0.4/1.8/ 8/ 161
WLS	890	Chicago	0.4/3.0/ 5/ 142
WQTY-F	93.3	Linton	0.8/2.0/ 7/ 110
WRTB-F	106.5	Washington/Vncn	0.4/2.0/ 25/ 282

RADIO STATIONS

WBOW , 1230, 1 KW	, Nostalgia	ABC, $11.00 (Christal)	Contemp. Media		
WJSH , 1300, 500 W (DAYS)	, Religion	, $ 8.00 (---)			
WKZI , 800, 250 W	, Country	ABC, $ 8.00 (---)		(CASEY, IL)	
WPRS , 1440, 1 KW/250 W	, Full Service	ABC, $10.00 (---)		(PARIS, IL)	
WAXI-F, 104.9, 1.2 KW @ 440	, Nostalgia	NBC, SMN, $ 9.00 (Regional)		(ROCKVILLE)	
WCBH-F, 104.3, 25 KW @ 496	, Oldies	SOURCE UNIULT, $11.00 (---)		(CASEY, IL)	
WMGI-F, 100.7, 50 KW @ 500	, AC	CBS, $18.00 (Eastman)			
WSDM-F, 97.7, 6 KW @ 298	, Oldies	SMN, $10.00 (Regional)		(BRAZIL)	
WTHI-F, 99.9, 50 KW @ 489	, Country	MBS, $30.00 (Katz)			
WZZQ-F, 107.5, 28 KW @ 669	, AOR	UNIPWR ABC, $21.00 (Christal)	Contemp. Media		

Miscellaneous: 102.7 (the former WPFR-F) remains silent . . . WYTL changes to WJSH (Oct 91) . . . It is interesting that Arbitron lists WCRT-F in the book. WCRT is a new religion station at 88.5. I don't think I have ever seen a station between 88 and 91.9 listed . . .

American Radio Spring, 1992 Copyright 1992

TOLEDO

Arbitron Rank/Pop (12+): 73/504,300

MSA Rank/Pop: 83/620,000
ADI # 64

Average Person Ratings: 16.6

Market TSL: 22.00 hours

Stations: 25/16
Diaries: 1153/437:1/52.7%
Sample Target: 1120
% Below Line: 11.3
% Not Listed: 13.7

1991 Revenue: $13,500,000
HH Inc.: $31,175
Retail $: 4.7 Bil
Pop per Station: 31,519
#1 Biller: WIOT-F $2,600,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WIOT-F	(AOR)	96/11.5	12.8	14.4	12.6	12.0	12.8	153/2189	1341/26.6	26.2	24.9	D	WIOT-F
2. WKKO-F	(C)	88/10.5	9.6	9.4	9.4	11.4	9.7	130/1595	996/19.8	18.1	19.6	D	WKKO-F
3. WVKS-F	(CHR)	83/ 9.9	8.9	6.9	7.9	8.2	8.4	154/2232	1338/26.5	24.1	25.6	C	WVKS-F
4. WWWM-F	(AC)	67/ 8.0	7.7	8.8	7.4	8.9	8.0	80/1189	968/19.2	22.2	20.4	C	WWWM-F
5. WSPD	(FS)	65/ 7.8	6.3	7.9	5.9	6.6	7.0	84/930	729/14.4	19.1	13.0	C	WSPD
6. WLQR-F	(SAC)	49/ 5.9	6.6	6.4	8.4	6.0	6.8	85/1171	650/12.9	16.4	18.1	C	WLQR-F
7. WRQN-F	(O)	38/ 4.6	7.1	6.4	7.7	8.1	6.4	71/1274	816/16.2	20.3	24.4	C	WRQN-F
8. WTOD	(C)	33/ 4.0	3.7	3.0	2.4	2.7	3.3	47/368	259/ 5.1	5.7	6.3		WTOD
9. WJR	(FS)	29/ 3.5	3.0	4.1	5.4	3.5	4.0	80/1411	553/11.0	11.3	11.9		WJR
10. CKLW	(BB)	28/ 3.4	5.3	5.0	4.5	5.0	4.6	49/772	366/ 7.3	9.4	8.8		CKLW
11. WXKR-F	(CL AOR)	27/ 3.2	2.7	2.2	3.2	2.3	2.8	34/832	507/10.1	8.3	10.5	B	WXKR-F
WTWR-F	(AC)	27/ 3.2	3.0	2.0	----	0.5	2.0	35/812	69/12.1	7.5	3.5	A	WTWR-F
13. WVOI	(B)	19/ 2.3	2.3	2.6	2.4	3.5	2.4	19/303	303/ 6.0	6.1	7.1	A	WVOI
14.													
15.													

12+ FM SHARE (METRO): 73.23% (528 of 721) (SPG 91: 72.03%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTWR-F›	1 WIOT-F›	1 WIOT-F	1 WWWM-F	1 WWWM-F	1 WKKO-F	1 WKKO-F›	1 WKKO-F	1 WIOT-F	1 WIOT-F›	1 WSPD ››
2 WVKS-F	2 WVKS-F›	2 WVKS-F	2 WVKS-F‹	WKKO-F	2 WSPD ›	2 WVKS-F	2 WVKS-F	2 WSPD	2 WIOT-F‹	
3 WIOT-F›	3 WKKO-F	3 WWWM-F	3 WIOT-F	3 WVKS-F‹	3 WWWM-F	3 WIOT-F	WIOT-F‹	3 WKKO-F	3 WVKS-F	3 WJR
4 WVOI	4 WWWM-F›	4 WKKO-F›	4 WKKO-F›	4 WIOT-F›	4 WLQR-F	4 WWWM-F	4 WSPD ‹	4 WWWM-F	4 WWWM-F	WKKO-F
5	5 WXKR-F	5 WLQR-F	5 WLQR-F	5 WLQR-F	5 CKLW	5 WSPD ›	5 WWWM-F›	5 WLQR-F	5	
6	6	6 WRQN-F	6 WRQN-F	6 WRQN-F	6	6	6 WLQR-F	5 WSPD	6	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WVKS-F	1 WVKS-F›	1 WVKS-F››	1 WVKS-F›	1 WVKS-F
WIOT-F››	2 WIOT-F›	2 WWWM-F	2 WWWM-F	2 WWWM-F‹
3 WKKO-F	3 WWWM-F	WIOT-F	3 WIOT-F‹	3 WKKO-F›
4 WWWM-F	4 WKKO-F›	4 WKKO-F	4 WKKO-F›	4 WLQR-F
WTWR-F	5 WLQR-F	5 WLQR-F	5 WLQR-F	5 WRQN-F
6	6	6	6 WRQN-F	6 WIOT-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIOT-F››	1 WIOT-F››	1 WIOT-F››	1 WIOT-F››	1 WIOT-F
2 WTWR-F	2 WVKS-F	2 WVKS-F›	2 WKKO-F‹	2 WKKO-F‹
3 WXKR-F	3 WKKO-F	3 WKKO-F	3 WWWM-F	3 WWWM-F
4 WVKS-F	4 WXKR-F	4 WWWM-F	4 WVKS-F›	4 WVKS-F
WKKO-F	5 WWWM-F	5 WXKR-F	5 WXKR-F	5 WLQR-F
6	6	6 WLQR-F	6	6 WRQN-F

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		92 (3)	92 (3)	12.8	19.7
AOR/CLASSIC		133 (4)	133 (4)	18.4	16.8
AC/OLDIES	11 (1)	148 (6)	159 (7)	22.1	22.3
FULL SVC/VARIETY	94 (2)		94 (2)	13.0	12.4
COUNTRY	33 (1)	98 (3)	131 (4)	18.2	18.0
BLACK/URBAN	19 (1)	8 (1)	27 (2)	3.7	5.0
SAC/EZ		49 (1)	49 (1)	6.8	
NEWS/TALK	8 (1)		8 (1)	1.1	
NOSTALGIA	28 (1)		28 (1)	3.9	5.8
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	193 (7)	528 (18)	721 (25)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCWA	1230	Toledo	1.3/2.6/ 16/ 181
WHMQ-F	107.7	N Baltimore	0.4/1.1/ 20/ 268
WMTR-F	96.1	Archbold/Wauson	1.2/2.4/ 14/ 200
WREO-F	95.7	Gibonsburg	0.4/2.0/ 7/ 212
WWWM	1470	Toledo	1.0/6.0/ 9/ 326
CIMX-F	88.7	Windsor/Detroit	0.7/3.1/ 7/ 247
CKLW-F	93.9	Windsor/Detroit	0.4/1.8/ 11/ 330
WHYT-F	96.3	Detroit	0.5/1.9/ 14/ 360
WJLB-F	97.9	Detroit	1.0/3.4/ 9/ 204
WKXA-F	100.5	Findlay	0.6/1.8/ 51/ 578
WQTE-F	95.3	Adrian	0.8/1.7/ 23/ 273
WRIF-F	101.1	Detroit	0.5/2.6/ 8/ 268

RADIO STATIONS

WCWA ,	1230, 1 KW ,	Oldies	MBS CBS, $12.00	(Eastman)	Reams
WSPD ,	1370, 5 KW (DA-N) ,	Full Service	NBC, $30.00	(MMR)	Stratford
WTOD ,	1560, 5 KW (DAYS, DA),	SEE WKKO-FM			
WVOI ,	1520, 1 KW (DA-2) ,	Black	SBN UNIPWR, $16.00	(Regional)	
WWWM ,	1470, 1 KW (DA-2) ,	News	CNN, $12.00	(Durpetti)	Dickey
WIOT-F,	104.7, 50 KW @ 540 ,	AOR	SOURCE, $55.00	(Eastman)	Reams
WKKO-F,	99.9, 50 KW @ 500 ,	Country	ABC, $62.00	(Katz)	Booth
WLQR-F,	101.5, 19 KW @ 810 ,	Soft AC	, $31.00	(MMR)	Stratford
WRQN-F,	93.5, 4.1 KW @ 397 ,	Oldies	ABC, $34.00	(Banner)	ABS (BOWLING GREEN)
WTWR-F,	98.3, 1.4 KW @ 500 ,	AC	AP, $12.00	(Patt)	(MONROE)
WVKS-F,	92.5, 50 KW @ 479 ,	CHR	ABC, $41.00	(McGuild)	Noble
WWWM-F,	105.5, 2.7 KW @ 344 ,	AC	, $40.00	(Durpetti)	Dickey
WXKR-F,	94.5, 30 KW @ 630 ,	CL AOR	ABC, $17.00	(HNWH)	(PORT CLINTON)

Other Ranked Stations - See Detroit

American Radio Spring, 1992 Copyright 1992

TOPEKA

Arbitron Rank/Pop (12+): 173/174,300
MSA Rank/Pop: 233/162,300
ADI # 141
Average Person Ratings: 16.6
Market TSL: 22.50 hours

Stations: 22/10
Diaries: 632/276:1/53.9%
Sample Target: 610
% Below Line: 16.6
% Not Listed: 16.9

1991 Revenue: $5,800,000
HH Inc.: $32,360
Retail $: 1.5 Bil
Pop per Station: 17,430
#1 Biller: KMAJ-F $1,300,000

12+ METRO		1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KTPK-F	(C)	42/14.5	----	13.6	----	17.0	----	64/841	472/27.1	0.0	22.1	C	KTPK-F
2. KMAJ-F	(AC)	41/14.1	----	17.0	----	13.1	----	60/738	401/23.0	0.0	27.9	C	KMAJ-F
3. WIBW-F	(C)	39/13.4	----	6.5	----	8.0	----	69/948	438/25.1	0.0	18.9	B	WIBW-F
4. KDVV-F	(CL AOR)	24/ 8.3	----	7.1	----	9.0	----	32/599	295/16.9	0.0	18.1	B	KDVV-F
5. WIBW	(FS/C)	17/ 5.9	----	6.5	----	5.9	----	44/564	306/17.6	0.0	16.4	C	WIBW
6. KLZR-F	(CHR)	12/ 4.1	----	7.1	----	2.8	----	17/435	244/14.0	0.0	12.7	A	KLZR-F
7. KYYS-F	(AOR)	9/ 3.1	----	3.1	----	3.5	----	22/333	158/ 9.1	0.0	9.6		KYYS-F
8. KQRC-F	(AOR)	8/ 2.8	----	0.3	----	----	----	14/258	100/ 5.7	0.0	3.3		KQRC-F
KPRS-F	(B)	8/ 2.8	----	2.4	----	6.6	----	11/131	82/ 4.7	0.0	5.8		KPRS-F
KMAJ	(T)	8/ 2.8	----	2.0	----	2.1	----	8/204	156/ 9.0	0.0	9.5		KMAJ
11. KTOP	(BB)	7/ 2.4	----	2.7	----	1.0	----	7/114	114/ 6.5	0.0	6.8	A	KTOP
12.													
13.													
14.													
15.													

12+ FM SHARE (METRO): 83.40% (201 of 241) (SPG 91: 79.03%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KLZR-F››	1 KDVV-F	1 KMAJ-F	1 KMAJ-F	1 KMAJ-F	1 KTPK-F	1 KTPK-F‹	1 KMAJ-F	1 KMAJ-F	1 WIBW	1 WIBW-F
2 KPRS-F	WIBW-F	2 WIBW-F	2 WIBW-F	2 KTPK-F	2 KMAJ-F	2 KMAJ-F›	2 KTPK-F	2 WIBW-F	2 WIBW-F›	2 WIBW ›
WIBW-F	3 KMAJ-F›	3 KTPK-F	KTPK-F	3 WIBW-F	3 WIBW-F	3 WIBW-F	3 WIBW-F›	3 KTPK-F›	3 KDVV-F	3 KTPK-F
KMAJ-F	4 KTPK-F	4 KDVV-F	4 KDVV-F	4 KDVV-F	4 WIBW	4 KDVV-F	4 KDVV-F›	4 KDVV-F››	4 KTPK-F	4
5	5	5	5	5	5	5 WIBW ›	5	5	KLZR-F	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WIBW-F	1 KTPK-F	1 KTPK-F	1 KMAJ-F	1 KMAJ-F
KMAJ-F	KMAJ-F	2 KMAJ-F›	2 KTPK-F	2 KTPK-F›
KLZR-F	3 WIBW-F	3 WIBW-F	3 WIBW-F›	3 WIBW-F››
KDVV-F›	KDVV-F	KDVV-F	4 KDVV-F	4
5 KTPK-F	5	5	5	5

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQRC-F›	1 WIBW-F	1 KDVV-F	1 WIBW-F	1 KDVV-F
2 KYYS-F	KDVV-F	2 WIBW-F	KDVV-F›	2 WIBW-F
WIBW-F	3 KQRC-F	3 KMAJ-F›	3 KMAJ-F›	3 KMAJ-F
4	4 KMAJ-F	4 KQRC-F	4 KTPK-F	4 KTPK-F
5	5 KYYS-F	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		12 (1)	12 (1)	5.0	8.9
AOR/CLASSIC		45 (5)	45 (5)	18.7	15.7
AC/OLDIES	1 (1)	51 (5)	52 (6)	21.6	27.4
FULL SVC/VARIETY	17 (1)		17 (1)	7.1	7.7
COUNTRY	4 (1)	84 (3)	88 (4)	36.5	30.6
BLACK/URBAN		8 (1)	8 (1)	3.3	2.8
SAC/EZ					
NEWS/TALK	11 (2)		11 (2)	4.6	2.8
NOSTALGIA	7 (1)		7 (1)	2.9	3.2
RELIGION/GOSPEL					
SPANISH					
CLASSICAL		1 (1)	1 (1)	0.4	0.8
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	40 (6)	201 (16)	241 (22)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KHUM-F	95.7	Ottawa	0.7/6.4/ 5/ 228
KMKF-F	101.5	Manhattan	0.3/4.6/ 39/ 564
KCFX-F	101.1	Harrisnvl/KsCty	1.0/3.9/ 5/ 206
KCMO	810	Kansas City	1.0/5.0/ 15/ 205
KCMO-F	94.9	Kansas City	1.7/6.1/ 14/ 217
KFKF-F	94.1	Kansas City	1.0/4.5/ 17/ 343
KLTH-F	99.7	Kansas City	0.3/1.7/ 6/ 87
KUDL-F	98.1	Kansas City	0.7/2.6/ 8/ 205
KXTR-F	96.5	Kansas City	0.3/2.9/ 3/ 131
WDAF	610	Kansas City	1.4/9.0/ 28/ 467
WHB	710	Kansas City	0.3/1.7/ 5/ 134

RADIO STATIONS

KMAJ , 1440, 5 KW/1 KW (DA-2) , Talk NBC, MBS, $11.00 (Torbet)
KTOP , 1490, 1 KW , Nostalgia UNISUP MBS, $10.00 (Banner) UNO
WIBW , 580, 5 KW , Country/FS CBS, MBS, $24.00 (Katz) Stauffer

KDVV-F, 100.3, 100 KW @ 259 , CL. AOR UNIULT UNISUP, $21.00 (Banner) UNO
KHUM-F, 95.7, 99 KW @ 984 , AC UNIULT UNISUP, $10.00 (Christal) Amer. Bdcst (OTTAWA)
KLZR-F, 105.9, 100 KW @ 771 , CHR SMN AP, $14.00 (---) (LAWRENCE)

KMAJ-F, 107.7, 100 KW @ 1214 , AC NBC, $33.00 (Torbet)
KTPK-F, 106.9, 100 KW @ 1210 , Country ABC, $31.00 (HNWH)
WIBW-F, 97.3, 100 KW @ 1220 , Country SMN, $24.00 (Katz) Stauffer

Other ranked stations -- see Kansas City

Miscellaneous: KMAJ-AM reclassified as Talk . . .

American Radio Spring, 1992 Copyright 1992

TUCSON

Arbitron Rank/Pop (12+): 65/569,500

MSA Rank/Pop: 77/666,000
ADI # 79

Average Person Ratings: 17.8

Market TSL: 23.25 hours

Stations: 24/21
Diaries: 1028/554:1/53.6%
Sample Target: 1030
% Below Line: 3.4
% Not Listed: 13.1

1991 Revenue: $16,400,000
HH Inc.: $26,940
Retail $: 4.8 Bil
Pop per Station: 27,119
#1 Biller: KCUB $3,200,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KIIM-F	(C)	198/19.6	18.9	20.1	17.6	13.2	19.0	219/2154	1851/32.5	30.5	25.4	D	KIIM-F
2. KLPX-F	(AOR)	109/10.8	9.3	7.6	9.9	11.5	9.4	111/1373	1326/23.3	18.4	22.5	D	KLPX-F
3. KRQQ-F	(CHR)	103/10.2	10.0	12.1	10.5	13.9	10.7	127/1713	1429/25.1	32.0	30.6	D	KRQQ-F
4. KKLD-F	(AC)	76/ 7.5	7.8	7.6	8.4	7.7	7.8	83/1018	909/16.0	16.8	17.7	C	KKLD-F
5. KWFM-AF	(O)	69/ 6.8	8.2	6.5	7.6	8.6	7.3	83/1459	1258/22.1	20.2	23.6	D	KWFM-AF
6. KNST	(N/T)	46/ 4.5	5.3	5.0	3.7	5.0	4.6	48/688	656/11.5	13.7	12.6	C	KNST
7. KMRR	(BB)	31/ 3.1	3.1	4.6	2.3	1.7	3.3	31/338	335/ 5.9	6.4	5.0		KMRR
8. KGVY	(BB)	30/ 3.0	2.1	4.8	2.3	3.3	3.0	33/245	223/ 3.9	5.1	4.3		KGVY
9. KCUB	(C)	29/ 2.9	2.3	2.5	3.0	2.8	2.7	29/373	361/ 6.3	6.7	6.3	B	KCUB
10. KTZN-F	(SAC)	28/ 2.8	2.4	1.4	1.3	2.0	2.0	28/663	628/11.0	6.2	4.4		KTZN-F
11. KTZR	(SP)	27/ 2.7	2.5	2.1	1.6	1.2	2.2	27/253	251/ 4.4	4.0	3.3		KTZR
12. KJYK	(CHR)	25/ 2.5	2.9	2.5	2.8	1.4	2.7	25/368	368/ 6.5	6.9	4.7		KJYK
13. KTUC	(T)	21/ 2.1	1.6	1.5	1.7	0.6	1.7	21/324	303/ 5.3	5.0	3.5		KTUC
14. KZRX-F	(AOR)	17/ 1.7	1.4	----	0.8	2.1	1.0	24/242	209/ 3.7	0.0	3.8		KZRX-F
15. KUPD-F	(AOR)	14/ 1.4	1.3	0.9	2.7	1.6	1.6	25/372	296/ 5.2	4.5	6.1		KUPD-F
KTKT	(N/T)	14/ 1.4	1.0	1.7	2.0	1.0	1.5	15/365	352/ 6.2	7.5	6.3		KTKT
17. KXEW	(SP)	12/ 1.2	1.7	1.0	1.6	2.9	1.4	12/197	186/ 3.3	2.9	5.5		KXEW
18. KQTL	(SP)	11/ 1.1	1.4	2.5	2.5	2.3	1.9	11/141	136/ 2.4	3.3	4.1		KQTL
19.													
20.													

12+ FM SHARE (METRO): 71.44% (628 of 879) (SPG 91: 72.93%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KRQQ-F>>	1 KIIM-F	1 KIIM-F>	1 KIIM-F>	1 KIIM-F>>	1 KIIM-F>>	1 KIIM-F>	1 KIIM-F>	1 KIIM-F>	1 KIIM-F>	1 KIIM-F>>
2 KIIM-F	2 KLPX-F>	2 KLPX-F	2 KLPX-F	2 KLPX-F	2 KKLD-F	2 KRQQ-F	2 KLPX-F	2 KLPX-F	2 KLPX-F	2 KLPX-F>
3 KLPX-F	3 KRQQ-F>	3 KRQQ-F	3 KKLD-F	3 KKLD-F	3 KWFM-AF<	3 KLPX-F	3 KRQQ-F	3 KRQQ-F	3 KRQQ-F>>	3 KWFM-F
KJYK	4 KKLD-F	4 KKLD-F	4 KWFM-AF	4 KRQQ-F<	4 KNST	4 KWFM-AF	4 KKLD-F	4 KKLD-F	4 KJYK	4 KMRR
5	5 KWFM-AF	5 KWFM-AF	KRQQ-F	5 KWFM-AF	5	5 KKLD-F	5 KWFM-AF<	5 KWFM-AF>	5	5 KRQQ-F
6	6	6	6	6	6	6 KNST >	6 KNST >	6	6	6 KNST

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KIIM-F>	1 KIIM-F>	1 KIIM-F>	1 KIIM-F>>	1 KIIM-F>>
2 KRQQ-F>	2 KRQQ-F>	2 KRQQ-F	2 KRQQ-F	2 KKLD-F
3 KLPX-F>	3 KLPX-F	3 KLPX-F	3 KKLD-F	3 KRQQ-F
4 KWFM-AF	4 KWFM-AF	4 KWFM-AF	4 KWFM-AF	4 KWFM-AF
KKLD-F	KKLD-F	KKLD-F>>	5 KLPX-F	5 KLPX-F
6	6	6 KTZN-F	6	6
7	7	7	7	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KLPX-F>	1 KLPX-F	1 KLPX-F<	1 KLPX-F	1 KIIM-F
2 KRQQ-F	2 KIIM-F>	2 KIIM-F>>	2 KIIM-F>	2 KLPX-F>
3 KIIM-F>	3 KRQQ-F	3 KKLD-F>	3 KRQQ-F	3 KWFM-AF
4 KUPD-F	4 KKLD-F>	4 KRQQ-F>	4 KWFM-AF	4 KKLD-F
5 KTZN-F	5 KWFM-AF	5 KWFM-AF	KKLD-F	5 KRQQ-F
6 KWFM-AF	6	6	6	6
KKLD-F	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP	25 (1)	103 (1)	128 (2)	14.6	16.3
AOR/CLASSIC		140 (3)	140 (3)	15.9	17.8
AC/OLDIES	2 (1)	146 (3)	148 (4)	16.8	19.0
FULL SVC/VARIETY					
COUNTRY	29 (1)	198 (1)	227 (2)	25.8	19.4
BLACK/URBAN					
SAC/EZ		28 (1)	28 (1)	3.2	2.4
NEWS/TALK	81 (3)		81 (3)	9.2	7.8
NOSTALGIA	61 (2)		61 (2)	6.9	6.9
RELIGION/GOSPEL	3 (1)	3 (1)	6 (2)	0.7	1.4
SPANISH	50 (3)	4 (1)	54 (4)	6.1	7.4
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		6 (1)	6 (1)	0.7	1.6
	251 (12)	628 (12)	879 (24)		

OTHER RATED STATIONS			METRO CUME TSA SHARE/RTG/AQH/CUME
KGMS-F	97.1	Greenvalley/Tcs	0.3/2.0/ 3/ 113
KRKN-F	97.5	Oro Valley	0.6/2.1/ 6/ 117
KVOI	690	Tucson	0.3/1.1/ 3/ 63
KXMG-F	98.3	Marana/Tucson	0.4/1.3/ 4/ 72
KOOL-F	94.5	Phoenix	0.3/1.2/ 3/ 82

American Radio Spring, 1992 Copyright 1992

TUCSON

RADIO STATIONS

KWFM, 790, 5 KW/500 W (DA-2), SEE KWFM-F					
KCUB, 1290, 1 KW, SEE KIIM-F					
KQVV, 1080, 1 KW (DAYS), NOSTALGIA	APR	$	20.00	(K & P)	
KJYK, 1490, 1 KW (DA-1), CHR		$	14.00	(Christal)	Duchossois
KMRR, 1330, 2 KW/5 KW (DA-2), NOSTALGIA	SMN	$	17.00	(Eastman)	
KNST, 940, 1 KW/250 W (DA-2), NEWS/TALK	ABC, MBS	$	27.00	(McGuild)	Nationwide
KQTL, 1210, 10 KW/1 KW (DA-2), HISPANIC		$	17.00	(Caballero)	
KTKT, 990, 10 KW/1 KW (DA-N), NEWS/TALK	CNN, UNISUP	$	16.00	(HNWH)	Lotus
KTUC, 1400, 1 KW, TALK	CBS, APR	$	13.00	(Roslin)	
KTZR, 1450, 1 KW, HISPANIC		$	12.00	(K & P)	
KXEW, 1600, 1 KW (DA-2), HISPANIC	CRC	$	14.00	(Lotus)	
KIIM-F, 99.5, 93 KW @ 2037, COUNTRY		$	70.00	(Katz)	
KKLD-F, 94.9, 100 KW @ 1952, AC		$	41.00	(Christal)	Duchossois
KLPX-F, 96.1, 93 KW @ 88, AOR		$	45.00	(HNWH)	Lotus
KROQ-F, 93.7, 91 KW @ 2030, CHR		$	63.00	(McGuild)	Nationwide
KTZN-F, 92.1, 50 KW @ 500, SOFT AC		$	14.00	(Eastman)	(GREEN VALLEY)
KWFM-F, 92.9, 90 KW @ 2038, OLDIES	CBS	$	47.00	(MMR)	American

Miscellaneous: KCEE changes to KWFM (June) . . .

FORMAT CODES

- AC - Adult Contemporary
- AOR - Album Oriented Rock
- B - Black (audience predominately black - over 75%)
- BB - Big Band, Nostalgia
- C - Country
- CHR - Contemporary Hit Radio, Top 40, Contemporary
- CL - Classical
- CL AOR - Classic AOR, Classic Rock
- E - Ethnic
- EZ - EZ Listening, Beautiful Music, Some Very soft AC
- G - Gospel
- J/NAC - Jazz and New Adult Contemporary
- M/FS - Middle of Road, (MOR) Full Service
- N - News
- O - Oldies (1955 to current)
- REL - Religion, Christian
- SAC - Soft Adult Contemporary
- SP - Hispanic/Spanish
- T - Talk
- U - Urban (majority of audience is non-white)
- ? - Others or Unknown

REVENUE LEVEL CODES

- A - Less than $ 500,000
- B - $ 500,000 to $ 999,999
- C - $ 1,000,000 to $ 1,999,999
- D - $ 2,000,000 to $ 2,999,999
- E - $ 3,000,000 to $ 3,999,999
- F - $ 4,000,000 to $ 4,999,999
- G - $ 5,000,000 to $ 6,999,999
- H - $ 7,000,000 to $ 9,999,999
- I - $ 10,000,000 to $14,999,999
- J - $ 15,000,000 to $19,999,999
- K - $ 20,000,000 +

American Radio Spring, 1992 Copyright 1992

TULSA

Arbitron Rank/Pop (12+): 63/608,500

MSA Rank/Pop: 72/746,000
ADI # 58
Average Person Ratings: 16.7
Market TSL: 22.00 hours

Stations: 20/20
Diaries: 1140/534:1/51.2%
Sample Target: 1120
% Below Line: 0.0
% Not Listed: 10.8

1991 Revenue: $19,700,000
HH Inc.: $26,033
Retail $: 5.5 Bil
Pop per Station: 30,425
#1 Biller: KWEN-F $3,600,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KWEN-F	(C)	190/18.7	17.2	15.8	15.7	18.1	16.9	259/3256	2112/34.7	27.2	30.6	E	KWEN-F
2. KRMG	(FS)	95/ 9.3	9.7	9.2	7.8	9.6	9.0	120/1736	1332/21.9	22.0	21.0	D	KRMG
3. KMYZ-F	(AOR)	88/ 8.7	8.4	8.7	9.6	7.5	8.9	129/1886	1319/21.7	20.4	18.4	D	KMYZ-F
4. KMOD-F	(AOR)	64/ 6.3	6.1	8.3	8.2	8.9	7.2	102/1496	928/15.3	19.1	17.6	D	KMOD-F
KBEZ-F	(SAC)	64/ 6.3	6.0	7.5	6.7	6.0	6.6	79/1114	863/14.2	15.4	12.8	C	KBEZ-F
6. KRAV-F	(AC)	56/ 5.5	4.8	4.2	4.0	3.6	4.6	66/913	774/12.7	10.5	11.9	B	KRAV-F
7. KVOO	(C)	55/ 5.4	4.5	6.5	5.2	6.3	5.4	100/1275	693/11.4	10.7	11.0	D	KVOO
8. KAYI-F	(CHR)	51/ 5.0	5.7	4.0	4.3	6.0	4.8	62/1173	882/14.5	15.1	17.5	C	KAYI-F
9. KTFX-F	(C)	45/ 4.4	4.2	3.0	5.0	3.3	4.2	72/1117	669/11.0	9.5	8.8	B	KTFX-F
10. KQLL-F	(AC)	44/ 4.3	4.2	4.3	4.7	4.4	4.4	70/1203	806/13.2	13.4	13.5	B	KQLL-F
11. KVOO-F	(C)	41/ 4.0	3.2	4.8	4.1	4.0	4.0	63/963	629/10.3	10.4	11.1		KVOO-F
12. KTOW-F	(B)	25/ 2.5	1.6	4.2	2.4	1.4	2.7	25/243	221/ 3.6	7.0	4.4	A	KTOW-F
13. KGTO	(BB)	23/ 2.3	2.5	1.8	1.4	1.6	2.0	24/345	319/ 5.2	2.8	2.4	A	KGTO
14. KTHK-F	(CL AOR)	21/ 2.1	1.9	2.2	3.2	4.1	2.3	25/640	518/ 8.5	9.0	12.0		KTHK-F
15.													

12+ FM SHARE (METRO): 79.27% (719 of 907) (SPG 91: 78.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KMYZ-F	1 KWEN-F›	1 KWEN-F››	1 KWEN-F››	1 KWEN-F››	1 KWEN-F	1 KWEN-F›	1 KWEN-F››	1 KWEN-F›	1 KWEN-F›	1 KRMG
2 KWEN-F››	2 KMYZ-F›	2 KMYZ-F‹	2 KMOD-F	2 KMOD-F	2 KRMG ›	2 KRMG ›	2 KMYZ-F	2 KMYZ-F	2 KMYZ-F›	2 KWEN-F››
3 KAYI-F	3 KMOD-F	3 KMOD-F	3 KRAV-F	3 KRMG	3 KBEZ-F	3 KMOD-F‹	3 KRMG	3 KRMG	3 KRMG ›	3 KMOD-F
4	4 KRAV-F	4 KRAV-F	4 KRMG	KRAV-F	4 KVOO ›	4 KMYZ-F	4 KBEZ-F‹	4 KMOD-F	4 KAYI-F‹	4 KVOO
5	5 KAYI-F	5 KAYI-F‹	5 KMYZ-F	5 KMYZ-F‹	5 KQLL-F	5 KVOO	5 KMOD-F	5 KBEZ-F	5	KTOW-F
6	6 KTFX-F	6 KRMG	6 KTFX-F	6 KQLL-F	6	6 KBEZ-F	6 KRAV-F	6 KRAV-F‹	6	KAYI-F
7	7	7	KAYI-F	7	7	7	7 KVOO ‹	7	7	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KMYZ-F	1 KWEN-F›	1 KWEN-F›	1 KWEN-F›	1 KWEN-F›
2 KWEN-F›	2 KMYZ-F	2 KRAV-F›	2 KRAV-F	2 KRAV-F›
3 KBEZ-F	3 KRAV-F›	3 KMYZ-F›	3 KMYZ-F›	3 KMYZ-F
KAYI-F	4 KAYI-F›	4 KAYI-F	4 KAYI-F	4 KRMG
5	5 KTFX-F	5 KTFX-F	5 KRMG	5 KQLL-F
6	KBEZ-F	6 KMOD-F	6 KQLL-F	KAYI-F
7	7	7	7 KBEZ-F	7
8	8	8	8	8

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KWEN-F	1 KWEN-F›	1 KWEN-F	1 KWEN-F›	1 KWEN-F
2 KMYZ-F›	2 KMOD-F	KMOD-F›	2 KMOD-F›	2 KMOD-F›
3 KAYI-F	3 KMYZ-F›	3 KTFX-F›	3 KMYZ-F	3 KRMG ›
4 KMOD-F	4 KAYI-F	4 KRMG	4 KRMG	4 KTFX-F
5 KTOW-F	5 KRMG	KMYZ-F	5 KAYI-F	5 KQLL-F
6	6	6 KVOO-F	6 KTFX-F	6
7	7	KRAV-F	7	7
8	8	KAYI-F	8	8

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		51 (1)	51 (1)	5.6	14.7
AOR/CLASSIC	5 (1)	185 (4)	190 (5)	20.9	15.7
AC/OLDIES	5 (1)	100 (2)	105 (3)	11.6	17.4
FULL SVC/VARIETY	95 (1)		95 (1)	10.5	11.9
COUNTRY	55 (1)	276 (3)	331 (4)	36.5	34.7
BLACK/URBAN		25 (1)	25 (1)	2.8	
SAC/EZ		64 (1)	64 (1)	7.1	
NEWS/TALK					1.4
NOSTALGIA	23 (1)		23 (1)	2.5	1.8
RELIGION/GOSPEL	5 (1)	6 (1)	11 (2)	1.2	1.0
SPANISH					
CLASSICAL		12 (1)	12 (1)	1.3	1.3
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	188 (6)	719 (14)	907 (20)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KAKC	1300	Tulsa	0.5/1.8/ 5/ 146
KCFO	970	Tulsa	0.5/3.5/ 6/ 256
KCMA-F	92.1	Broken Arrow	1.2/3.7/ 13/ 274
KQLL	1430	Tulsa	0.5/1.4/ 5/ 103
KSTM-F	99.5	Henryetta	1.2/5.8/ 18/ 511
KXOJ-F	100.9	Sapulpa/Tulsa	0.6/2.4/ 6/ 154

American Radio Spring, 1992 Copyright 1992

TULSA

RADIO STATIONS

KCFO,	970,	2.5 KW/1 KW (DA-2)	, RELIGION		, $	12.00 (---)		Salem
KGTO,	1050,	1 KW (DAYS)	, NOSTALGIA	CNN	, $	13.00 (Torbet)		
KRMG,	740,	50 KW/25 KW (DA-2),	FULL SERVICE	NBC-T ABC	, $	52.00 (Katz)		NewCity
KVOO,	1170,	50 KW (DA-N)	, COUNTRY	UNISUP UNIULT	, $	NA (Durpetti)		Great Empire
KAYI-F,	106.9,	100 KW @ 1010,	CHR	ABC	, $	35.00 (MMR)		Naragansett (MUSKOGEE)
KBEZ-F,	92.9,	100 KW @ 1319,	SOFT AC/EZ		, $	33.00 (Eastman)		Renda
KCMA-F,	92.1,	27 KW @ 656,	CLASSICAL		, $	19.00 (CMBS)		
KMOD-F,	97.5,	96 KW @ 1328,	AOR/CL AOR		, $	64.00 (Christal)		Clear Channel
KMYZ-F,	104.5,	70 KW @ 1128,	AOR	ABC,	$	48.00 (Torbet)		Shamrock-Lynette (PRYOR)
KQLL-F,	106.1,	100 KW @ 1322,	OLDIES		, $	25.00 (Christal)		Federated (OWASSO)
KRAV-F,	96.5,	100 KW @ 1328,	AC	UNISUP	, $	28.00 (Torbet)		
KSTM-F,	99.5,	100 KW @ 981,	AOR	UNISUP	, $	17.00 (Schubert)		(HENRYETTA)
KTFX-F,	103.3,	100 KW @ 1279,	COUNTRY		, $	21.00 (---)		
KTHK-F,	94.1,	18 KW @ 817,	CLASSIC AOR		, $	22.00 (---)		(OKMULGEE)
KTOW-F,	102.3,	1.7 KW @ 436,	BLACK		, $	17.00 (---)		(SAND SPRINGS)
KVOO-F,	98.5,	100 KW @ 1227,	COUNTRY	NBC UNIULT	, $	55.00 (Durpetti)		Great Empire
KWEN-F,	95.5,	96 KW @ 1328,	COUNTRY		, $	84.00 (Katz)		NewCity

American Radio Spring, 1992 Copyright 1992

UTICA-ROME

Arbitron Rank/Pop (12+): 134/262,600

MSA Rank/Pop: 151/316,200
ADI # 161

Average Person Ratings: 16.9

Market TSL: 22.00 hours

Stations: 24/16
Diaries: 801/328:1/55.9%
Sample Target: 730
% Below Line: 7.7
% Not Listed: 14.4

1991 Revenue: $6,300,000
HH Inc.: $29,119
Retail $: 2.1 Bil
Pop per Station: 16,413
#1 Biller: WOUR-F $1,200,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WOUR-F (AOR)	60/13.5	15.5	10.7	8.9	12.5	----	92/1112	793/30.2	27.5	22.5	C	WOUR-F
2. WRCK-F (CHR)	51/11.5	9.8	9.7	12.9	10.7	----	62/944	717/27.3	23.3	24.4	B	WRCK-F
WFRG-F (C)	51/11.5	12.8	13.1	11.2	8.9	----	77/880	643/24.5	23.3	21.6	C	WFRG-F
4. WLZW-F (SAC)	39/ 8.8	6.2	5.1	6.9	5.8	----	48/675	569/21.7	14.2	14.5	A	WLZW-F
5. WIBX (T)	34/ 7.7	7.7	9.9	6.5	7.1	----	35/502	480/18.3	20.4	20.5	B	WIBX
6. WUUU-F (O)	28/ 6.3	8.3	6.1	8.0	7.8	----	40/608	483/18.4	19.4	16.9	B	WUUU-F
7. WKGW-F (AC)	22/ 5.0	6.8	7.4	7.6	7.1	----	31/636	490/18.7	19.0	17.5	B	WKGW-F
8. WUTQ (BB)	16/ 3.6	2.8	2.3	2.0	3.3	----	16/129	117/ 4.5	4.0	4.7	A	WUTQ
9. WKLL-F (CL AOR)	15/ 3.4	3.4	5.1	5.1	5.1	----	21/568	378/14.4	14.9	12.2	A	WKLL-F
10.												

12+ FM SHARE (METRO): 76.52% (290 of 379) (SPG 91: 73.77%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRCK-F>>	1 WOUR-F>>	1 WOUR-F>	1 WOUR-F>	1 WOUR-F>	1 WFRG-F	1 WOUR-F	1 WOUR-F	1 WOUR-F	1 WLZW-F	1 WIBX
2	2 WRCK-F	2 WRCK-F	2 WFRG-F	2 WFRG-F	2 WIBX >	2 WIBX	2 WFRG-F	2 WFRG-F	2 WOUR-F<	2 WFRG-F
3	3 WLZW-F>	3 WLZW-F	3 WLZW-F<	3 WUUU-F	3 WUUU-F	3 WFRG-F<	3 WRCK-F	3 WRCK-F<	3 WRCK-F>>	3 WUUU-F>
4	4	4 WFRG-F	4 WUUU-F	WLZW-F	4 WLZW-F	4 WRCK-F>	4 WLZW-F	4 WLZW-F	4	4 WOUR-F
5	5	5	WRCK-F	5 WRCK-F	5 WUTQ	5	5 WIBX >	5 WUUU-F>	5	5 WLZW-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WRCK-F>>	1 WRCK-F	1 WOUR-F	1 WRCK-F	1 WUUU-F
2 WOUR-F	2 WOUR-F	2 WLZW-F	2 WLZW-F	WLZW-F
3 WLZW-F>>	3 WLZW-F>	3 WRCK-F	3 WOUR-F	3 WRCK-F
4 WKGW-F	4 WKGW-F	WKGW-F>>	4 WUUU-F	WFRG-F
5	5	5 WUUU-F	WKGW-F	5 WKGW-F
6	6	WFRG-F	6	6 WOUR-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WOUR-F>>	1 WOUR-F>>	1 WOUR-F>>	1 WOUR-F>>	1 WOUR-F>>
2 WRCK-F	2 WKLL-F	2 WFRG-F>	2 WFRG-F	2 WFRG-F>>
WLZW-F	3 WFRG-F	3 WKLL-F	3 WRCK-F	3
WKLL-F	4 WRCK-F	4 WKGW-F	4 WLZW-F	4
5	WLZW-F	5	WKLL-F	5
6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		56 (2)	56 (2)	14.8	13.5
AOR/CLASSIC		79 (4)	79 (4)	20.8	19.4
AC/OLDIES	6 (1)	55 (4)	61 (5)	16.1	26.0
FULL SVC/VARIETY	10 (2)		10 (2)	2.6	2.0
COUNTRY	15 (3)	51 (1)	66 (4)	17.4	22.1
BLACK/URBAN					
SAC/EZ		49 (2)	49 (2)	12.9	1.2
NEWS/TALK	34 (1)		34 (1)	9.0	12.7
NOSTALGIA	21 (2)		21 (2)	5.5	2.7
RELIGION/GOSPEL	3 (1)		3 (1)	0.8	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					0.5
	89 (11)	290 (13)	379 (24)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WADR	1480	Remsen	1.6/2.0/ 8/ 59
WBRV	900	Booneville	0.5/1.4/ 5/ 91
WLFH	1230	Little Falls	1.4/5.4/ 7/ 184
WRNY	1350	Rome/Utica	1.1/2.6/ 5/ 71
WRUN	1150	Utica/Rome	0.7/3.4/ 4/ 100
WTLB-AA	1310	Utica	1.3/6.1/ 8/ 179
WAQX-F	95.7	Manlius/Syracus	0.5/4.0/ 16/ 229
WGY	810	Schenectady/Alb	0.5/1.9/ 27/ 383
WKFM-F	104.7	Fulton/Syracuse	0.5/2.4/ 9/ 200
WNTQ-F	93.1	Syracuse	1.1/5.0/ 10/ 215
WRHP-F	107.9	Syracuse	2.3/4.7/ 15/ 172
WSEN-F	92.1	Baldwinsvle/Syr	0.7/2.0/ 6/ 102
WSYR	570	Syracuse	1.8/5.3/ 15/ 271
WYYY-F	94.5	Syracuse	0.5/2.6/ 10/ 232

RADIO STATIONS

WIBX , 950, 5 KW (DA-1) , Talk/News
WLFH , 1230, 1 KW , Country
WTLB , 1310, 5 KW/500 W (DA-2), Oldies
WUTQ , 1550, 1 KW/3 KW , Nostalgia

WFRG-F, 96.1, 7 KW @ 600 , Country
WKGW-F, 104.3, 100 KW @ 500 , AC
WKLL-F, 94.9, 50 KW @ 276 , Classic AOR
WLZW-F, 98.7, 25 KW @ 659 , Soft AC

WOUR-F, 96.9, 19 KW @ 790 , AOR
WRCK-F, 107.3, 50 KW @ 500 , CHR
WUUU-F, 102.5, 27 KW @ 649 , Oldies

WRHP-F -- see Syracuse

MBS CBS, $20.00 (Mc-Guild)
SMN, $10.00 (K & P) (LITTLE FALLS)
UNISUP ABC, $10.00 (Eastman) H & D
UNISUP CNN, $13.00 (Durpett1) Bendat

ABC, $26.00 (Christal) Arrow
, $20.00 (Banner) Altdoerffer
, $14.00 (---) (FRANKFORT)
UNISUP CBS, $21.00 (Mc-Guild)

, $33.00 (Durpett1) Bendat
ABC, $22.00 (Eastman) H & D
UNISUP MBS, $23.00 (Eastman)

American Radio Spring, 1992 Copyright 1992

WACO

Arbitron Rank/Pop (12+): 187/156,300
MSA Rank/Pop: 121/190,400
ADI # 94 (w/Temple)
Average Person Ratings: 16.1
Market TSL: 21.50 hours

Stations: 20/9
Diaries: 643/243:1/48.2%
Sample Target: 610
% Below Line: 28.7
% Not Listed: 17.1

1991 Revenue: $5,800,000
MH Inc.: $25,924
Retail $: 1.4 Bil
Pop per Station: 17,367
#1 Biller: NA

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KWTX-F (CHR)	32/12.7	----	13.1	----	16.5	----	77/1023	437/28.0	0.0	30.8		KWTX-F
2. KKDA-F (B)	24/ 9.6	----	8.3	----	6.5	----	26/244	203/13.0	0.0	12.9		KKDA-F
WACO-F (C)	24/ 9.6	----	12.2	----	9.7	----	68/868	349/22.3	0.0	19.4		WACO-F
KJNE-F (C)	24/ 9.6	----	8.3	----	8.2	----	41/464	305/19.5	0.0	16.5		KJNE-F
5. KZPS-F (CL AOR)	17/ 6.8	----	3.5	----	3.6	----	19/249	180/11.5	0.0	7.6		KZPS-F
6. KNFO-F (C)	16/ 6.4	----	8.7	----	8.6	----	29/606	298/19.1	0.0	23.1		KNFO-F
7. KWTX (BB)	15/ 6.0	----	7.4	----	7.2	----	24/352	192/12.3	0.0	12.6		KWTX
8. WBAP (FS/C)	13/ 5.2	----	4.8	----	5.0	----	51/581	154/ 9.9	0.0	14.4		WBAP
9. KEYR-F (AC)	8/ 3.2	----	3.1	----	1.1	----	8/120	120/ 7.7	0.0	9.0		KEYR-F
10.												

12+ FM SHARE (METRO): 77.88% (162 of 208) (SPG 91: 76.06%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KWTX-F	1 KWTX-F	1 KWTX-F	1 KWTX-F	1 WACO-F	1 KWTX	1 KWTX-F	1 KWTX-F>	1 KKDA-F<	1 KKDA-F>	1 KKDA-F>
2 KKDA-F>>	2 KKDA-F	2 KKDA-F	2 WACO-F	2 KWTX-F	2 KJNE-F	2 WACO-F>	2 WACO-F	2 KWTX-F	2 KJNE-F	2 KZPS-F
3	3 KZPS-F	WACO-F	3 KKDA-F	3 WACO-F	3 KKDA-F	3 KKDA-F	3 KNFO-F	3 WACO-F>	3 WBAP	KWTX-F
4	4 WACO-F	4 KZPS-F	4 KJNE-F	KJNE-F	4 KWTX-F	WACO	4 KZPS-F	4 KNFO-F	4 KWTX-F	4
5	5 KNFO-F	5 KNFO-F	5	5	5	KNFO-F	KWTX	KJNE-F	5	5
6	6	KJNE-F	6	6	6	KJNE-F	KJNE-F	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KWTX-F>>	1 KWTX-F>	1 KWTX-F	1 KWTX-F>	1 KWTX-F	1 KZPS-F	1 KZPS-F>	1 KZPS-F>	1 KZPS-F	1 WBAP
2 KKDA-F	2 KKDA-F	2 KKDA-F>	2 KKDA-F	2 KKDA-F	2 KKDA-F	2 KKDA-F>	2 WBAP	2 WACO-F	WACO-F
WACO-F	3 WACO-F	3 WACO-F	3 KNFO-F	3 WACO-F	3 KNFO-F>	3 WACO-F	3 KKDA-F	3 KKDA-F	3 KZPS-F
KNFO-F	KNFO-F	KNFO-F	KJNE-F	KNFO-F	4 WACO-F	4 KWTX-F	WACO-F	KWTX-F	4 KWTX-F
KJNE-F	5 KJNE-F	5	5 WACO-F	KJNE-F	KWTX-F	KNFO-F	5	5 WBAP	5

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		35 (2)	35 (2)	16.8	17.6
AOR/CLASSIC		17 (1)	17 (1)	8.2	4.3
AC/OLDIES	7 (1)	14 (4)	21 (5)	10.1	6.4
FULL SVC/VARIETY	13 (1)		13 (1)	6.3	5.9
COUNTRY	7 (1)	65 (4)	72 (5)	34.6	41.0
BLACK/URBAN		24 (1)	24 (1)	11.5	10.6
SAC/EZ					
NEWS/TALK	1 (1)		1 (1)	0.5	0.5
NOSTALGIA	15 (1)	3 (1)	18 (2)	8.7	9.0
RELIGION/GOSPEL	3 (1)	4 (1)	7 (2)	3.4	4.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					0.5
	46 (6)	162 (14)	208 (20)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KBBW	1010	Waco-Marlin	1.2/5.0/ 5/ 112
KRZI	1580	Waco	2.8/9.5/ 7/ 149
WACO	1460	Waco	2.8/8.6/ 9/ 178
KBTS-F	93.3	Killeen	1.2/6.9/ 25/ 569
KLTD-F	98.9	Lampasas	0.4/2.0/ 21/ 400
KLTY-F	94.1	Ft.Worth/Dallas	1.6/6.0/ 7/ 166
KLUV-F	98.7	Dallas/Ft.Worth	1.6/4.7/ 10/ 107
KPLX-F	99.5	Ft Worth/Dallas	0.4/1.7/ 2/ 101
KRLD	1080	Dallas	0.4/4.1/ 2/ 163
KVIL-F	103.7	Highland Pk/Dal	0.4/1.5/ 1/ 45
KWOW-F	103.3	Clifton	1.2/3.7/ 3/ 103

RADIO STATIONS

KRZI , 1580, 1 KW/500 W	, Oldies	CNN, $ 9.00 (Roslin)	
KWTX , 1230, 1 KW	, Nostalgia	SMN, $16.00 (Banner)	
WACO , 1460, 1 KW	, Country	ABC, $12.00 (Mc-Guild)	Sage
KEYR-F, 92.9, 3 KW @ 298	, AC	UNISUP SMN, $10.00 (Roslin)	(MARLIN)
KJNE-F, 102.5, 100 KW @ 449	, Country	, $25.00 (Eastman)	(HILLSBORO)
KNFO-F, 95.5, 100 KW @ 1059	, Country	UNIPWR, $23.00 (Katz)	
KWTX-F, 97.5, 100 KW @ 1567	, CHR	, $24.00 (Banner)	
WACO-F, 99.9, 100 KW @ 430	, Country	ABC, $22.00 (Mc-Guild)	Sage

Other ranked stations -- see Dallas

American Radio Spring, 1992 Copyright 1992

WASHINGTON

Arbitron Rank/Pop (12+): 7/3,388,800

MSA Rank/Pop: 6/3,820,000
ADI # 7
Average Person Ratings: 17.2
Market TSL: 22.50 hours

Stations: 37/31
Diaries: 2685/1262:1/49.7%
Sample Target: 2370
% Below Line: 2.7
% Not Listed: 14.5

1991 Revenue: $144,000,000
HH Inc.: $48,038
Retail $: 33.9 Bil
Pop per Station: 109,316
#1 Biller: WMZQ-AF $14,600,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WPGC-F	(CHR)	501/ 8.6	8.8	9.2	7.8	7.6	8.6	565/7760	6707/19.8	19.5	18.6	I	WPGC-F
2. WMZQ-AF	(C)	442/ 7.6	6.1	5.8	5.5	5.9	6.3	517/6400	5187/15.3	12.8	14.1	I	WMZQ-AF
3. WKYS-F	(B)	333/ 5.7	4.3	5.4	4.5	4.9	5.0	355/5214	4725/13.9	13.5	11.9	I	WKYS-F
4. WGAY-F	(SAC)	316/ 5.4	5.0	5.2	5.5	5.6	5.3	355/5095	4365/12.9	12.3	12.3	H	WGAY-F
5. WRQX-F	(CHR/AC)	258/ 4.4	3.9	4.4	3.1	4.2	4.0	313/5360	4406/13.0	13.8	13.8	G	WRQX-F
6. WMAL	(FS)	254/ 4.3	4.9	5.1	3.6	4.5	4.5	278/4837	4461/13.2	15.9	11.8	I	WMAL
7. WASH-F	(AC)	241/ 4.1	3.2	4.7	4.1	4.6	4.0	259/5001	4432/13.1	12.7	14.0	H	WASH-F
8. WHUR-F	(B)	221/ 3.8	2.9	3.3	3.2	2.9	3.3	229/4621	4282/12.6	11.6	11.2	F	WHUR-F
9. WTOP	(N)	213/ 3.6	3.7	4.3	4.2	3.3	4.0	242/5646	4904/14.5	15.2	14.3	I	WTOP
10. WWDC-F	(AOR)	210/ 3.6	4.0	3.0	5.2	4.4	3.9	289/6057	4402/13.0	12.2	14.1	H	WWDC-F
11. WJFK-F	(CL AOR)	194/ 3.3	3.0	2.5	2.1	1.8	2.7	214/3699	3366/ 9.9	9.0	7.7	E	WJFK-F
12. WHFS-F	(AOR)	178/ 3.0	2.9	2.3	2.5	2.6	2.7	249/3902	2959/ 8.7	6.8	8.7	E	WHFS-F
13. WMMJ-F	(B/AC)	175/ 3.0	4.0	3.9	3.5	4.0	3.6	181/2406	2365/ 7.0	7.8	6.7	E	WMMJ-F
14. WJZE-F	(J)	163/ 2.8	1.1	1.7	1.8	1.1	1.9	173/2253	2070/ 6.1	5.7	4.9	D	WJZE-F
15. WGMS-F	(CL)	168/ 2.6	2.9	2.8	3.0	3.4	2.8	190/3108	2686/ 7.9	7.2	8.1	G	WGMS-F
16. WXTR-F	(O)	152/ 2.6	3.2	3.1	3.3	3.0	3.0	184/4095	3531/10.4	11.3	10.5	H	WXTR-F
WLTT-F	(AC)	152/ 2.6	3.0	2.9	4.0	4.0	3.1	170/3653	3336/ 9.8	8.9	11.6	H	WLTT-F
18. WCXR-F	(CL AOR)	146/ 2.5	3.3	2.3	3.4	3.0	2.9	167/3918	3494/10.3	10.0	11.2	H	WCXR-F
19. WOL	(B/T)	115/ 2.0	1.7	2.0	2.2	2.6	2.0	115/982	974/ 2.9	3.3	4.3	C	WOL
20. WWDC	(BB)	95/ 1.6	1.2	0.7	0.8	0.6	1.1	95/1035	1014/ 3.0	2.3	2.0	C	WWDC
21. WWRC	(T)	76/ 1.3	2.1	2.0	1.9	2.5	1.8	85/1789	1619/ 4.8	5.8	5.5	D	WWRC
22. WIYY-F	(AOR)	62/ 1.1	1.3	0.9	1.2	1.0	1.1	142/2831	1552/ 4.6	3.6	3.6		WIYY-F
23.													
24.													
25.													

12+ FM SHARE (METRO): 81.90% (4095 of 5000) (SPG 91: 81.76%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	WPGC-F>>	WPGC-F>	WPGC-F	WMZQ-AF	WMZQ-AF	WMZQ-AF	WMZQ-AF	WMZQ-AF	WPGC-F>	WPGC-F>	WGAY-F
2	WRQX-F	WKYS-F	WMZQ-AF	WKYS-F	WKYS-F	WGAY-F	WPGC-F<	WPGC-F<	WMZQ-AF>	WHUR-F	WMZQ-F<
3	WKYS-F	WRQX-F	WKYS-F	WPGC-F	WPGC-F<	WMAL	WMAL <	WGAY-F	WKYS-F<	WKYS-F	WKYS-F
4		WWDC-F	WRQX-F	WASH-F<	WASH-F	WTOP	WKYS-F	WKYS-F	WGAY-F	WMZQ-AF<	WHUR-F<
5		WJFK-F<	WASH-F	WRQX-F	WRQX-F	WASH-F	WJFK-F<	WASH-F	WRQX-F	WMMJ-F	WMAL
6		WMZQ-AF	WWDC-F<	WGAY-F	WGMS-F	WTOP	WMAL	WASH-F	WHFS-F	WTOP	
7		WHFS-F	WJFK-F	WJFK-F	WJFK-F	WJZE-F	WRQX-F<	WRQX-F	WWDC-F	WRQX-F<	WMMJ-F
8		WHUR-F	WHUR-F	WJZE-F	WHUR-F		WWDC-F	WJFK-F	WMAL	WJZE-F	WPGC-F>>
9		WCXR-F	WGAY-F	WXTR-F	WJZE-F		WGAY-F	WWDC-F	WJFK-F	WGAY-F	WRQX-F
10				WHFS-F			WASH-F	WGMS-F	WHFS-F	WMAL	

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	WPGC-F>	WPGC-F>	WPGC-F	WPGC-F	WMZQ-AF>	WPGC-F	WPGC-F	WKYS-F	WPGC-F	WMZQ-AF
2	WRQX-F>	WKYS-F<	WKYS-F	WMZQ-AF	WKYS-F	WWDC-F>	WWDC-F	WJFK-F	WWDC-F	WKYS-F
3	WKYS-F<	WRQX-F	WMZQ-AF	WKYS-F	WPGC-F<	WKYS-F	WKYS-F	WWDC-F	WMZQ-AF<	WJFK-F
4	WMZQ-AF	WMZQ-AF>	WRQX-F>	WRQX-F	WASH-F	WJFK-F	WJFK-F	WPGC-F	WKYS-F	WWDC <
5	WHUR-F	WHUR-F	WHUR-F	WASH-F	WGAY-F	WHFS-F	WGMS-F	WHFS-F<	WJFK-F>	WPGC-F
6	WHFS-F	WHFS-F<	WLTT-F	WGAY-F	WRQX-F	WMZQ-AF	WRQX-F	WRQX-F>	WRQX-F	WJZE-F<
7	WWDC-F	WLTT-F	WASH-F	WHUR-F	WHUR-F<	WHUR-F	WMZQ-AF	WCXR-F	WHFS-F	WTOP
	WGAY-F	WASH-F	WJFK-F	WMMJ-F		WIYY-F	WCXR-F	WMZQ-AF	WCXR-F	WASH-F
9	WCXR-F	WJFK-F	WHFS-F	WLTT-F	WXTR-F	WRQX-F	WHUR-F	WJZE-F	WJZE-F	WRQX-F
10		WGAY-F	WGAY-F		WHFS-F	WCXR-F			WASH-F	WCXR-F

American Radio Spring, 1992 Copyright 1992

WASHINGTON

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		836 (4)	836 (4)	16.7	18.8	WABS	780	Arlngtn/Wshngtn	0.3/0.9/ 17/ 311
AOR/CLASSIC		790 (5)	790 (5)	15.8	15.2	WAVA-F	105.1	Arlington/Wshtn	1.0/4.4/ 74/1887
AC/OLDIES		545 (3)	545 (3)	10.9	13.5	WCPT	730	Alxndr/Wshngtn	0.3/2.0/ 18/ 751
FULL SVC/VARIETY	254 (1)		254 (1)	5.1	5.2	WFRE-F	99.9	Frederick	0.4/1.2/ 39/ 857
COUNTRY	27 (2)	472 (3)	499 (5)	10.0	7.8	WHDO	1540	Wheaton	0.4/1.2/ 24/ 403
BLACK/URBAN	115 (1)	746 (4)	861 (5)	17.2	16.6	WQSI	820	Frederick	0.3/0.6/ 21/ 255
SAC/EZ		357 (3)	357 (3)	7.1	7.3	WUST	1120	Washington	0.5/0.7/ 28/ 281
NEWS/TALK	306 (3)		306 (3)	6.1	6.7	WYCB	1340	Washington	0.7/2.0/ 40/ 691
NOSTALGIA	95 (1)		95 (1)	1.9	0.7	WZYQ-F	103.9	Brdck Hts/Frdrk	0.3/1.0/ 20/ 335
RELIGION/GOSPEL	84 (3)	18 (1)	102 (4)	2.0	1.1				
SPANISH	24 (1)		24 (1)	0.5	0.6	WFLS-F	93.3	Fredericksburg	0.3/1.6/103/1295
CLASSICAL		168 (1)	168 (1)	3.4	4.2	WLIF-F	1019	Baltimore	0.3/1.1/ 89/1276
JAZZ/NEW AGE		163 (1)	163 (1)	3.3	1.3	WPOC-F	93.1	Baltimore	0.4/1.5/159/2030
UNKNOWN/OTHERS					1.0	WRBS-F	95.1	Baltimore	0.3/1.3/ 31/ 712
	905 (12)	4095 (25)	5000 (37)			WXYV-F	102.7	Baltimore	0.3/2.1/ 39/1160

RADIO STATIONS

AM STATIONS

WCPT,	730,	5 KW/20W (DA-1)	News	UNISUP CNN,	$ 32.00	(Group W)	Westinghouse
WDCT,	1310,	5 KW/500 W	Religion	,	$ 27.00	(---)	Marsh
WFAX,	1220,	5 KW (DAYS)	Religion	,	$ 21.00	(---)	
WMAL,	630,	5 KW (DA-2)	Full Service	ABC,	$175.00	(Katz)	Cap Cities/ABC
WMDO,	1540,	5 KW (DAYS)	Hispanic	,	$ 37.00	(Katz Hisp.)	
WOL ,	1450,	1 KW	Black Talk	NBN UNIULT,	$ 52.00	(Schubert)	Almic
WTOP,	1500,	50 KW (DA-2)	News	CBS MBS,	$170.00	(CBS)	Evergreen
WWDC,	1260,	5 KW (DA-2)	Nostalgia	UNISUP UNIULT,	$ 45.00	(Christal)	
WWRC,	980,	5 KW (DA-N)	Talk	ABC,	$ 58.00	(MMR)	Greater Media
WYCB,	1340,	1 KW	Gospel	SBN,	$ 38.00	(---)	

FM STATIONS

WASH,	97.1,	26 KW @ 686	AC	UNISUP,	$169.00	(HNWH)	Evergreen
WAVA,	105.1,	50 KW @ 498	Religion	,	$ NA	(---)	Salem
WCXR,	105.9,	28 KW @ 649	Classic AOR	,	$171.00	(Group W)	Westinghouse
WGAY,	99.5,	21 KW @ 771	Soft AC/EZ	,	$157.00	(MMR)	Greater Media
WGMS,	103.5,	46 KW @ 508	Classical	MBS,	$125.00	(Durpetti)	
WHFS,	99.1,	50 KW @ 459	Prog AOR	APR,	$ 79.00	(Banner)	Duchossois (ANNAPOLIS)
WHUR,	96.3,	24 KW @ 669	Black	,	$ 83.00	(Durpetti)	Howard Univ.
WJFK,	106.7,	23 KW @ 731	Classic AOR	ABC,	$ 78.00	(Torbet)	Infinity
WJZE,	100.3,	40 KW @ 331	Jazz	APR,	$ 68.00	(Mc-Guild)	United
WKYS,	93.9,	50 KW @ 479	Black	,	$180.00	(Banner)	Albimar
WLTT,	94.7,	23 KW @ 741	AC	,	$159.00	(CBS)	CBS
WMMJ,	102.3,	2.9 KW @ 479	Black AC/Oldies	ABC MBS,	$ 78.00	(Schubert)	Almic
WMZQ,	98.7,	50 KW @ 489	Country	,	$250.00	(Christal)	Viacom
WPGC,	95.5,	50 KW @ 500	CHR/Urban	,	$175.00	(Banner)	Cook Inlet
WRQX,	107.3,	36 KW @ 590	AC/CHR	ABC,	$100.00	(Katz)	Cap Cities/ABC
WWDC,	101.1,	32 KW @ 761	AOR	UNIPWR,	$170.00	(Christal)	
WXTR,	104.1,	22 KW @ 764	Oldies	,	$154.00	(Mc-Guild)	Radio Ventures

Miscellaneous: WAVA-F from CHR to Religion . . . WTOP, WASH-F from Chase to Evergreen . . .

American Radio Spring, 1992 Copyright 1992

WATERLOO-CEDAR FALLS

Arbitron Rank/Pop (12+): 214/119,300

MSA Rank/Pop: 257/144,900
ADI # 82 (w/Cedar Rapids & Dubuque
Average Person Ratings: 15.9
Market TSL: 21.00 hours

Stations: 14/8
Diaries: 696/171:1/59.9%
Sample Target: 610
% Below Line: 13.7
% Not Listed: 22.1

1991 Revenue: $4,000,000
HH Inc.: $33,784
Retail $: 1.0 Bil
Pop per Station: 14,913
#1 Biller: KFMW-F $1,200,000

12+ METRO		1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KOEL-F	(C)	40/21.1	----	18.9	----	20.0	----	134/1107	383/32.1	0.0	33.5	C	KOEL-F
2. KFMW-F	(CHR)	29/15.3	----	13.0	----	17.2	----	55/796	411/34.5	0.0	32.9	C	KFMW-F
3. KOKZ-F	(CHR)	16/ 8.4	----	12.4	----	12.2	----	25/624	322/27.0	0.0	32.8	B	KOKZ-F
4. KWLO	(FS)	15/ 7.9	----	9.2	----	6.1	----	16/240	202/16.9	0.0	19.1	B	KWLO
5. KWAY-F	(AC)	12/ 6.3	----	5.4	----	2.2	----	13/199	188/15.8	0.0	10.0	A	KWAY-F
6. WMT	(FS)	7/ 3.7	----	4.3	----	5.0	----	38/590	129/10.8	0.0	9.1		WMT
WHO	(FS)	7/ 3.7	----	3.8	----	2.2	----	40/497	139/11.7	0.0	10.9		WHO
8. KOEL	(FS)	6/ 3.2	----	1.1	----	1.1	----	37/417	79/ 6.6	0.0	5.3		KOEL
9.													
10.													

12+ FM SHARE (METRO): 69.59% (103 of 148) (SPG 91: 72.97%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KOKZ-F›	1 KFMW-F››	1 KFMW-F	1 KOEL-F	1 KOEL-F›	1 KOEL-F››	1 KOEL-F›	1 KOEL-F›	1 KOEL-F	1 KOEL-F	1 KOEL-F
2 KFMW-F››	2 KOEL-F›	2 KOEL-F››	2 KFMW-F›	2 KFMW-F›	2 KWLO ›	2 KFMW-F	2 KFMW-F›	2 KFMW-F››	KFMW-F››	KFMW-F›
3	3 KOKZ-F	3 KOKZ-F›	3 KOKZ-F	3 KOKZ-F	3	3 KWLO ›	3 KWLO	3 KOKZ-F	3 KOKZ-F	3 KWAY-F
4	4 KWAY-F	4 KWLO	4 KWLO	4 KWLO	4	4 KWAY-F	4 KOKZ-F	4 KWAY-F›	4 WHO	4
5	5	KWAY-F	5	5	5	5 KOKZ-F›	5 KWAY-F›	5	5 KWAY-F››	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KFMW-F››	1 KFMW-F››	1 KFMW-F››	1 KOEL-F	1 KOEL-F››	1 KFMW-F››	1 KFMW-F››	1 KFMW-F››	1 KFMW-F	1 KOEL-F
2 KOEL-F›	2 KOEL-F	2 KWLO	KFMW-F›	2 KOKZ-F	2 KOEL-F››	2 KOEL-F››	2 KOEL-F›	2 KOEL-F››	2 KFMW-F››
3 KWAY-F	3 KOKZ-F	KOKZ-F	3 KOKZ-F›	KFMW-F	3 KRNA-F 3		3 KOKZ-F 3		3 KWLO
KOKZ-F	4 KWLO	KOEL-F	4	4 KWLO	KWAY-F 4		4 4		KWAY-F
5	KWAY-F	5	5	5	5	5	5	5	KOKZ-F

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		46 (3)	46 (3)	31.1	31.8
AOR/CLASSIC		2 (1)	2 (1)	1.4	6.1
AC/OLDIES		15 (2)	15 (2)	10.1	11.5
FULL SVC/VARIETY	35 (4)		35 (4)	23.6	23.0
COUNTRY	10 (3)	40 (1)	50 (4)	33.8	27.7
BLACK/URBAN					
SAC/EZ					
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	45 (7)	103 (7)	148 (14)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KCFI	1250	Cedar Falls/Wtr	2.6/7.1/ 5/ 102
KWAY	1470	Waverly	0.5/1.8/ 1/ 21
KXEL	1540	Waterloo	2.1/9.1/ 9/ 201
KKRQ-F	100.7	IA City/Cdr.Rps	1.6/7.0/ 10/ 233
KQCR-F	102.9	Cedar Rapids	0.5/4.8/ 12/ 204
KRNA-F	93.9	Iowa City	1.1/6.2/ 10/ 243

RADIO STATIONS

KCFI , 1250, 500 W (DA-2) , Country (?) ABC, $ 7.00 (Roslin)
KWLO , 1330, 5 KW (DA-2) , Full Service NBC-T NBC, $16.00 (Mc-Guild) Park
KXEL , 1540, 50 KW (DA-N) , Country SMN ABC, $10.00 (Eastman) Bahakel

KFMW-F, 107.9, 100 KW @ 1804 , CHR UNIPWR, $27.00 (Mc-Guild) Park
KOEL-F, 92.3, 100 KW @ 371 , Country ABC, $28.00 (Banner) (OELWEIN)
KOKZ-F, 105.7, 100 KW @ 1322 , CHR ABC, $18.00 (Eastman) Bahakel
KWAY-F, 99.3, 3 KW @ 180 , AC SMN, $11.00 (Pates) (WAVERLY)

Other ranked stations -- see Cedar Rapids or Des Moines

American Radio Spring, 1992 Copyright 1992

WEST PALM BEACH

Arbitron Rank/Pop (12+): 49/797,900

MSA Rank/Pop: 60/885,000
ADI # 46
Average Person Ratings: 18.0
Market TSL: 24.00 hours

Stations: 37/16
Diaries: 1149/694:1/47.0%
Sample Target: 1180
% Below Line: 30.1
% Not Listed: 12.9

1991 Revenue: $23,400,000
HH Inc.: $37,870
Retail $: 8.5 Bil
Pop per Station: 49,869
#1 Biller: WRMF-F $5,900,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WRMF-F	(AC)	142/ 9.9	9.4	10.5	8.1	7.9	9.5	200/2551	1712/21.5	19.1	18.1	G	WRMF-F
2. WEAT-F	(SAC/EZ)	118/ 8.2	12.0	12.8	15.4	15.9	12.1	163/2359	1561/19.6	22.9	27.6	E	WEAT-F
3. WJNO	(N/T)	110/ 7.7	8.4	7.5	9.2	8.5	8.2	153/1779	1232/15.4	15.4	16.1	E	WJNO
4. WIRK-F	(C)	107/ 7.5	6.1	7.5	5.7	5.2	6.7	138/1590	1190/14.9	13.3	11.5	D	WIRK-F
5. WKGR-F	(AOR)	76/ 5.3	5.2	5.6	5.8	6.9	5.5	117/1906	1157/14.5	14.4	13.2	D	WKGR-F
6. WOVV-F	(CHR)	49/ 3.4	3.3	4.2	3.7	5.5	3.7	90/1772	1060/13.3	13.8	14.0	D	WOVV-F
7. WOLL-F	(O)	41/ 2.9	4.0	2.7	3.3	2.3	3.2	45/786	713/ 8.9	9.6	6.1	C	WOLL-F
8. WNGS-F	(SAC)	40/ 2.8	2.4	2.9	2.7	2.0	2.7	43/534	488/ 6.1	7.2	6.3	C	WNGS-F
9. WPOW-F	(CHR)	35/ 2.4	1.6	1.5	1.0	2.3	1.6	112/2031	637/ 8.0	7.0	7.1		WPOW-F
10. WZZR-F	(CHR)	33/ 2.3	2.7	1.6	0.4	----	1.8	77/93	476/ 6.0	3.9	0.0	B	WZZR-F
WSHE-F	(AOR)	33/ 2.3	2.4	2.5	2.4	1.6	2.4	123/2159	711/ 8.9	7.3	5.7		WSHE-F
12. WKIS-F	(C)	32/ 2.2	1.5	1.5	2.3	1.2	1.9	210/2381	598/ 7.5	5.5	3.9		WKIS-F
WEAT	(SAC/EZ)	32/ 2.2	0.7	0.4	0.7	0.2	1.0	35/514	419/ 5.3	0.0	0.0		WEAT
14. WLVE-F	(J/NAC)	29/ 2.0	1.3	1.0	1.0	0.9	1.3	94/1103	340/ 4.3	3.3	3.3		WLVE-F
15. WZTA-F	(CL AOR)	28/ 1.9	1.4	0.9	3.0	1.0	1.8	124/1942	592/ 7.4	6.1	4.1		WZTA-F
WEDR-F	(B)	28/ 1.9	2.7	2.2	2.5	4.3	2.3	123/1542	479/ 6.0	4.2	7.3		WEDR-F
17. WHQT-F	(B)	27/ 1.9	2.4	1.8	2.5	2.9	2.2	139/2016	515/ 6.5	4.8	6.0		WHQT-F
18. WDBF	(BB)	25/ 1.7	1.3	1.7	1.8	1.8	1.6	26/426	378/ 4.7	5.2	4.2	A	WDBF
19. WTMI-F	(CL)	24/ 1.7	1.1	0.7	1.4	1.1	1.2	103/1340	365/ 4.6	3.8	5.0		WTMI-F
WHRZ	(BB)	24/ 1.7	0.8	1.2	0.7	1.5	1.1	127/1145	264/ 3.3	2.1	2.0		WHRZ
WIOD	(N/T)	24/ 1.7	1.8	3.9	2.1	2.6	2.4	169/2173	403/ 5.1	7.6	5.5		WIOD
22. WLYF-F	(SAC)	21/ 1.5	2.2	1.7	1.5	2.1	1.7	187/2529	495/ 6.2	5.0	5.2		WLYF-F
23. WMXJ-F	(O)	20/ 1.4	1.4	1.7	2.2	1.4	1.7	110/1570	364/ 4.6	6.4	5.1		WMXJ-F
24.													
25.													

12+ FM SHARE (METRO): 75.22% (941 of 1251) (SPG 91: 77.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOVV-F>	1 WRMF-F	1 WRMF-F>	1 WRMF-F>	1 WRMF-F>	1 WEAT-F<	1 WRMF-F	1 WRMF-F	1 WRMF-F>	1 WJNO	1 WJNO >>
2 WHQT-F>	2 WKGR-F>	2 WKGR-F	2 WKGR-F	2 WIRK-F	2 WJNO	2 WJNO	2 WEAT-F	2 WIRK-F	2 WEAT-F	2 WEAT-F
3 WPOW-F	3 WIRK-F	3 WIRK-F>	3 WIRK-F>	3 WKGR-F	3 WRMF-F	3 WEAT-F	3 WJNO	3 WEAT-F	3 WIRK-F<	3 WRMF-F<
4 WEDR-F	4 WZZR-F	4 WEAT-F	4 WEAT-F	4 WEAT-F>	4 WIRK-F	4 WIRK-F	4 WJNO	4 WRMF-F	4 WRMF-F	4 WIRK-F
5	5 WOVV-F	5	5	5 WOLL-F	5	5 WKGR-F>	5 WKGR-F>	WKGR-F	5 WIOD	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WRMF-F	1 WRMF-F>	1 WRMF-F>>	1 WRMF-F>>	1 WRMF-F>>
2 WKGR-F	2 WKGR-F	2 WIRK-F	2 WKGR-F	2 WEAT-F
3 WOVV-F	3 WIRK-F	3 WKGR-F>	WIRK-F	3 WIRK-F>
4 WZZR-F>	4 WOVV-F	4 WPOW-F	4 WEAT-F	4 WOLL-F<
5 WHQT-F	5 WZZR-F	WOVV-F	5	5 WKGR-F
WEDR-F	6	WNGS-F	6	6
7 WKIS-F	7	7	7	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRMF-F>	1 WKGR-F	1 WKGR-F>	1 WRMF-F	1 WRMF-F
2 WSHE-F	2 WRMF-F>	2 WPOW-F	2 WKGR-F>	2 WKGR-F
3 WOVV-F	3 WPOW-F	3 WZZR-F	3 WIRK-F>	3 WIRK-F>
4 WKGR-F	4 WZZR-F	WZTA-F	4 WZTA-F	4 WJNO
WIRK-F	WIRK-F	WRMF-F	5 WSHE-F<	5 WZTA-F<
6 WOLL-F	6	6 WIRK-F	6 WJNO	6 WEAT-F
7 WZZR-F	7	7 WJNO	7	7

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		133 (4)	133 (4)	10.6	11.5
AOR/CLASSIC		137 (3)	137 (3)	11.0	10.5
AC/OLDIES		223 (5)	223 (5)	17.8	18.2
FULL SVC/VARIETY					
COUNTRY	6 (1)	139 (2)	145 (3)	11.6	7.0
BLACK/URBAN	43 (3)	55 (2)	98 (5)	7.8	11.3
SAC/EZ	32 (1)	201 (5)	233 (6)	18.6	20.2
NEWS/TALK	160 (5)		160 (5)	12.8	14.6
NOSTALGIA	65 (3)		65 (3)	5.2	3.6
RELIGION/GOSPEL	4 (1)		4 (1)	0.3	
SPANISH					0.8
CLASSICAL		24 (1)	24 (1)	1.9	1.2
JAZZ/NEW AGE		29 (1)	29 (1)	2.3	1.0
UNKNOWN/OTHERS					
	310 (14)	941 (23)	1251 (37)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBZT	1290	West Palm Beach	1.1/3.7/ 16/ 326
WPBR	1340	Palm Beach	0.8/2.7/ 12/ 218
WPOM	1600	Riviera Beach	1.1/3.3/ 16/ 266
WSBR	740	Boca Rtn/WPlmBc	0.6/3.3/ 15/ 447
WSWN	900	Belle Glade	1.0/1.9/ 30/ 288
WYFX	1040	Boynton Bch/Mia	0.8/3.3/ 33/ 504
WAXY-F	105.9	Ft. Lauderdale	0.8/3.7/ 51/1092
WFLC-F	97.3	Miami/Ft.Laud.	0.6/4.3/103/1828
WHLG-F	102.3	Stuart	0.6/1.1/ 86/ 621
WHYI-F	100.7	Ft. Lauderdale	1.1/5.6/ 83/2024
WINZ	940	Miami	0.4/2.8/ 74/1207
WJQY-F	106.7	Ft. Lauderdale	1.0/3.6/103/1442
WQAM	560	Miami/Ft.Ldrdle	0.4/3.0/ 27/ 746
WWNN	980	Pompano Beach	0.3/1.8/ 9/ 313

American Radio Spring, 1992 Copyright 1992

WEST PALM BEACH

RADIO STATIONS

WEAT, 850, 5 KW/1 KW (DA-2)	, SEE WEAT-F	, $		
WJNO, 1230, 1 KW	, NEWS/TALK	CBS, ABC, $	57.00 (Banner)	Fairbanks
WYFX, 1040, 25 KW/1 KW (DA-2)	, BLACK	SBN, $	20.00 (K & P)	
WEAT-F, 104.3, 56 KW @ 1250	, EZ/SOFT AC	, $	77.00 (Durpetti)	Taylor
WIRK-F, 107.9, 100 KW @ 341	, COUNTRY	ABC, $	60.00 (HNWH)	Price
WKGR-F, 98.7, 100 KW @ 1381	, AOR	UPI, $	58.00 (Christal)	Amaturo (FORT PIERCE)
WNGS-F, 92.1, 6 KW @ 380	, SOFT AC	, $	30.00 (Eastman)	
WOLL-F, 94.3, 6 KW @ 328	, OLDIES	, $	38.00 (Katz)	Lappin
WOVV-F, 95.5, 100 KW @ 981	, CHR	SOURCE, $	50.00 (McGuild)	Ardman (FORT PIERCE)
WRMF-F, 97.9, 100 KW @ 1348	, AC	, $	125.00 (Banner)	Fairbanks

Other Ranked Stations - See Miami

Miscellaneous: WPBG to WBZT (Feb); C to BB . .

FORMAT CODES

AC - Adult Contemporary	J/NAC- Jazz and New Adult Contemporary
AOR - Album Oriented Rock	M/FS - Middle of Road, (MOR) Full Service
B - Black (audience predominately black - over 75%)	N - News
BB - Big Band, Nostalgia	O - Oldies (1955 to current)
C - Country	REL - Religion, Christian
CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary
CL - Classical	SP - Hispanic/Spanish
CL AOR - Classic AOR, Classic Rock	T - Talk
E - Ethnic	U - Urban (majority of audience is non-white)
EZ - EZ Listening, Beautiful Music, Some Very soft AC	? - Others or Unknown
G - Gospel	

REVENUE LEVEL CODES

A - Less than $ 500,000	G - $ 5,000,000 to $ 6,999,999
B - $ 500,000 to $ 999,999	H - $ 7,000,000 to $ 9,999,999
C - $ 1,000,000 to $ 1,999,999	I - $ 10,000,000 to $14,999,999
D - $ 2,000,000 to $ 2,999,999	J - $ 15,000,000 to $19,999,999
E - $ 3,000,000 to $ 3,999,999	K - $ 20,000,000 +
F - $ 4,000,000 to $ 4,999,999	

American Radio Spring, 1992 Copyright 1992

WHEELING

Arbitron Rank/Pop (12+): 200/132,300
MSA Rank/Pop: 240/157,000
ADI # 144 (w/Steubenville)
Average Person Ratings: 16.6
Market TSL: 22.25 hours

Stations: 16/12
Diaries: 664/199:1/60.4%
Sample Target: 640
% Below Line: 3.2
% Not Listed: 11.4

1991 Revenue: $6,000,000
HH Inc.: $24,962
Retail $: 1.0 Bil
Pop per Station: 11,025
#1 Biller: NA

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WOVK-F (C)	44/20.0	----	14.2	----	12.4	----	73/724	456/34.5	0.0	24.7		WOVK-F
2. WEGW-F (AOR)	28/12.7	----	9.5	----	10.0	----	38/476	291/22.0	0.0	22.8		WEGW-F
3. WKWK-F (AC)	27/12.3	----	11.6	----	10.8	----	42/505	321/24.3	0.0	19.9		WKWK-F
4. WOMP-F (CHR)	26/11.8	----	15.9	----	18.7	----	41/705	398/30.1	0.0	37.9		WOMP-F
5. WWVA (C)	20/ 9.1	----	9.1	----	11.6	----	32/502	263/19.9	0.0	22.6		WWVA
6. WEEL-F (O)	11/ 5.0	----	4.3	----	----	----	15/190	133/10.1	0.0	10.0		WEEL-F
7. WOMP (N/T)	10/ 4.5	----	4.7	----	3.7	----	10/177	168/12.7	0.0	10.5		WOMP
8. WHLX-F (SAC/EZ)	9/ 4.1	----	7.8	----	8.7	----	15/191	127/ 9.6	0.0	11.4		WHLX-F
9. WBBD (BB)	8/ 3.6	----	1.7	----	4.1	----	11/102	86/ 6.5	0.0	5.5		WBBD
10. WWSW-F (O)	3/ 1.4	----	0.9	----	2.1	----	22/301	50/ 3.8	0.0	5.9		WWSW-F

12+ FM SHARE (METRO): 80.00% (156 of 195) (SPG 91: 80.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOMP-F››	1 WEGW-F	1 WOVK-F	1 WOVK-F	1 WOVK-F	1 WOVK-F	1 WOVK-F›	1 WOVK-F›	1 WOVK-F›	1 WOVK-F	1 WEGW-F
2 WOVK-F››	2 WOVK-F›	2 WEGW-F	2 WKWK-F	2 WKWK-F	2 WWVA	2 WWVA	2 WKWK-F	2 WEGW-F	2 WOMP-F	2 WOVK-F
3	3 WOMP-F	3 WKWK-F›	WEGW-F››	3 WEGW-F››	3 WKWK-F›	3 WKWK-F	3 WEGW-F	3 WKWK-F	3 WEGW-F	WOMP-F
4	4 WKWK-F	4 WOMP-F	4	4	4	4 WOMP-F	4 WWVA	4 WOMP-F›	4 WKWK-F››	WKWK-F
5	5	5	5	5	5	5 WEGW-F›	5 WOMP-F	5	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WOVK-F	1 WOVK-F	1 WOVK-F	1 WOVK-F	1 WOVK-F	1 WOVK-F	1 WEGW-F›	1 WEGW-F››	1 WEGW-F	1 WOVK-F
WEGW-F›	2 WEGW-F	2 WKWK-F	2 WKWK-F›	2 WKWK-F››	WOMP-F›	2 WOVK-F	2 WOVK-F›	2 WOVK-F›	WEGW-F›
3 WOMP-F›	3 WKWK-F›	3 WEGW-F››	3 WEGW-F›	3 WEGW-F›	3 WEGW-F››	3 WOMP-F››	3 WOMP-F›	3 WOMP-F	3 WKWK-F
4 WKWK-F	4 WOMP-F	4	4 WOMP-F	4 WEEL-F	4	4	4	4 WKWK-F	4

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		27 (2)	27 (2)	13.8	19.5	WBNV-F	93.5	Barnesville	0.9/2.3/ 5/ 102
AOR/CLASSIC		30 (2)	30 (2)	15.4	14.4	WKWK	1400	Wheeling	0.5/4.8/ 2/ 78
AC/OLDIES	1 (1)	41 (3)	42 (4)	21.5	21.5	WRKP-F	96.5	Moundsville	0.9/1.6/ 2/ 21
FULL SVC/VARIETY									
COUNTRY	20 (1)	44 (1)	64 (2)	32.8	27.7	WOVE-F	102.5	Pittsburgh	0.9/4.0/ 13/ 240
BLACK/URBAN						WRKY-F	103.5	Steubnvl/Wheing	0.5/7.3/ 27/ 511
SAC/EZ		10 (2)	10 (2)	5.1	9.2	WSHH-F	99.7	Pittsburgh	0.5/1.6/ 6/ 121
NEWS/TALK	10 (1)		10 (1)	5.1	5.6				
NOSTALGIA	8 (1)		8 (1)	4.1	2.1				
RELIGION/GOSPEL		2 (1)	2 (1)	1.0					
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS		2 (1)	2 (1)	1.0					
	39 (4)	156 (12)	195 (16)						

RADIO STATIONS

WBBD , 1600, 5 KW/33 W	, Nostalgia	UNIULT UNISUP, $12.00 (Christal)	Burbach	
WOMP , 1290, 1 KW/33 W	, News/Talk	UNISUP ABC, $15.00 (Katz)	Baum	
WWVA , 1170, 50 KW (DA-N)	, Country/FS	NBC, $30.00 (Mc-Guild)	Osborn	
WEEL-F, 95.7, 1.7 KW @ 626	, Oldies	SMN, $11.00 (---)		(SHADYSIDE)
WEGW-F, 107.5, 16 KW @ 879	, AOR/Classic	, $24.00 (Christal)	Burbach	
WHLX-F, 105.5, 3 KW @ 317	, Soft AC/EZ "	, $10.00 (Roslin)		(BETHLEHEM)
WKWK-F, 97.3, 50 KW @ 420	, AC	ABC MBS, $22.00 (HNWH)	CR	
WOMP-F, 100.5, 48 KW @ 500	, CHR	UNIPWR, $24.00 (Katz)	Baum	(BELLAIRE)
WOVK-F, 98.7, 50 KW @ 390	, Country	, $30.00 (Mc-Guild)	Osborn	

American Radio Spring, 1992 Copyright 1992

WICHITA

Arbitron Rank/Pop (12+): 87/397,200

MSA Rank/Pop: 102/458,000
ADI # 61
Average Person Ratings: 15.3
Market TSL: 20.25 hours

Stations: 17/17
Diaries: 890/446:1/55.0%
Sample Target: 870
% Below Line: 0.0
% Not Listed: 10.0

1991 Revenue: $15,400,000
HH Inc.: $35,665
Retail $: 3.7 Bil
Pop per Station: 23,365
#1 Biller: KFDI-AF $5,300,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KZSN-AF (C)	95/15.6	12.8	13.2	16.7	7.5	14.6	143/1661	1206/30.0	21.2	19.8	D	KZSN-AF
2. KFDI-F (C)	79/13.0	15.0	12.9	13.5	15.5	13.6	100/1340	986/24.8	20.8	29.3	G	KFDI-F
3. KKRD-F (CHR)	46/ 7.6	7.6	7.3	6.7	6.7	7.3	50/926	784/19.7	21.4	23.3	C	KKRD-F
4. KFDI (C)	43/ 7.1	7.0	7.7	7.9	7.9	7.4	58/712	480/12.1	15.1	14.4		KFDI
5. KNSS (N/T)	40/ 6.6	4.4	5.0	4.2	3.3	5.1	42/567	545/13.7	11.6	10.9		KNSS
6. KICT-F (AOR)	38/ 6.2	9.3	5.0	8.1	9.0	7.2	64/893	589/14.8	14.1	19.1	C	KICT-F
7. KRZZ-F (CL AOR)	36/ 5.9	5.3	6.6	6.1	4.6	6.0	40/644	575/14.5	14.1	15.2	C	KRZZ-F
KRBB-F (AC)	36/ 5.9	5.8	7.1	5.4	9.1	6.1	37/615	531/13.4	14.0	16.2	C	KRBB-F
9. KOEZ-F (SAC)	34/ 5.6	5.2	4.8	4.8	4.9	5.1	40/513	396/10.0	10.1	12.6	B	KOEZ-F
10. KEYN-F (O)	23/ 3.8	3.8	5.3	5.6	7.3	4.6	30/707	571/14.4	13.0	16.3	B	KEYN-F
11. KQAM (BB)	20/ 3.3	1.2	1.8	0.9	2.1	1.8	23/324	262/ 6.6	5.9	5.6	A	KQAM
12. KXLK-F (AC)	19/ 3.1	4.4	4.8	4.7	2.4	4.3	23/502	364/ 9.2	11.1	10.5	A	KXLK-F
13. KYQQ-F (CHR)	16/ 2.6	3.2	2.9	3.6	2.7	3.1	35/570	392/ 9.9	11.1	8.3	A	KYQQ-F
14.												
15.												

12+ FM SHARE (METRO): 79.01% (433 of 548) (SPG 91: 82.33%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKRD-F	1 KZSN-AF	1 KZSN-AF>	1 KZSN-AF>	1 KZSN-AF>	1 KFDI-F	1 KZSN-AF<	1 KZSN-AF	1 KZSN-AF	1 KZSN-AF>	1 KZSN-F
2 KZSN-AF>>	2 KICT-F	2 KFDI-F	2 KFDI-F	2 KFDI-F>	2 KZSN-AF<	2 KFDI-F>	2 KFDI-F	2 KFDI-F>	2 KKRD-F	KFDI-F
3 KYQQ-F>>	3 KRZZ-F	3 KICT-F	3 KRZZ-F	3 KRZZ-F<	3 KFDI	3 KFDI	3 KNSS	3 KKRD-F	3 KNSS	3 KRZZ-F
4	4 KRBB-F	4 KRZZ-F	4 KRBB-F	4 KRBB-F>	4 KNSS	4 KKRD-F	4 KRBB-F	4 KRZZ-F	KFDI-F>	KNSS <
5	5 KFDI-F	KRBB-F	5 KICT-F	5 KICT-F	5 KOEZ-F	5 KICT-F	5 KFDI >	5 KICT-F<	5 KICT-F	5 KICT-F
6	KKRD-F	6 KKRD-F	6	6		6 KRBB-F	6	6 KRBB-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KZSN-AF>>	1 KZSN-AF>	1 KRZZ-F	1 KZSN-AF>>	1 KZSN-AF>
2 KICT-F>	2 KRBB-F	2 KRBB-F	2 KFDI-F	2 KFDI-F
3 KRBB-F	3 KICT-F	3 KZSN-AF	3 KRBB-F>	3 KRBB-F>
KKRD-F	4 KRZZ-F	4 KICT-F	4 KICT-F	4 KRZZ-F
KFDI-F	5 KFDI-F	KFDI-F	5 KKRD-F	5 KKRD-F
6	6 KKRD-F	6 KXLK-F	6 KRZZ-F	6
7	7	7 KKRD-F	7	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KICT-F>	1 KICT-F	1 KRZZ-F	1 KZSN-AF	1 KZSN-AF
2 KZSN-AF	2 KZSN-AF<	2 KZSN-AF	2 KICT-F	2 KFDI-F
KKRD-F>>	3 KRZZ-F>	KICT-F	3 KRZZ-F	3 KRZZ-F>
4 KRZZ-F>	4 KKRD-F	4 KFDI-F>	4 KFDI-F	4 KNSS
5 KYQQ-F	5 KFDI-F	5 KRBB-F	5 KKRD-F>	5 KRBB-F
KRBB-F	6 KRBB-F	6 KNSS	6 KRBB-F	KICT-F
7	7	KKRD-F	7	7

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		62 (2)	62 (2)	11.3	10.6
AOR/CLASSIC		74 (2)	74 (2)	13.5	15.3
AC/OLDIES	9 (1)	78 (3)	87 (4)	15.9	22.3
FULL SVC/VARIETY					
COUNTRY	44 (2)	173 (2)	217 (4)	39.6	34.8
BLACK/URBAN		12 (1)	12 (1)	2.2	3.3
SAC/EZ		34 (1)	34 (1)	6.2	5.5
NEWS/TALK	40 (1)		40 (1)	7.3	3.8
NOSTALGIA	20 (1)		20 (1)	3.6	2.4
RELIGION/GOSPEL	2 (1)		2 (1)	0.4	1.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					0.7
	115 (6)	433 (11)	548 (17)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KBUZ-F	99.1	ElDorado	2.0/4.9/ 12/ 253
KFH	1330	Wichita	1.5/5.2/ 12/ 318
KSGL	900	Wichita	0.3/3.5/ 8/ 165

American Radio Spring, 1992 Copyright 1992

WICHITA

RADIO STATIONS

KFDI, 1070,	10 KW/1 KW (DA-N), COUNTRY		ABC ,	$ NA	(Torbet)	Great Empire	
KFH , 1330,	5 KW (DA-N) , OLDIES	CBS,	MBS ,	$ NA	(Banner)	Midcontinent	
KNSS, 1240,	1 KW , NEWS/TALK	MBS,	ABC,	$ 21.00	(Durpetti)		
KQAM, 1410,	5 KW/1 KW (DA-2), NOSTALGIA		MBS,	$ 13.00	(Eastman)	Clear Channel	
KZSN, 1480,	5 KW/1 KW (DA-2), SEE KZSN-FM						
KBUZ-F, 99.1,	45 KW @ 515, BLACK		SBN ,	$ 18.00	(---)		(EL DORARDO)
KEYN-F, 103.7,	100 KW @ 859, OLDIES		,	$ 29.00	(Eastman)	Clear Channel	
KFDI-F, 101.3,	100 KW @ 1138, COUNTRY		ABC ,	$ 105.00	(Torbet)	Great Empire	
KICT-F, 95.1,	100 KW @ 899, AOR		ABC ,	$ 28.00	(McGuild)	Lakoduk	
KKRD-F, 107.3,	100 KW @ 859, CHR		,	$ 38.00	(HNWH)		
KOEZ-F, 92.3,	100 KW @ 640, EZ/SOFT AC		UNIULT ,	$ 22.00	(---)		(NEWTON)
KRBB-F, 97.9,	100 KW @ 987, AC		,	$ 33.00	(Christal)		
KRZZ-F, 96.3,	50 KW @ 494, CLASSIC AOR		,	$ 36.00	(Durpetti)		(DERBY)
KXLK-F, 105.3,	100 KW @ 987, AC		APR ,	$ 29.00	(Banner)	Midcontinent	(HAYSVILLE)
KYQQ-F, 106.5,	100 KW @ 1116, CHR		,	$ 19.00	(K & P)		(ARKANSAS CITY)
KZSN-F, 102.1,	100 KW @ 1032, COUNTRY		,	$ 48.00	(Katz)	Southern Skies	(HUTCHINSON)

American Radio Spring, 1992 Copyright 1992

WILKES BARRE-SCRANTON

Arbitron Rank/Pop (12+): 62/627,000

MSA Rank/Pop: 70/740,000
ADI # 49

Average Person Ratings: 18.1
Market TSL: 24.00 hours

Stations: 39/29
Diaries: 1118/561:1/53.0%
Sample Target: 1100
% Below Line: 9.6
% Not Listed: 14.6

1991 Revenue: $15,000,000
HH Inc.: $28,134
Retail $: 5.6 Bil
Pop per Station: 21,620
#1 Biller: WKRZ-F $4,200,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WKRZ-F	(CHR)	179/15.8	14.4	16.5	15.0	15.7	15.4	222/2763	2203/35.1	35.8	34.9	F	WKRZ-F
2. WEZX-F	(AOR)	90/ 7.9	7.1	8.0	7.8	7.9	7.7	93/1098	1044/16.7	16.7	15.9	C	WEZX-F
3. WARM-AF	(FS)	76/ 6.7	7.8	13.0	11.4	12.2	9.7	79/1041	945/15.1	28.4	29.8	C	WARM-AF
4. WDLS-F	(C)	60/ 5.3	3.5	5.8	5.9	3.4	5.1	66/655	569/ 9.1	10.2	7.6	A	WDLS-F
5. WMGS-F	(AC)	55/ 4.8	4.9	5.4	6.3	5.3	5.4	58/785	712/11.4	13.1	13.1	C	WMGS-F
6. WNAK	(BB/FS)	47/ 4.1	6.9	5.2	6.1	4.3	5.6	48/465	460/ 7.3	7.8	6.3	B	WNAK
7. WEJL	(BB)	39/ 3.4	4.0	4.3	3.7	4.1	3.9	45/646	581/ 9.3	8.9	7.7	A	WEJL
8. WGBI-F	(AC)	32/ 2.8	3.4	2.4	3.3	2.6	3.0	39/705	582/ 9.3	8.0	8.7	A	WGBI-F
9. WWSH-F	(SAC)	31/ 2.7	2.5	3.3	3.0	3.0	2.9	42/629	456/ 7.3	9.9	7.9	A	WWSH-F
10. WTLQ-F	(CHR)	28/ 2.5	2.1	2.3	2.6	2.5	2.4	29/629	594/ 9.5	11.0	9.5	A	WTLQ-F
11. WILK	(T)	27/ 2.4	3.5	1.8	1.6	1.9	2.3	28/442	423/ 6.7	5.1	6.4	A	WILK
12. WZZO-F	(AOR)	26/ 2.3	1.2	1.5	1.3	1.9	1.6	35/594	409/ 6.5	3.7	4.2		WZZO-F
13. WFMZ-F	(SAC)	25/ 2.2	1.8	2.2	1.6	1.1	2.0	39/354	213/ 3.4	4.8	2.4		WFMZ-F
14. WILQ-F	(C)	21/ 1.8	0.4	0.4	0.5	1.1	0.8	44/362	180/ 2.9	2.2	3.4	B	WILQ-F
WYOS-F	(O)	21/ 1.8	2.6	1.2	2.0	1.6	1.9	21/349	347/ 5.5	4.8	6.4	A	WYOS-F
WHLM-F	(CHR)	21/ 1.8	1.3	1.9	2.7	1.5	1.9	29/439	312/ 5.0	7.8	4.4	A	WHLM-F
17. WSGD-F	(O)	19/ 1.7	2.0	3.2	2.6	2.7	2.4	22/442	351/ 5.6	7.1	7.9	A	WSGD-F
18. WCDL	(FS)	18/ 1.6	1.7	----	----	0.9	0.8	20/166	137/ 2.2	0.0	1.6	A	WCDL
WBAX	(BB)	18/ 1.6	1.6	1.5	2.1	2.2	1.7	18/225	225/ 3.6	3.3	5.5	A	WBAX
20.													

12+ FM SHARE (METRO): 70.41% (683 of 970) (SPG 91: 69.56%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKRZ-F››	1 WKRZ-F›	1 WKRZ-F›	1 WKRZ-F›	1 WKRZ-F›	1 WARM-AF	1 WKRZ-F›	1 WKRZ-F››	1 WKRZ-F››	1 WKRZ-F›	1 WARM
2 WTLQ-F›	2 WEZX-F››	2 WEZX-F›	2 WEZX-F	2 WEZX-F	2 WKRZ-F	2 WARM-AF	2 WEZX-F	2 WEZX-F›	2 WEZX-F‹	2 WDLS-F
3 WEZX-F	3 WMGS-F›	3 WDLS-F‹	3 WDLS-F	3 WDLS-F	3 WNAK	3 WEZX-F›	3 WARM-AF‹	3 WDLS-F‹	3 WARM-AF›	3 WEZX-F
4	4 WZZO-F	4 WMGS-F	4 WMGS-F	4 WMGS-F	4 WDLS-F	4 WMGS-F	4 WMGS-F›	4 WMGS-F	4 WDLS-F›	4 WKRZ-F
5	5	5	5	5	5 WEJL	5 WDLS-F‹	5	5 WARM-AF›	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WKRZ-F››	1 WKRZ-F››	1 WKRZ-F››	1 WKRZ-F››	1 WKRZ-F››
2 WEZX-F››	2 WEZX-F›	2 WEZX-F	2 WEZX-F	2 WDLS-F
3 WTLQ-F›	3 WMGS-F›	3 WMGS-F›	3 WMGS-F	3 WMGS-F
4 WSBG-F	4 WGBI-F	4 WDLS-F	WDLS-F›	4 WEZX-F
WGBI-F	WDLS-F	5 WGBI-F	5	5 WGBI-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WEZX-F	1 WEZX-F	1 WEZX-F›	1 WKRZ-F‹	1 WKRZ-F
2 WKRZ-F››	2 WKRZ-F››	2 WKRZ-F›	2 WEZX-F››	2 WEZX-F›
3 WTLQ-F››	3 WZZO-F	3 WMGS-F›	3 WDLS-F‹	3 WDLS-F
4 WMGS-F	4 WMGS-F	4 WYMK-F	4 WMGS-F›	4 WMGS-F›
5	5 WTLQ-F	WDLS-F	5	5 WZZO-F

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP	6 (1)	245 (4)	251 (5)	25.9	28.2
AOR/CLASSIC		124 (3)	124 (3)	12.8	12.7
AC/OLDIES	5 (1)	147 (7)	152 (8)	15.7	17.9
FULL SVC/VARIETY	93 (2)	1 (1)	94 (3)	9.7	9.7
COUNTRY	15 (2)	85 (3)	100 (5)	10.3	7.9
BLACK/URBAN					
SAC/EZ	15 (1)	66 (3)	81 (4)	8.4	6.2
NEWS/TALK	45 (3)	11 (1)	56 (4)	5.8	3.3
NOSTALGIA	108 (4)		108 (4)	11.1	14.0
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		4 (1)	4 (1)	0.4	
	287 (14)	683 (23)	970 (37)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WARD	1550	Pittston	0.5/3.2/ 6/ 198
WAZL	1490	Hazleton	0.5/2.2/ 9/ 189
WEMR	1460	Tunkhannock	0.5/1.5/ 8/ 119
WGBI	910	Scrntn/Wlks Brr	0.8/2.7/ 9/ 172
WICK	1400	Scranton	1.3/3.8/ 15/ 241
WJMW	550	Bloomsburg	0.4/1.6/ 4/ 98
WKAB-F	103.5	Berwick	0.4/0.9/ 4/ 54
WSBG-F	93.5	Stroudsburg	1.5/3.8/ 17/ 253
WWDL-F	104.9	Scranton/WB	0.9/2.7/ 10/ 174
WYMK-F	107.7	Tunkhannock	0.7/2.4/ 15/ 249
WZZC-F	95.9	Benton/Blmsbrg	0.4/1.1/ 8/ 131
WZZV-F	95.7	Olyphant	1.0/2.6/ 11/ 167
WABC	770	New York	1.1/2.2/ 16/ 197
WKSB-F	102.7	Williamsport	0.4/2.3/ 46/ 497
WLEV-F	96.1	Easton	0.5/2.7/ 9/ 265
WODE-F	99.9	Easton/Allentwn	0.9/3.4/ 21/ 370
WOR	710	New York	0.4/1.3/ 10/ 117

American Radio Spring, 1992 Copyright 1992

WILKES BARRE-SCRANTON

RADIO STATIONS

WARM ,	590,	5 KW (DA-2)	, Full Service	NBC, $37.00	(Mc-Guild)	Susquehanna
WBAX ,	1240,	1 KW	, Nostalgia	CNN UNISUP, $14.00	(Torbet)	
WEJL ,	630,	500 W/32 W	, Nostalgia/FS	ABC UNISUP, $18.00	(Christal)	Shamrock-Lynett
WILK ,	980,	5 KW/1 KW (DA-2)	, Talk	CNN ABC, $15.00	(Katz)	Keymarket
WNAK ,	730,	1 KW (DAYS)	, Nostalgia/FS	NBC, $22.00	(K & P)	
WDLS-F,	93.7,	.8 KW @ 679	, Country	UNIULT UNISUP, $20.00	(---)	(DALLAS)
WEZX-F,	107.1,	1.9 KW @ 1266	, AOR	ABC, $39.00	(Christal)	Shamrock-Lynett
WGBI-F,	101.3,	7 KW @ 1109	, AC	CBS, $19.00	(Torbet)	
WHLM-F,	106.5,	36 KW @ 577	, CHR	UNIULT, $16.00	(Banner)	(BLOOMSBURG)
WKRZ-F,	98.5,	8.7 KW @ 1171	, CHR	, $85.00	(Katz)	Keymarket
WMGS-F,	92.9,	5.3 KW @ 1384	, AC	, $31.00	(Mc-Guild)	Susquehanna
WSBG-F,	93.5,	1 KW @ 781	, CHR	APR, $13.00	(Mkt 4)	(STROUDSBERG)
WSGD-F,	94.3,	1.1 KW @ 771	, Oldies	, $19.00	(Eastman)	(CARBONDALE)
WTLQ-F,	102.3,	3 KW @ 72	, CHR	ABC, $18.00	(Eastman)	(PITTSTON)
WWDL-F,	104.9,	.3 KW @ 1092	, Soft AC	ABC, $14.00	(Roslin)	
WWSH-F,	97.9,	20 KW @ 728	, EZ	UNISUP, $19.00	(K & P)	(HAZLETON)
WYOS-F,	92.1,	.9 KW @ 663	, Oldies	CNN UNISUP, $16.00	(Torbet)	

Other Ranked Stations - See Allentown

American Radio Spring, 1992 Copyright 1992

WILMINGTON, DE

Arbitron Rank/Pop (12+): 77/489,700

MSA Rank/Pop: 90/587,300
Philadelphia ADI
Average Person Ratings: 17.4
Market TSL: 23.00 hours

Stations: 32/6
Diaries: 973/503:1/49.8%
Sample Target: 950
% Below Line: 58.6
% Not Listed: 13.2

1991 Revenue: $9,600,000
HH Inc.: $38,447
Retail $: 4.9 Bil
Pop per Station: 81,617
#1 Biller: WJBR-AF $3,200,000

12+ METRO		1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WJBR-F	(AC)	85/10.0	9.6	10.6	9.1	9.0	----	89/1204	1124/23.0	21.5	19.9	E	WJBR-F
2. WSTW-F	(AC/CHR)	74/ 8.7	8.7	10.7	9.7	10.0	----	81/1174	1055/21.5	21.3	21.5	D	WSTW-F
3. WYSP-F	(CL AOR)	64/ 7.5	3.7	3.6	5.4	3.7	----	67/1106	1012/20.7	15.0	12.5		WYSP-F
4. WUSL-F	(B)	51/ 6.0	6.4	5.6	6.6	7.5	----	57/647	576/11.8	12.7	12.1		WUSL-F
5. WMMR-F	(AOR)	50/ 5.9	6.7	5.9	7.0	6.9	----	54/1087	977/20.0	18.1	17.8		WMMR-F
6. WDEL	(FS)	37/ 4.3	6.3	6.7	4.7	4.2	----	38/710	679/13.9	14.0	14.3	C	WDEL
7. WOGL-F	(O)	33/ 3.9	4.2	3.0	2.5	2.3	----	36/632	589/12.0	12.3	11.9		WOGL-F
8. WILM	(N/T)	32/ 3.8	5.1	4.0	3.7	3.6	----	33/524	515/10.5	11.9	10.0	C	WILM
9. WIYY-F	(AOR)	31/ 3.6	2.0	2.5	2.4	0.9	----	31/410	368/ 7.5	5.4	4.9		WIYY-F
WIOQ-F	(CHR)	31/ 3.6	3.8	3.4	3.6	4.6	----	31/707	691/14.1	14.0	11.4		WIOQ-F
11. WEGX-F	(CHR)	30/ 3.5	2.2	3.5	3.7	4.0	----	30/658	658/13.4	11.9	14.0		WEGX-F
12. WDSD-F	(C)	22/ 2.6	2.0	2.3	2.0	2.7	----	69/607	288/ 5.9	6.6	6.2		WDSD-F
13. WWDB-F	(T)	21/ 2.5	2.6	1.8	1.2	1.9	----	21/261	261/ 5.3	6.3	5.9		WWDB-F
WEAZ-F	(SAC)	21/ 2.5	2.4	2.5	1.9	2.4	----	21/353	347/ 7.1	9.4	8.9		WEAZ-F
15. WXTU-F	(C)	19/ 2.2	3.6	2.1	3.6	5.1	----	20/374	365/ 7.5	9.4	7.5		WXTU-F
16. WDAS-F	(B)	18/ 2.1	1.9	2.1	3.1	2.0	----	18/321	305/ 6.2	6.4	7.0		WDAS-F
17.													
18.													
19.													
20.													

12+ FM SHARE (METRO): 83.63% (618 of 739) (SPG 91: 81.77%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIOQ-F	1 WYSP-F	1 WSTW-F	1 WJBR-F	1 WJBR-F	1 WJBR-F>	1 WJBR-F	1 WJBR-F	1 WJBR-F<	1 WUSL-F>	1 WILM >
2 WUSL-F	WSTW-F	WJBR-F	2 WSTW-F	2 WSTW-F	2 WDEL	2 WYSP-F	2 WSTW-F>	2 WSTW-F	2 WYSP-F<	2 WJBR-F
WEGX-F>>	3 WMMR-F	3 WYSP-F	3 WYSP-F	3 WYSP-F	3 WILM	3 WSTW-F	3 WYSP-F	3 WYSP-F	3 WMMR-F	3 WUSL-F
4	4 WJBR-F<	4 WMMR-F	4 WMMR-F	4 WMMR-F	4 WOGL-F<	4 WILM	4 WOGL-F<	4 WMMR-F	4 WIOQ-F	4 WSTW-F
5	5 WUSL-F	5	5	5	5 WSTW-F	5 WDEL <	5 WMMR-F	5 WUSL-F	WJBR-F	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WSTW-F>	1 WSTW-F	1 WSTW-F	1 WJBR-F	1 WJBR-F>
2 WUSL-F	2 WJBR-F>	2 WJBR-F>	2 WSTW-F>>	2 WSTW-F>
WJBR-F	3 WUSL-F>	3 WUSL-F>	3 WUSL-F	3 WOGL-F
4 WEGX-F>	4 WYSP-F	4	4	
5	5	5	5	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYSP-F	1 WYSP-F	1 WYSP-F	1 WYSP-F	1 WYSP-F
WIYY-F	2 WMMR-F>	2 WMMR-F>	2 WMMR-F>	2 WMMR-F
3 WUSL-F	3 WIYY-F>	3 WSTW-F>	3 WSTW-F	3 WSTW-F
4 WMMR-F	4 WSTW-F	4 WJBR-F	4 WIYY-F	4 WJBR-F
5	5	5	5 WJBR-F	5

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		55 (3)	55 (3)	8.8	21.4
AOR/CLASSIC		145 (3)	145 (3)	19.6	13.5
AC/OLDIES	5 (1)	212 (6)	217 (7)	29.4	26.0
FULL SVC/VARIETY	44 (2)		44 (2)	6.0	8.7
COUNTRY		63 (4)	63 (4)	8.5	6.3
BLACK/URBAN		69 (2)	69 (2)	9.3	10.3
SAC/EZ		29 (2)	29 (2)	3.9	
NEWS/TALK	55 (4)	21 (1)	76 (5)	10.3	8.5
NOSTALGIA	17 (2)	3 (1)	20 (3)	2.7	2.5
RELIGION/GOSPEL					0.4
SPANISH					
CLASSICAL		11 (1)	11 (1)	1.5	2.4
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	121 (9)	618 (23)	739 (32)		

OTHER RATED STATIONS			METRO CUME SHARE/RTG/AQH/CUME	TSA CUME
WJBR	1290	Wilmington	0.6/1.7/ 6/ 93	
WNRK	1260	Newark/Elkton	0.8/2.8/ 7/ 138	
KYW	1060	Philadelphia	0.7/4.3/ 7/ 242	
WBAL	1090	Baltimore	0.5/0.9/ 4/ 54	
WBSB-F	104.3	Baltimore	0.5/2.0/ 4/ 107	
WFLN-F	95.7	Philadelphia	1.3/4.1/ 12/ 212	
WIP	610	Philadelphia	1.5/4.8/ 13/ 244	
WKSZ-F	100.3	Media	0.9/6.1/ 9/ 312	
WMGK-F	102.9	Philadelphia	0.8/4.1/ 9/ 227	
WPEN	950	Philadelphia	1.9/4.3/ 16/ 222	
WPOC-F	93.1	Baltimore	0.7/1.6/ 6/ 103	
WQSR-F	105.7	Catonsville	0.7/3.5/ 12/ 192	
WSNJ	1240	Bridgeton	0.1/0.0/ 0/ 0	
WSNJ-F	107.7	Bridgeton	0.4/1.1/ 4/ 56	
WXCY-F	103.7	Havre de Grace	1.9/4.0/ 17/ 207	
WYXR-F	104.5	Philadelphia	0.8/5.5/ 7/ 268	

RADIO STATIONS

WDEL , 1150, 5 KW (DA-2) , Full Service
WILM , 1450, 1 KW , News/Talk

WJBR-F, 99.5, 50 KW @ 500 , AC
WSTW-F, 93.7, 50 KW @ 491 , AC/CHR

AP CNN, $36.00 (Eastman)
MBS CBS, $30.00 (Sevall)

UNIPWR AP, $78.00 (Katz) CRB
, $75.00 (Eastman)

Other ranked stations -- see Philadelphia or Baltimore

American Radio Spring, 1992 Copyright 1992

WILMINGTON, NC

Arbitron Rank/Pop (12+): 192/149,200
MSA Rank/Pop: 204/122000
ADI # 143
Average Person Ratings: 15.3
Market TSL: 20.75 hours

Stations: 14/12
Diaries: 585/255:1/49.3%
Sample Target: 610
% Below Line: 15.4
% Not Listed: 13.6

1991 Revenue: $4,400,000
HH Inc.: $26,269
Retail $: 1.3 Bil
Pop per Station: 12,433
#1 Biller: WGNI-F $950,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WWQQ-F (C)	49/21.5	----	16.1	----	13.6	----	64/597	457/30.6	0.0	29.5	B	WWQQ-F
2. WGNI-F (AC)	23/10.1	----	8.1	----	12.4	----	25/346	287/19.2	0.0	19.8	B	WGNI-F
3. WZFX-F (B)	22/ 9.6	----	8.1	----	8.8	----	43/457	245/16.4	0.0	16.7		WZFX-F
WSFM-F (AOR)	22/ 9.6	----	11.7	----	9.6	----	26/325	265/17.8	0.0	19.5	B	WSFM-F
5. WVBS-AF (CHR)	16/ 7.0	----	8.1	----	10.4	----	19/367	274/18.4	0.0	22.2	A	WVBS-AF
6. WAAV (T)	14/ 6.1	----	6.5	----	4.4	----	18/234	189/12.7	0.0	12.3	A	WAAV
7. WKOO-F (O)	13/ 5.7	----	4.8	----	4.8	----	15/241	193/12.9	0.0	10.7		WKOO-F
8. WBMS (B)	12/ 5.3	----	3.6	----	4.0	----	12/132	116/ 7.8	0.0	9.1	A	WBMS
9. WMNX-F (O)	11/ 4.8	----	4.8	----	6.0	----	14/196	143/ 9.6	0.0	15.2	A	WMNX-F
10. WMFD (BB)	6/ 2.6	----	4.4	----	2.8	----	7/113	66/ 4.4	0.0	6.2	A	WMFD

12+ FM SHARE (METRO): 82.74% (163 of 197) (SPG 91: 78.74%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	WVBS-AF	WSFM-F	WWQQ-F	WWQQ-F	WWQQ-F›	WWQQ-F››	WWQQ-F›	WWQQ-F›	WWQQ-F››	WWQQ-F›	WBMS
2	WZFX-F	WWQQ-F›	WSFM-F	WGNI-F	WGNI-F	WGNI-F	WZFX-F	WGNI-F	WSFM-F	WBMS	WGNI-F
	WMNX-F	WGNI-F	WGNI-F	WSFM-F	WSFM-F	WAAV	WGNI-F›	WSFM-F‹	WGNI-F	WZFX-F	WZFX-F
	WBMS	WZFX-F	WZFX-F	WZFX-F	WZFX-F		WAAV	WAAV ›	WZFX-F	WVBS-AF	
5		WVBS-AF								WSFM-F›	

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1	WWQQ-F››	WWQQ-F›	WWQQ-F	WWQQ-F	WWQQ-F
2	WVBS-AF›	WGNI-F›	WGNI-F›	WGNI-F›	WGNI-F››
3	WZFX-F	WSFM-F	WSFM-F›	WVBS-AF	WZFX-F
	WSFM-F	WVBS-AF	WZFX-F	WZFX-F	WKOO-F
	WGNI-F	WZFX-F	WMNX-F		
5			WBMS		
6					

	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	WSFM-F	WSFM-F››	WSFM-F››	WSFM-F›	WWQQ-F
2	WWQQ-F››	WWQQ-F	WZFX-F	WWQQ-F	WSFM-F›
3	WVBS-AF	WZFX-F	WBMS ›	WZFX-F	WZFX-F
	WZFX-F	WVBS-AF	WWQQ-F	WGNI-F	WKOO-F
5		WBMS			WGNI-F
6					

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP	1 (1)	15 (1)	16 (2)	8.1	10.6
AOR/CLASSIC		22 (1)	22 (1)	11.2	14.0
AC/OLDIES		47 (3)	47 (3)	23.9	21.7
FULL SVC/VARIETY					
COUNTRY		52 (2)	52 (2)	26.4	20.8
BLACK/URBAN	12 (1)	22 (1)	34 (2)	17.3	14.0
SAC/EZ		5 (1)	5 (1)	2.5	1.9
NEWS/TALK	14 (1)		14 (1)	7.1	7.7
NOSTALGIA	6 (1)		6 (1)	3.0	5.3
RELIGION/GOSPEL	1 (1)		1 (1)	0.5	3.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	34 (5)	163 (9)	197 (14)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCCA-F	106.3	Shallotte/Wlmng	2.2/4.6/ 6/ 98
WDZD-F	93.5	Shallotte/Wlmgt	1.3/3.4/ 3/ 51
WMYT	1180	Carolina Beach	0.4/1.5/ 1/ 22

RADIO STATIONS

WAAV , 980, 5 KW (DA-N) , Talk	NBC, $13.00 (Katz)	(LELAND)	
WBMS , 1340, 1 KW , Black	AURN, $10.00 (---)		
WMFD , 630, 1 KW (DA-2) , Nostalgia	CBS, $ 8.00 (Banner)		
WCCA-F, 106.3, 3 KW @ 325 , Soft AC/EZ	UNISUP CBS, $ 9.00 (Southern)	(SHALLOTTE)	
WDZD-F, 93.5, 3 KW @ 298 , Country	MBS, $ 9.00 (---)	(SHALLOTTE)	
WGNI-F, 102.7, 100 KW @ 981 , AC	, $26.00 (Katz)	Cape Fear	
WMNX-F, 97.3, 100 KW @ 561 , Oldies	, $13.00 (Banner)		
WSFM-F, 107.5, 50 KW @ 485 , AOR	, $20.00 (Mc-Guild)	(SOUTHPORT)	
WVBS-F, 99.9, 100 KW @ 518 , CHR	MBS, $17.00 (Christal)	Jones-Eastern	(BURGAW)
WWQQ-F, 101.3, 40 KW @ 544 , Country	ABC, $27.00 (---)	HVS	

WZFX-F -- see Fayetteville

WKOO-F -- see Greenville, NC

American Radio Spring, 1992 Copyright 1992

WORCESTER

Arbitron Rank/Pop (12+): 93/374,200

MSA Rank/Pop: 108/441,400
Boston ADI
Average Person Ratings: 17.7
Market TSL: 23:00 hours

Stations: 36/6
Diaries: 859/436:1/52.1%
Sample Target: 820
% Below Line: 55.5
% Not Listed: 13.3

1991 Revenue: $10,100,000
HH Inc.: $36,503
Retail $: 3.4 Bil
Pop per Station: 62,367
#1 Biller: WAAF $3,200,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WSRS-F	(SAC/EZ) 77/11.6	13.1	12.6	15.1	11.9	----	121/1639	1053/28.1	29.3	29.4	D	WSRS-F
2. WAAF-F	(AOR) 64/ 9.7	8.8	9.1	8.0	10.8	----	128/1775	820/21.9	22.0	20.4	E	WAAF-F
3. WXLO-F	(AC) 62/ 9.4	8.8	7.1	6.9	5.6	----	85/1262	844/22.6	20.0	18.0	C	WXLO-F
4. WTAG	(FS) 51/ 7.7	8.0	9.1	8.0	8.4	----	62/1044	905/24.2	20.6	22.7	C	WTAG
5. WZOU-F	(CHR) 45/ 6.8	6.5	6.8	7.1	7.2	----	64/1125	726/19.4	21.0	20.5		WZOU-F
6. WODS-F	(O) 30/ 4.5	3.5	2.8	4.7	3.3	----	50/745	437/11.7	11.4	9.4		WODS-F
7. WZLX-F	(CL AOR) 28/ 4.2	3.5	3.7	3.9	4.4	----	48/560	402/10.7	11.3	9.5		WZLX-F
8. WBMX-F	(AC) 24/ 3.6	3.2	2.6	2.2	2.3	----	39/678	383/10.2	11.0	11.5		WBMX-F
9. WQVR-F	(C) 18/ 2.7	1.9	1.8	2.4	2.0	----	34/433	174/ 4.6	5.6	3.7	B	WQVR-F
WBCN-F	(AOR) 18/ 2.7	3.7	2.8	3.0	1.9	----	31/596	363/ 9.7	9.5	9.0		WBCN-F
11. WBZ	(N/T) 16/ 2.4	4.6	4.3	3.8	4.4	----	37/666	357/ 9.5	12.9	12.6		WBZ
12. WCRB-F	(CL) 14/ 2.1	1.8	2.8	2.2	1.4	----	20/383	258/ 6.9	6.1	5.7		WCRB-F
WORC	(C) 14/ 2.1	2.4	2.6	0.9	0.9	----	14/272	229/ 6.1	6.2	6.4	A	WORC
14. WXKS-F	(CHR) 13/ 2.0	1.4	1.7	2.4	2.2	----	22/514	331/ 8.8	6.0	8.3		WXKS-F
WCDJ-F	(J/NAC) 13/ 2.0	1.1	----	1.1	2.3	----	25/415	190/ 5.1	4.5	0.0		WCDJ-F

12+ FM SHARE (METRO): 79.41% (455 of 573) (SPG 91: 73.86%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAAF-F>>	1 WAAF-F	1 WXLO-F	1 WXLO-F>	1 WXLO-F	1 WSRS-F	1 WSRS-F	1 WSRS-F	1 WAAF-F	1 WAAF-F>	1 WTAG >
2 WZOU-F>>	2 WXLO-F>	2 WAAF-F	2 WSRS-F>	2 WSRS-F>	2 WTAG >	2 WXLO-F	2 WXLO-F>	2 WSRS-F	2 WTAG	2 WBZ >
3	3 WZOU-F>	3 WSRS-F	3 WODS-F	3 WODS-F	3 WXLO-F	WTAG >	3 WTAG	3 WXLO-F	3 WZOU-F	3 WAAF-F
4	4 WZLX-F	4 WZOU-F	4 WAAF-F<	4 WAAF-F	4 WODS-F	4 WAAF-F>	4 WAAF-F>	4 WZOU-F>	4 WSRS-F	4 WSRS-F
5	5 WSRS-F	5 WZLX-F	5 WZLX-F	5	5	5	5	5	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WZOU-F>	1 WXLO-F	1 WXLO-F>>	1 WXLO-F>	1 WXLO-F
2 WAAF-F	2 WZOU-F>	2 WZOU-F	2 WZOU-F	2 WSRS-F>
3 WXKS-F	3 WAAF-F>	WAAF-F>	WSRS-F>	3 WODS-F
WSRS-F	4 WSRS-F	4 WBMX-F	4 WBMX-F	4 WZOU-F
5	5 WXKS-F	- WZLX-F	5	5 WBMX-F
6	WBMX-F	6	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAAF-F>>	1 WAAF-F>	1 WXLO-F	1 WAAF-F	1 WXLO-F
2 WZLX-F	2 WXLO-F>	2 WAAF-F>	2 WXLO-F>	2 WSRS-F
WXLO-F	3 WZLX-F	3 WZLX-F	3 WZLX-F	3 WZLX-F
4 WZOU-F	4 WBCN-F	4 WBCN-F	4 WSRS-F	WAAF-F
WBMX-F	5 WZOU-F	WSRS-F	5 WBCN-F	5 WODS-F
WBCN-F	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP		63 (4)	63 (4)	11.0	2.6
AOR/CLASSIC		119 (6)	119 (6)	20.8	29.1
AC/OLDIES	9 (1)	129 (7)	138 (8)	24.1	34.6
FULL SVC/VARIETY	58 (3)		58 (3)	10.1	11.3
COUNTRY	14 (1)	23 (2)	37 (3)	6.5	5.9
BLACK/URBAN					
SAC/EZ		86 (3)	86 (3)	15.0	
NEWS/TALK	35 (5)		35 (5)	6.1	8.2
NOSTALGIA		8 (1)	8 (1)	1.4	5.1
RELIGION/GOSPEL	2 (1)		2 (1)	0.3	
SPANISH					
CLASSICAL		14 (1)	14 (1)	2.4	3.3
JAZZ/NEW AGE		13 (1)	13 (1)	2.3	
UNKNOWN/OTHERS					
	118 (11)	455 (25)	573 (36)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WVNE	760	Leicester	0.3/1.1/ 2/ 40
WAQY-F	102.1	Springfield	0.3/2.5/ 13/ 254
WARE	1250	Ware	0.3/1.2/ 3/ 74
WBRU-F	95.5	Providence	0.8/2.5/ 5/ 132
WCGY-F	93.7	Lawerence/Bostn	0.3/1.4/ 2/ 142
WCTK-F	98.1	New Bedford	0.8/3.6/ 7/ 201
WEEI	590	Boston	0.8/3.9/ 5/ 153
WESO	970	Southbridge	1.4/2.8/ 12/ 211
WHDH	850	Boston	0.5/1.8/ 4/ 91
WHJY-F	94.1	Providence	0.3/3.8/ 3/ 223
WMJX-F	106.7	Boston	0.6/4.6/ 8/ 286
WPLM-F	99.1	Plymouth/Bos.	1.2/2.7/ 11/ 195
WPRO-F	92.3	Providence	0.5/4.2/ 6/ 303
WRKO	680	Boston	1.1/4.4/ 15/ 268
WSRO	1470	Marlboro	0.8/1.1/ 5/ 77
WSSH-F	99.5	Lowell/Boston	1.1/4.6/ 17/ 384
WVBF-F	105.7	Framingham/Bstn	0.5/3.7/ 18/ 260
WVEI	1440	Worcester	0.6/2.6/ 4/ 125
WWBB-F	101.5	Providence	0.6/2.9/ 8/ 207
WWKX-F	106.3	Woonsckt/Prvdnc	0.3/1.6/ 2/ 84
WWLI-F	105.1	Providence	0.3/1.3/ 19/ 201

RADIO STATIONS

WORC , 1310, 5 KW/1 KW (DA-2) , Country (?) — CNN, $15.00 (Christal)
WTAG , 580, 5 KW (DA-2) , Full Service — NBC-T NBC, $40.00 (Banner)
WNEB , 1230, 1 KW , Nostalgia — , $14.00 (---)

WAAF-F, 107.3, 19 KW @ 820 , AOR — UNIPWR, $80.00 (Christal) Zapio
WSRS-F, 96.1, 14 KW @ 863 , Soft AC — , $75.00 (Banner) Knight
WXLO-F, 104.5, 37 KW @ 564 , AC — AP, $55.00 (Mc-Guild) Deer River (FITCHBURG)
WQVR-F, 100.1, 3 KW @ 295 , Country — AP, $26.00 (Torbet) (SOUTHBRIDGE)

Other ranked stations -- see Boston

Miscellaneous: WFTQ changes to WVEI and now programs Talk/Sports . . .

American Radio Spring, 1992 Copyright 1992

YORK

Arbitron Rank/Pop (12+): 102/354,600

MSA Rank/Pop: 114/415,000
ADI # 47 (w/Harrisburg & Lancaster)
Average Person Ratings: 18.4
Market TSL: 24.00 hours

Stations: 33/11
Diaries: 858/413:1/65.0%
Sample Target: 810
% Below Line: 41.0
% Not Listed: 10.1

1991 Revenue: $11,700,000
HH Inc.: $32,405
Retail $: 3.2 B11
Pop per Station: 32,236
#1 Biller: WARM-F $3,300,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WARM-F (SAC)	92/14.1	14.2	10.6	12.3	11.6	12.8	159/1851	834/23.5	22.5	23.6	E	WARM-F
2. WGTY-F (C)	65/10.0	9.4	12.3	8.1	11.3	9.9	75/724	544/15.3	22.9	17.1	C	WGTY-F
3. WYCR-F (CHR)	54/ 8.3	6.3	8.4	10.0	6.3	8.3	80/1370	805/22.7	22.4	21.1	C	WYCR-F
4. WRKZ-F (C)	50/ 7.7	8.3	6.5	7.9	5.5	7.6	147/1756	511/14.4	14.1	13.7		WRKZ-F
5. WQXA-AF (CHR)	39/ 6.0	4.6	4.4	4.9	7.4	5.0	104/1601	515/14.5	13.1	17.8	C	WQXA-AF
6. WSBA (FS)	32/ 4.9	4.6	6.0	6.6	5.5	5.5	37/596	511/14.4	19.1	14.2	D	WSBA
7. WTPA-F (AOR)	26/ 4.0	4.2	4.5	3.5	6.0	4.1	94/1425	377/10.6	8.9	11.6		WTPA-F
WNCE-F (SAC)	26/ 4.0	6.5	5.5	5.8	4.3	5.4	105/1513	345/ 9.7	12.9	10.5		WNCE-F
WGRX-F (CL AOR)	26/ 4.0	4.0	3.7	3.6	4.0	3.8	35/662	409/11.5	11.1	11.1		WGRX-F
10. WHTF-F (CL AOR)	18/ 2.8	1.7	3.1	2.8	2.5	2.6	73/1287	397/11.2	9.0	9.9	B	WHTF-F
11. WWKL-F (O)	16/ 2.5	2.5	3.4	2.1	2.8	2.6	96/1532	252/ 7.1	6.2	8.6		WWKL-F
12.												
13.												
14.												
15.												

12+ FM SHARE (METRO): 88.21% (516 of 585) (SPG 91: 88.05%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYCR-F>	1 WYCR-F	1 WARM-F>	1 WARM-F>>	1 WARM-F>	1 WARM-F	1 WARM-F>	1 WARM-F>>	1 WARM-F>	1 WYCR-F	1 WGTY-F
2 WQXA-AF	WARM-F>	2 WYCR-F	2 WGTY-F	2 WGTY-F	2 WGTY-F>	2 WGTY-F<	2 WGTY-F	2 WGTY-F	2 WGTY-F	2 WRKZ-F
3	3 WTPA-F<	3 WGTY-F	3 WYCR-F	3 WRKZ-F	3 WRKZ-F	3 WSBA	3 WRKZ-F	3 WYCR-F<	3 WARM-F<	WARM-F>
4	4 WQXA-AF	4 WQXA-AF	4 WRKZ-F	4 WYCR-F>	4 WSBA >	4 WYCR-F<	4 WYCR-F	4 WRKZ-F>	4 WRKZ-F	4 WHTF-F
5	5 WGRX-F>	5 WTPA-F	5 WQXA-AF	5 WQXA-AF	5 WNCE-F	5 WRKZ-F>	5 WQXA-AF>	5 WQXA-AF	5 WQXA-AF>	5
6	6 WHTF-F	WGRX-F	6	6	6	6 WQXA-AF>	6	6 WGRX-F<	6	6
7	WGTY-F	7	7	7	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WYCR-F	1 WARM-F<	1 WARM-F	1 WARM-F>>	1 WARM-F>>
2 WARM-F>	2 WYCR-F	2 WQXA-AF	2 WYCR-F	2 WGTY-F>
3 WQXA-AF>	3 WQXA-AF>	3 WYCR-F>	3 WQXA-AF	3 WQXA-AF
4 WIYY-F>	4 WGTY-F>	4 WGTY-F>	4 WGTY-F>	4 WRKZ-F
5	5 WTPA-F	5 WTPA-F	5 WRKZ-F	WYCR-F
6	6	6	6	6
7	7	7	7	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WTPA-F	1 WTPA-F	1 WTPA-F	1 WARM-F>	1 WARM-F
2 WGRX-F	2 WYCR-F	WARM-F	2 WYCR-F	2 WGTY-F
3 WQXA-AF	3 WGRX-F	3 WYCR-F	3 WTPA-F	3 WRKZ-F>
WYCR-F>	WARM-F>	4 WRKZ-F	WGRX-F	4 WYCR-F
5 WIYY-F	5 WQXA-AF	WGRX-F	5 WGTY-F	5 WGRX-F
WARM-F>	WHTF-F	6 WHTF-F	6 WRKZ-F	6
7	7 WRKZ-F	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 91 %
TOP 40/CHR/CONTEMP	1 (1)	108 (4)	109 (5)	18.6	18.9
AOR/CLASSIC		83 (4)	83 (4)	14.2	16.5
AC/OLDIES		34 (4)	34 (4)	5.8	20.9
FULL SVC/VARIETY	51 (4)		51 (4)	8.7	8.1
COUNTRY	12 (1)	137 (5)	149 (6)	25.5	23.6
BLACK/URBAN		3 (1)	3 (1)	0.5	
SAC/EZ		137 (5)	137 (5)	23.4	8.6
NEWS/TALK	2 (1)		2 (1)	0.3	0.5
NOSTALGIA	3 (1)		3 (1)	0.5	1.5
RELIGION/GOSPEL		14 (2)	14 (2)	2.4	1.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	69 (8)	516 (25)	585 (33)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WGCB-F	96.1	Red Lion	0.3/2.3/ 5/ 167
WGET	1320	Gettysburg	0.8/3.3/ 5/ 118
WHVR	1280	Hanover	1.2/3.7/ 8/ 130
WOYK	1350	York	0.5/3.0/ 3/ 118
WBAL	1090	Baltimore	0.3/2.8/ 5/ 155
WDAC-F	94.5	Lancaster	1.8/5.0/ 64/ 876
WFRE-F	99.9	Frederick	0.5/2.4/ 5/ 107
WHP	580	Harrisburg	0.9/3.4/ 73/ 971
WHYL	960	Carlisle/Harris	1.8/2.7/ 47/ 579
WHYL-F	102.3	Carlisle/Harris	0.3/2.1/ 41/ 466
WIMX-F	99.3	Harrisburg	0.5/3.3/ 55/ 928
WIOV-F	105.1	Ephrata/Lancast	1.1/4.3/ 63/ 875
WIYY-F	97.9	Baltimore	2.0/6.8/ 18/ 362
WLAN-F	96.9	Lancaster	0.5/3.2/ 40/ 886
WLIF-F	101.9	Baltimore	0.6/2.7/ 4/ 112
WNNK-F	104.1	Harrisburg	2.0/7.3/119/1963
WPOC-F	93.1	Baltimore	2.0/4.7/ 14/ 205
WQSR-F	105.7	Cntnvlle/Bltmre	0.5/1.5/ 3/ 53
WRVV-F	97.3	Harrisburg	1.8/4.6/ 89/1229
WWMD-F	104.7	Hagerstown	1.8/5.0/ 19/ 257
WXYV-F	102.7	Baltimore	0.5/1.3/ 3/ 56

RADIO STATIONS

WGET, 1320, 1 KW/500 W (DA-2), FULL SERVICE — MBS , $ 13.00 (Banner) (GETTYSBURG)
WHVR, 1280, 5 KW/500 W (DA-2), AC/MOR — NBC , $ 12.00 (HNWH)
WSBA, 910, 5 KW/1 KW (DA-2) , FULL SERVICE — , $ 47.00 (Eastman) Susquehanna

WARM-F, 103.3, 6.4 KW @ 1305, SOFT AC — , $ 75.00 (Eastman) Susquehanna
WGTY-F, 107.7, 16 KW @ 850, COUNTRY — MBS , $ 34.00 (Banner) (GETTYSBURG)
WHTF-F, 92.7, 1.4 KW @ 699, CLASSIC AOR — SOURCE , $ 25.00 (McGuild) (STARVIEW)
WQXA-F, 105.7, 25 KW @ 215, CHR — , $ 28.00 (Durpett1)
WYCR-F, 98.5, 11 KW @ 928, CHR — , $ 37.00 (HNWH)

OTHER RANKED STATIONS -- See Harrisburg, Lancaster and Baltimore

American Radio Spring, 1992 Copyright 1992

YOUNGSTOWN

Arbitron Rank/Pop (12+): 86/407,000
MSA Rank/Pop: 100/504,000
ADI # 91
Average Person Ratings: 17.8
Market TSL: 23.75 hours

Stations: 24/16
Diaries: 978/515:1/52.9%
Sample Target: 940
% Below Line: 7.5
% Not Listed: 12.2

1991 Revenue: $10,800,000
HH Inc.: $29,417
Retail $: 3.6 Bil
Pop per Station: 25,438
#1 Biller: WHOT-F $2,000,000

12+ METRO		1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1.	WQXK-F	(C)	105/14.5	13.1	12.0	11.6	11.2	12.8	149/1554	1009/24.8	22.5	21.0	D	WQXK-F
2.	WKBN	(N/T)	90/12.4	12.4	11.5	10.4	10.9	11.7	105/1130	902/22.2	21.9	18.2	C	WKBN
3.	WBBG-F	(O)	67/ 9.3	9.5	8.2	8.7	10.5	8.9	102/1217	872/21.4	19.7	22.6	C	WBBG-F
4.	WKBN-F	(SAC)	60/ 8.3	10.3	8.4	10.0	7.8	9.3	82/1190	850/20.9	22.7	21.0	C	WKBN-F
5.	WHOT-F	(CHR)	58/ 8.0	8.0	10.6	10.8	11.0	9.4	99/1591	947/23.3	29.2	31.5	D	WHOT-F
6.	WNCD-F	(AOR)	52/ 7.2	6.4	7.6	7.7	7.7	7.2	55/838	770/18.9	18.3	18.9	B	WNCD-F
7.	WYFM-F	(AC)	33/ 4.6	5.5	4.5	3.6	5.5	4.6	78/1175	663/16.3	15.9	15.4	B	WYFM-F
8.	WRKU-F	(AOR)	24/ 3.3	1.4	2.9	3.1	2.1	2.7	49/710	328/ 8.1	8.1	2.8	A	WRKU-F
9.	WHOT	(BB)	22/ 3.0	3.5	4.8	5.0	5.6	4.1	25/364	317/ 7.8	12.0	10.4	A	WHOT
10.	WENZ-F	(CHR)	21/ 2.9	2.5	2.0	2.7	3.5	2.5	22/511	481/11.8	9.4	13.5		WENZ-F
11.	WBBW	(T)	19/ 2.6	2.2	2.4	1.9	3.2	2.3	22/458	425/10.4	9.3	10.8	A	WBBW
12.	WNRB-AA	(B)	17/ 2.3	3.9	2.2	1.9	1.5	2.6	17/219	219/ 5.4	5.7	3.8	A	WNRB-AA
13.	WSOM	(BB)	12/ 1.7	2.0	2.6	2.2	2.4	2.1	23/358	265/ 6.5	8.5	5.6	A	WSOM
	WGFT	(REL)	12/ 1.7	2.5	0.8	0.8	1.5	1.6	12/124	124/ 3.0	2.6	3.0	A	WGFT
15.														

12+ FM SHARE (METRO): 71.97% (457 of 635) (SPG 91: 70.65%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1	WENZ-F	1 WNCD-F<	1 WQXK-F	1 WQXK-F	1 WQXK-F	1 WKBN <	1 WKBN	1 WQXK-F<	1 WQXK-F	1 WQXK-F	1 WKBN >
	WNCD-F	2 WHOT-F>	2 WBBG-F	2 WBBG-F>	2 WBBG-F	2 WQXK-F>	2 WQXK-F>	2 WKBN >	2 WKBN	2 WBBG-F	2 WQXK-F>
	WHOT-F>	3 WQXK-F	3 WHOT-F	3 WKBN-F	3 WKBN-F	3 WKBN-F	3 WHOT-F	3 WKBN-F<	3 WNCD-F	3 WNCD-F<	3 WKBN-F
4	WNRB-AA	4 WRKU-F	4 WNCD-F	4 WHOT-F	4 WHOT-F>	WBBG-F	4 WKBN-F	4 WBBG-F	4 WBBG-F	4 WKBN >	4 WBBG-F
5		WBBG-F	5 WKBN-F	5 WYFM-F	5 WYFM-F	5	WBBG-F>	5 WHOT-F>	5 WHOT-F<	5 WHOT-F	5
6		6 WYFM-F	6 WYFM-F	WNCD-F>	WKBN <	6	6 WNCD-F	6 WNCD-F>	6 WKBN-F>>	6 WENZ-F	6
7		7 WKBN-F	7 WRKU-F	7 WRKU-F	7 WNCD-F	7	7 WYFM-F>	7	7	WKBN-F	7

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1	WNCD-F	1 WHOT-F>	1 WHOT-F	1 WQXK-F<	1 WQXK-F	1 WNCD-F>>	1 WNCD-F>	1 WRKU-F	1 WQXK-F	1 WQXK-F
	WHOT-F	2 WYFM-F	2 WQXK-F	2 WBBG-F	2 WKBN-F	2 WHOT-F>	2 WHOT-F	WNCD-F>	2 WBBG-F<	2 WBBG-F>
3	WYFM-F	3 WQXK-F	3 WYFM-F	3 WHOT-F<	WBBG-F	3 WRKU-F>>	3 WRKU-F>	3 WQXK-F	3 WNCD-F	3 WKBN-F
4	WENZ-F	WNCD-F	WKBN-F>	4 WYFM-F	4 WHOT-F<	4 WBBG-F	4 WQXK-F	WHOT-F	4 WHOT-F	WKBN
	WBBG-F	5 WKBN-F	5 WNCD-F	WKBN-F>	5 WYFM-F	WENZ-F	WBBG-F	WBBG-F>	5 WRKU-F	5 WNCD-F
6	WQXK-F	6 WBBG-F>	WBBG-F>	6 WNCD-F	6	WQXK-F 6		6 WDVE-F>	6 WKBN-F>	6 WRKU-F
	WKBN-F>	7 WENZ-F	7 WRKU-F	7	7	7	7	7 WMMS-F	7 WKBN	WHOT-F
8	WNRB-AA	8	8	8	8	8	8	WKBN	8	8
	WMMS-F	9	9	9	9	9	9	9	9	9

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		79 (2)	79 (2)	12.4	16.2	WHTX-F	95.9	Shaprsville	0.6/2.9/ 0/ 0
AOR/CLASSIC		89 (5)	89 (5)	14.0	14.3	WRRO	1440	Warren	0.8/3.6/ 6/ 160
AC/OLDIES	6 (1)	111 (4)	117 (5)	18.4	27.3				
FULL SVC/VARIETY						WOOK-F	102.1	Cleveland	0.8/2.1/ 6/ 86
COUNTRY		105 (1)	105 (1)	16.5	12.5	WDVE-F	102.5	Pittsburgh	0.6/2.4/ 20/ 423
BLACK/URBAN	17 (2)		17 (2)	2.7	1.6	WMJI-F	105.7	Cleveland	0.7/3.0/ 6/ 136
SAC/EZ		60 (1)	60 (1)	9.4	0.4	WMMS-F	100.7	Cleveland	0.8/3.0/ 6/ 138
NEWS/TALK	109 (2)	4 (1)	113 (3)	17.8	16.3	WNIR-F	100.1	Kent/Akron	0.6/2.0/ 9/ 113
NOSTALGIA	34 (2)		34 (2)	5.4	9.0	WONE-F	97.5	Akron/Cleveland	0.4/3.5/ 3/ 166
RELIGION/GOSPEL	12 (1)		12 (1)	1.9	2.0	WZKL-F	92.5	Alliance/Canton	0.7/1.9/ 10/ 123
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS		9 (2)	9 (2)	1.4	0.4				
	178 (8)	457 (16)	635 (24)						

RADIO STATIONS

WBBW ,	1240,	1 KW (DA-1)	,	Talk	ABC, $18.00	(Christal)	H & D	
WHOT ,	1390,	5 KW (DA-2)	,	Nostalgia	UNISUP UNIULT, $14.00	(Mc-Guild)	Myron Jones	
WKBN ,	570,	5 KW (DA-N)	,	Talk/News	CBS, $31.00	(Katz)		
WSOM ,	600,	1 KW/45 W	,	Nostalgia	, $13.00	(Banner)	Lincoln (SALEM)	
WBBG-F,	93.3,	50 KW @ 279	,	Oldies	ABC, $40.00	(Christal)	H & D	
WHOT-F,	101.1,	25 KW @ 695	,	CHR	, $47.00	(Mc-Guild)	Myron Jones	
WKBN-F,	98.9,	4.5 KW @ 1371	,	Soft AC/EZ	CBS UNISUP, $33.00	(Katz)		
WNCD-F,	106.1,	3 KW @ 328	,	AOR/Classic	, $23.00	(Torbet)	(NILES)	
WQXK-F,	105.1,	88 KW @ 430	,	Country	UNIULT, $50.00	(Banner)	Lincoln (SALEM)	
WRKU-F,	95.1,	19 KW @ 804	,	AOR	, $16.00	(---)	(GROVE CITY)	
WYFM-F,	102.9,	26 KW @ 459	,	AC	ABC, $26.00	(Durpetti)	Regional (SHARON)	

Other Ranked Stations - See Cleveland

American Radio Spring, 1992 Copyright 1992

American Radio Spring, 1992 Copyright 1992

American Radio Spring, 1992 Copyright 1992

1992 PUBLICATIONS FROM JIM DUNCAN

AMERICAN RADIO

Now, a quarterly (plus the "Small Market" edition) AMERICAN RADIO remains the radio industry's most complete and timely source book of radio ratings and programming information. There are over 30 tables for each market, plus--in the Spring and Fall editions--over 60 pages of national ratings. AMERICAN RADIO is considered to be the "bible" of the radio industry and is required reading for everyone involved with radio.

ISSUE	RELEASE DATE	NUMBER OF MARKETS	PRICE
Winter Supplement	May	97	$49.00
Spring Edition	August	180	$84.00
Small Market Edition	September	90	$49.00
Summer Supplement	November	97	$49.00
Fall Edition	February	168	$84.00

DUNCAN'S RADIO MARKET GUIDE

Designed to be a companion volume to AMERICAN RADIO, this book examines the economic conditions of 190 markets. Included are: radio revenue histories and projections on a yearly basis between (1986 and 1996); revenue estimates for over 1,500 important stations; revenue estimates for competitive media (TV, newspaper, outdoor); Duncan's opinions about each market; population and retail sales histories and projections; group revenue estimates; radio's most admired groups and stations; local radio account information; revenue per share point estimates; station sales since 1985 and much, much more (over 30 other tables).

PUBLISHED EVERY JANUARY Price: $265.00

RADIO IN THE UNITED STATES: 1976 to 1992

This new issue offers a statistical history covering the last 16 years. For each market (180 or so) there is a complete year-by-year analysis of station shares and cume ratings, format shares, financial information, highest billing stations, station sales (back to 1970 for most markets), major call letter and format changes and much, much more. This book is literally a history radio for the last 16 years.

PUBLISHED IN JUNE 1992 Price: $125.00

THE RELATIONSHIP BETWEEN RADIO AUDIENCE SHARE AND REVENUE SHARE

This new report examines the relationship between a station's audience share and its revenue share. Over 800 stations are included. The revenue and audience shares for each individual station is covered. Additional information is provided for each format and every market size. This report covers an area we have all speculated about, but never had access to any reliable data. This report fills the gap. You will use it for programming decisions, budgeting and goal-setting. You will also find it makes for fascinating reading. Effective in 1992, this book is doubled in size because we will be adding audience breakdowns for over 1000 stations. For each station the following is provided: Time-Spent-Listening, Turnover ratios, % Exclusive Cume, % 12-24, 25-54 and 55+, % Male, % Female, % At-Home-Listening, and the station with the highest level of shared audience.

PUBLISHED EVERY APRIL Price: $85.00

DUNCAN'S RADIO GROUP DIRECTORY

This book is a complete and comprehensive directory of group radio owners in the U.S. All groups with three or more stations in rated markets and revenues in excess of $3,000,000 will be included. Over 160 radio groups will be covered. The directory will include (for each group), ratings performance; station purchase prices (and date of purchase); station revenue estimates; senior management; addresses and phone numbers; group financial data; major shareholders; board of directors; key suppliers; a history of the company and much more.

PUBLISHED IN MAY IN ODD-NUMBERED YEARS Price: $120.00

ORDER FORM

Complete form and mail to:

JAMES H. DUNCAN, JR.
DUNCAN'S AMERICAN RADIO, INC.
P.O. BOX 90284
INDIANAPOLIS, IN 46290

NAME_____

TITLE_____

COMPANY_____

ADDRESS_____

CITY_____

STATE_____ ZIP_____

PHONE # _____

_____ Payment Enclosed

_____ Charge my credit card

____ Visa ____ Mastercard

Card # _____ Exp. _____

AMERICAN RADIO	PRICE	# OF COPIES	AMOUNT
Winter Supplement	$ 49.00	_____	_____
Spring Edition	$ 84.00	_____	_____
Small Market Edition	$ 49.00	_____	_____
Summer Supplement	$ 49.00	_____	_____
Fall Edition	$ 84.00	_____	_____
Duncan's Radio Market Guide	$265.00	_____	_____
Radio in the United States 1976-1991	$125.00	_____	_____
The Relationship Between Radio Audience Shares and Revenue Shares	$ 85.00	_____	_____
Duncan's Radio Group Directory	$120.00	_____	_____
	TOTAL:		$ _____

American Radio Spring, 1992 Copyright 1992

NOTE

This Microfiche meets the quality requirements of the American National Standard for Microfiche of Documents (ANSI PH5.9-1975). However, because of imperfections in the document from which it was made, it contains images that are illegible or difficult to read. The source document for this microfiche is the best copy that could be obtained prior to filming.

Congressional Information Service, Inc.
4520 East-West Highway
Bethesda, Maryland 20814

C3165-1

AMERICAN RADIO

Small Market Edition 1992

James H. Duncan, Jr.

AMERICAN RADIO

1992 SMALL MARKET EDITION

Compiled and Edited by:

JAMES H. DUNCAN, JR.

DUNCAN'S AMERICAN RADIO, INC
BOX 90284
INDIANAPOLIS, IN 46290

(317) 630-2888 - Subs./Billing
(317) 844-0988 - Jim Duncan's line

AUGUST 1992

VOLUME XVII, NUMBER 2
ISSN 0738-8675

INTRODUCTION

I am pleased to present the ninth edition of AMERICAN RADIO - SMALL MARKET EDITION. This book is designed to complement the primary edition of American Radio by providing expanded coverage of about 100 small radio markets in the United States.

The Small Market Edition is issued every September.

Your support of my work is sincerely appreciated. Please feel free to make comments or suggestions at any time. I urge you to do so. I can be reached at this address:

James H. Duncan, Jr.
Duncan's American Radio, Inc.
Box 90284
Indianapolis, IN 46290
(317) 844-0988 or (317) 630-2888

ALL ARBITRON AUDIENCE ESTIMATES ARE COPYRIGHTED (1992) BY THE ARBITRON RATINGS COMPANY AND MAY NOT BE QUOTED OR REPRODUCED WITHOUT THE PRIOR PERMISSION OF ARBITRON.

Copyright 1992 by James H. Duncan, Jr.

This book may not be reproduced, in whole or part by mimeograph or any other means, without permission.

PRINTED IN THE UNITED STATES OF AMERICA.

Subscribers may quote American Radio for sales and advertising purposes. However, you must be an Arbitron subscriber if any of their data is involved. Secondly, I must be notified. I always give permission, but I like to make certain that my work is being properly quoted. The source "American Radio by James Duncan, Jr." must always be cited.

Every effort has been made to make this book as accurate as is humanly possible -- well, this human anyway. However, we are responsible for errors only to the extent that subscribers will be notified if such action is justified.

Special thanks to Vaun Thygerson for her excellent help in the preparation of this edition.

TABLE OF CONTENTS

Arbitron Condensed Radio Markets (in alphabetical order):

Abilene, TX
Albany, GA
Alexandria, LA
Augusta-Waterville, ME
Bangor, ME
Battle Creek, MI
Beaumont-Port Arthur, TX
Beckley, WV
Billings, MT
Biloxi-Gulfport, MS

Bismarck, ND
Bryan-Coll. Station, TX
Burlington, VT
Cape Cod, MA
Cape May, NJ
Champaign, IL
Charlottesville, VA
Cheyenne, WY
Chico, CA
Columbia, MO

Danbury, CT
Danville, IL
Dothan, AL
Dubuque, IA
Eau Claire, WI
Fyttvlle-Sprngdle, AR
Florence, SC
Ft. Myers, FL
Ft. Smith AR
Ft. Walton Beach, FL
Frederick, MD

Grand Forks, ND
Grand Junction, CO
Great Falls, MT
Hagerstown, MD
Harrisonburg, VA
Ithaca, NY
Joplin, MO
Kileen-Temple, TX
LaCrosse, WI
Lafayette, IN

Lafayette, LA
Lake Charles, LA
Laurel, MS
Lawton, OK
Lima, OH
Lufkin, TX
Medford-Ashland, OR
Meridian, MS
Minot, ND
Monroe, LA

Morristown, NJ
Muskegon, MI
Myrtle Beach, SC
Naples-Marco Island, FL
New Bedford, MA
New London, CT
Nwburg-Middltwn, NY
Northwest Michigan
Odessa-Midland, TX
Owensboro, KY
Palm Springs, CO

Panama City, FL
Parkersburg, WV
Pascagoula, MS
Poughkeepsie, NY
Rapid City, SD
Reading, PA
Redding, CA
Rochester, MN
St. Cloud, MN
San Angelo, TX

Santa Barbara, CA
Santa Fe, NM
Sioux City, IA
Southern Illinois
Springfield, IL
Stamford-Norwalk, CT
State College, PA
Texarkana, TX-AR
Trenton, NJ
Tri-Cities, WA

Tuscaloosa, AL
Tyler-Longview, TX
Victoria, TX
Waterbury, CT
Watertown, NY
Wausau-Stvns Point, WI
Wichita Falls, TX
Williamsport, PA
Yakima, Wa

LEADING STATIONS IN ARBITRON CONDENSED MARKETS *

	STATION	MARKET	SHARE	FORMAT	GROUP OWNER
1.	KKYR-F	Texarkana, TX	42.2	Country	
2.	KGKL-F	San Angelo, TX	37.4	Country	
3.	WBKR-F	Owensboro, KY	37.3	Country	
4.	WAXX-F	Eau Claire, WI	35.1	Country	
5.	KEAN-F	Abilene, TX	34.4	Country	Sun Group
6.	KIXS-F	Victoria, TX	34.1	Country	Osborn/Reynolds
7.	WJIZ-F	Albany, GA	33.1	Black	
8.	WTVY-F	Dothan, AL	32.1	Country	
9.	KTCS-F	Ft. Smith, AR	31.7	Country	
10.	KIXQ-F	Joplin, MO	29.8	Country	
11.	WDDD-F	Southern Illinois	28.1	Country	
12.	WPAP-F	Panama City, FL	28.0	Country	
13.	KYKZ-F	Lake Charles, LA	27.3	Country	
14.	KMAG-F	Ft. Smith, AR	26.8	Country	
	KEKB-F	Grand Junction, CO	26.8	Country	
16.	WQPO-F	Harrisonburg, VA	26.2	CHR	VerStandig
17.	KRRV-F	Alexandria, LA	25.7	Country	
18.	KYKS-F	Lufkin, TX	25.5	Country	Osborn/Reynolds
19.	WSTO-F	Owensboro, KY	24.5	CHR	
20.	WILQ-F	Williamsport, PA	24.3	Country	
21.	WTNY-F	Watertown, NY	24.2	CHR	
22.	KMUS-F	Cheyenne, WY	23.9	Country	
23.	KIXY-F	San Angelo, TX	23.7	CHR	
24.	WFGY-F	State College, PA	23.6	SAC	
25.	WJLS-F	Beckley, WV	22.8	Religion	
26.	WBBN-F	Laurel, MS	22.7	Country	
	KKIX-F	Fytvll-Sprgdle, AR	22.7	Country	Noalmark
28.	KJCS-F	Lufkin, TX	22.4	Country	
	KZPR-F	Minot, ND	22.4	Country	
30.	WIAI-F	Danville, IL	22.0	Country	
	KRWQ-F	Medford-Ashland, OR	22.0	Country	
32.	KCTR-F	Billings, MT	21.9	Country	Citadel
33.	WOKK-F	Meridian, MS	21.8	Country	New South
34.	WNWN-F	Battle Creek, MI	21.7	FS	
	KJLO-F	Monroe, LA	21.7	Country	New South
	KYEA-F	Monroe, LA	21.7	Black	
37.	KAAK-F	Great Falls, MT	21.6	CHR	Sun Brook
38.	KCJB	Minot, ND	21.1	Country	
39.	KLUR-F	Wichita Falls, TX	20.9	Country	
	WKSB-F	Williamsport, PA	20.9	AC	
41.	KORA-F	Bryan-Coll. Station, TX	20.8	Country	Clear Channel
	WALT	Meridian, MS	20.8	Black	New South
43.	WTNJ-F	Beckley, WV	20.7	Country	
44.	KLAW-F	Lawton, OK	20.5	CHR	
	KMGZ-F	Lawton, OK	20.5	CHR	
	WZOQ-F	Lima, OH	20.5	CHR	
47.	WHLZ-F	Florence, SC	20.0	Country	
	WTCM-F	Northwest Michigan	20.0	Country	

* Based on 12+ Metro Share, 1/4 Hr Avg, Mon-Sun, 6A-Mid

A R B I T R O N C O N D E N S E D R A D I O R E P O R T S

Arbitron's Condensed reports differ greatly from the standard market reports. Much of the data available in the standard book is not available in the Condensed. However, we have made do with what data is available.

The data for each station is read from left to right across the entire page. The methodology is the same as in the regular edition of American Radio.

For the past six years we have included many of the Birch markets in this edition. Unfortunately, Birch ceased doing business in 1992.

American Radio Small Market 1992, Copyright 1992

ABILENE, TX

MSA Rank/Pop: 300/119,400
ARB Rank/Pop: 216/118,900
Market TSL: 21.50 Hours
Average Person Rating: 15.9

Diaries: 390/305:1
Sample Target: 370
% Below Line: 1.1
% Not Listed: 21.2

Retail $: .98 Bil
FM Share: 93.96%
Stations: 12/11

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. KEAN-F (C)	65/34.4	25.5	25.0	20.8	21.6	553	46.5	42.4	35.4
2. KEYJ-F (AOR)	19/10.1	9.4	10.8	9.0	6.4	174	14.6	17.3	13.7
3. KFQX-F (CHR)	13/ 6.9	13.0	13.7	12.9	11.8	259	21.8	25.7	25.9
4. KORQ-F (AC)	12/ 6.3	4.7	6.4	7.3	8.8	234	19.7	18.7	21.2
5. KKHR-F (O)	10/ 5.3	6.3	6.4	1.1	1.5	149	12.5	11.3	4.0
6. KHXS-F (C)	8/ 4.2	1.6	3.9	4.5	3.4	86	7.2	5.0	9.1
7. KBCY-F (AC)	7/ 3.7	2.1	2.0	3.9	5.9	176	14.8	9.2	12.4
8. KNIS (T)	6/ 3.2	4.2	2.5	1.1	2.9	137	11.5	6.1	5.0
9. KVRP-F (C)	5/ 2.6	2.1	0.5	---	2.0	77	6.5	5.4	3.3

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KEAN-F>>	1. KEAN-F>>	1. KEAN-F>>	1. KEAN-F>>
2. KEYJ-F	2. KEYJ-F	2. KEYJ-F	2. KFQX-F<
3. KORQ-F	3. KORQ-F	3. KKHR-F	3. KEYJ-F
4. KFQX-F	4.	4. KFQX-F<	4. KHXS-F
5.	5.	5. KORQ-F	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KEAN-F>>	1. KEAN-F>>	1. KEAN-F>>	1. KEAN-F>>	1. KEAN-F>>	1. KEAN-F>>
2. KEYJ-F>	2. KEYJ-F>	2. KEYJ-F	2.	2. KEYJ-F>	2. KORQ-F
3. KFQX-F	3. KORQ-F	3. KKHR-F	3.	3. KKHR-F	3. KHXS-F
4. KORQ-F	4. KFQX-F	4. KORQ-F	4.	4.	4.
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCDD-F	103.7	Hamlin	0.5/2.7
KVRP	1400	Stamford	0.5/2.9
WBAP	820	Fort Worth	1.1/4.6

RADIO STATIONS

KNIS,	1470,	5 KW/1 KW (DA-1),	Talk	MBS, $10.00	(Eastman)	Ovation	
KBCY-F,	99.7,	100 KW @ 745 ,	AC	CBS, $ 9.00	(Schubert)		(TYE)
KEAN-F,	105.1,	100 KW @ 810 ,	Country	ABC, $29.00	(Mc-Guild)	SunGroup	
KEYJ-F,	107.9,	100 KW @ 666 ,	AOR	, $15.00	(Christal)		
KFQX-F,	102.7,	66 KW @ 1148 ,	CHR	, $16.00	(Eastman)	Ovation	(MERKEL)
KHXS-F,	106.3,	3 KW @ 200 ,	Country	, $11.00	(Lotus Hisp.)		
KKHR-F	98.1,	50 KW @ 292 ,	Oldies	, $13.00	(---)		(ANSON)
KORQ-F,	100.7,	100 KW @ 1279 ,	AC	UNIPWR, $14.00	(Banner)		
KVRP-F,	95.5,	100 KW @ 531 ,	Country	, $ 9.00	(Banner)		

American Radio Small Market 1992, Copyright 1992

ALBANY, GA

MSA Rank/Pop: 313/112,200
ARB Rank/Pop: 242/ 88,800
Market TSL: 21.0 Hours
Average Person Rating: 15.7

Diaries: 296/300:1
Sample Target: 300
% Below Line: 2.9
% Not Listed: 12.2

Retail $: .83 Bil
FM Share: 83.60%
Stations: 11/10

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. WJIZ-F (B)	46/33.1	---	25.7	---	35.6	339	38.2	36.0	37.8
2. WKAK-F (C)	22/15.8	---	14.6	---	8.2	254	28.6	26.0	20.7
3. WJYZ (G)	17/12.2	---	12.5	---	7.5	140	15.8	18.9	11.9
4. WEGC-F (O)	8/ 5.8	---	5.6	---	8.9	109	12.3	15.1	14.3
WGPC-F (SAC)	8/ 5.8	---	7.6	---	3.4	98	11.0	13.3	14.5
WJAD-F (CHR)	8/ 5.8	---	13.9	---	14.4	168	18.9	30.6	22.9
7. WQVE-F (B)	4/ 2.9	---	0.7	---	0.7	62	7.0	4.2	5.6
WVRK-F (AOR)	4/ 2.9	---	4.9	---	0.7	66	5.9	7.8	7.3

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WJIZ-F››	1. WJIZ-F››	1. WJIZ-F››	1. WJIZ-F››
2. WKAK-F	2. WKAK-F	2. WKAK-F››	2. WKAK-F
3. WJYZ	3. WJYZ	3. WEGC-F	3. WJYZ
4.	4.	4. WJYZ	4. WQVE-F
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WJIZ-F››	1. WJIZ-F››	1. WJIZ-F›	1. WKAK-F	1. WJIZ-F	1. WJIZ-F
2. WKAK-F	2. WKAK-F	2. WKAK-F‹	2. WJYZ	2. WKAK-F	2. WJYZ
3. WJAD	3. WJYZ	3. WJYZ ›	WJIZ-F	3. WJYZ ›	3. WKAK-F›
4. WJYZ	4. WJAD	4.	4. WGPC-F	4.	4. WEGC-F
5.	5.	5.	5. WEGC-F	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WANL	1250	Albany	0.7/3.4
WGPC	1450	Albany	1.4/3.8

RADIO STATIONS

WJYZ,	960, 5 KW/390 W (DA-2) ,	Gospel	MBS, $11.00	(---)	
WEGC-F,	103.7, 3.6 KW @ 426 ,	Oldies	NBC, $10.00	(---)	(LEESBURG)
WGPC-F,	104.5, 100 KW @ 981 ,	Soft AC/Nost.	CBS, $ 9.00	(---)	
WJIZ-F,	96.3, 100 KW @ 469 ,	Black	CBS, $20.00	(Mc-Guild)	
WJAD-F,	97.3, 100 KW @ 1000 ,	CHR	ABC, $15.00	(Banner)	(BAINBRIDGE)
WKAK-F,	101.7, 3 KW @ 298 ,	Country	ABC, $18.00	(Eastman)	
WQVE-F,	105.5, 6 KW @ 276 ,	Black	, $ 7.00	(Regional)	(CAMILLA)
WSGY-F,	100.3, 97 KW @ 581 ,	AC	UNIPWR, $ 8.00	(---)	(TIFTON)

WVRK-F -- see Columbus, GA in Spring 92 edition

American Radio Small Market 1992, Copyright 1992

ALEXANDRIA, LA

MSA Rank/Pop: 277/131,000
ARB Rank/Pop: 191/149,500
Market TSL: 20.25 Hours
Average Person Rating: 14.8

Diaries: 452/331:1
Sample Target: 390
% Below Line: 3.1
% Not Listed: 21.6

Retail $: 1.2 Bil
FM Share: 90.80%
Stations: 14/11

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. KRRV-F (C)	57/25.7	---	20.8	---	23.6	553	37.0	30.1	40.7
2. KBCE-F (B)	37/16.7	---	24.0	---	19.4	303	20.3	25.7	26.9
3. KQID-F (CHR)	18/ 8.1	---	8.9	---	13.6	296	19.8	25.2	29.5
4. KLAA-F (C)	16/ 7.2	---	10.4	---	1.0	193	12.9	17.4	5.6
5. KALB (BB)	11/ 5.0	---	5.2	---	5.8	120	8.0	11.6	14.0
6. KZMZ-F (AOR)	10/ 4.5	---	8.9	---	9.4	229	15.3	20.3	22.3
7. KSYL (FS)	5/ 2.3	---	0.5	---	5.2	103	6.9	4.4	10.9
KLIL-F (CHR)	5/ 2.3	---	---	---	---	117	7.8	---	----
9. WYNK-F (C)	4/ 1.8	---	---	---	---	57	3.8	---	----
KICR-F (AC)	4/ 1.8	---	---	7.8	---	147	9.8	19.7	----

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KRRV-F››	1. KRRV-F››	1. KRRV-F›	1. KBCE-F
2. KBCE-F›	2. KBCE-F›	2. KBCE-F	2. KRRV-F›
3. KLAA-F‹	3. KQID-F	3. KQID-F	3. KZMZ-F‹
4. KQID-F	4. KLAA-F	4. KLAA-F	4. KQID-F
5.	5.	5. KZMZ-F	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KRRV-F	1. KRRV-F	1. KRRV-F››	1. KRRV-F››	1. KRRV-F›	1. KRRV-F››
2. KBCE-F	2. KBCE-F›	2. KBCE-F››	2. KBCE-F›	2. KBCE-F›	2. KBCE-F››
3. KQID-F	3. KQID-F	3. KLAA-F	3. KALB	3. KZMZ-F	3. KALB
4. KZMZ-F	4. KLAA-F	KALB	4. KLAA-F	4. KLAA-F	4. KLAA-F
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAPB-F	97.7	Marksville	1.4/4.2
KEZP-F	104.3	Bunkie	0.5/2.4
KSMB-F	94.5	Lafayette	0.5/4.7
WTGE-F	100.7	Baton Rouge	0.9/2.5

RADIO STATIONS

KALB,	580, 5 KW/1 KW (DA-N)	,	Nostalgia	SMN, $ 9.00	(Katz)	
KSYL,	970, 1 KW (DA-N)	,	Full Service	BRN, $ 8.00	(Torbet)	
KBCE-F,	102.3, 3 KW @ 289	,	Black	AURN, $20.00	(HNWH)	(BOYCE)
KICR-F,	98.7, 10 KW @ 1056	,	AC	UNIULT UNISUP, $ 9.00	(---)	(OAKDALE)
KLAA-F,	103.5, 50 KW @ 649	,	Country	MBS, $10.00	(HNWH)	(TIOGA)
KLIL-F,	92.1, 3 KW @ 298	,	CHR	UNIULT, $ 8.00	(---)	(MOREAU.)
KQID-F,	93.1, 100 KW @ 1010	,	CHR	ABC UNISUP, $15.00	(Torbet)	
KRRV-F,	100.3, 100 KW @ 1053	,	Country	ABC, $29.00	(Banner)	
KZMZ-F,	96.9, 100 KW @ 1450	,	AOR	ABC UNIPWR, $11.00	(Katz)	

WYNK-F -- see Baton Rouge in Spring 92 edition

American Radio Small Market 1992, Copyright 1992

AUGUSTA - WATERVILLE, ME

MSA Rank/Pop: NA
ARB Rank/Pop: 236/97,600
Market TSL: 20.50 Hours
Average Person Rating: 15.7

Diaries: 326/299:1
Sample Target: 310
% Below Line: 30.7
% Not Listed: 25.5

Retail $: 1,03 811
FM Share: 94.74%
Stations: 18/8

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. WMME-F (CHR)	20/13.1	---	13.1	---	16.4	265	27.2	29.1	32.6
2. WKCG-F (C)	14/ 9.2	---	8.9	---	11.1	164	16.8	17.3	22.3
3. WTOS-F (AOR)	13/ 8.5	---	7.7	---	8.2	206	21.1	15.7	15.4
4. WBLM-F (AOR)	12/ 7.8	---	9.5	---	7.6	221	22.6	23.4	18.8
5. WHOM-F (SAC)	11/ 7.2	---	4.8	---	7.6	165	16.9	10.7	14.5
6. WABK-F (AC)	8/ 5.2	---	6.5	---	4.1	186	19.1	17.0	14.9
7. WQCB-F (C)	7/ 4.6	---	10.1	---	6.4	100	10.2	17.2	12.1
8. WXGL-F (O)	6/ 3.9	---	3.0	---	7.6	141	14.4	12.7	17.9
WTVL-F (O)	6/ 3.9	---	6.5	---	5.3	124	12.7	17.6	14.2

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WMME-F	1. WMME-F	1. WMME-F	1. WMME-F
2. WKCG-F	2. WKCG-F	2. WKCG-F	2. WTOS-F
3. WHOM-F	3. WTOS-F	3. WTOS-F	3. WBLM-F
4. WABK-F	4. WBLM-F	4. WBLM-F	4. WHOM-F
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WTOS-F	1. WMME-F	1. WMME-F	1. WKCG-F	1. WKCG-F	1. WABK-F
2. WMME-F	2. WTOS-F	2. WKCG-F	2. WHOM-F	WMME-F	WMME-F
3. WBLM-F	3. WBLM-F	3. WBLM-F	3. WQCB-F	WTOS-F	WHOM-F
4.	WKCG-F	4. WTOS-F	WMME-F	WBLM-F	WXGL-F
5.	5.	WHOM-F	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WABK	1280	Gardiner	1.3/3.0
WFAU	1340	Augusta	2.0/6.9
WWMR-F	96.3	Rumford	0.7/4.7
WCLZ-F	98.9	Brunswick	0.7/4.3
WCSO-F	97.9	Portland	0.7/2.7
WGAN	560	Portland	0.7/3.2
WKRH-F	99.9	Bath	2.0/6.1
WKZS-F	105.9	Auburn	2.0/5.4
WYOU-F	97.1	Bangor	1.3/3.7

RADIO STATIONS

WABK-F,	104.3,	50 KW @ 371 ,	AC	ABC, $15.00	(Eastman)	(GARDINER)
WKCG-F,	101.3,	50 KW @ 321 ,	Country	CBS, $20.00	(K & P)	
WMME-F,	92.3,	50 KW @ 500 ,	CHR	SOURCE, $21.00	(Durpetti)	
WTOS-F,	105.1,	50 KW @ 2430 ,	AOR	UNISUP UNIULT, $15.00	(K & P)	(SKOWHEGAN)
WTVL-F,	98.5,	50 KW @ 134 ,	Oldies	ABC, $13.00	(---)	(WATERVILLE)

Other ranked stations -- see Bangor in this edition or Portland in Spring 92 edition

American Radio Small Market 1992, Copyright 1992

BANGOR, ME

MSA Rank/Pop: 333/89,600
ARB Rank/Pop: 252/77,300
Market TSL: 22.25 Hours
Average Person Rating: 16.6

Diaries: 311/249:1
Sample Target: 280
% Below Line: 3.9
% Not Listed: 16.4

Retail $: 0.84 Bil
FM Share: 83.18%
Stations: 10/9

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. WKIT-F (AOR)	22/17.2	---	9.9	---	7.6	212	27.4	21.7	13.7
2. WQCB-F (C)	19/14.8	---	13.2	---	18.5	179	23.2	24.6	27.0
3. WABI (BB)	13/10.2	---	7.4	---	5.9	112	14.5	18.0	17.6
4. WKSQ-F (AC)	11/ 8.6	---	6.6	---	9.2	203	26.3	22.9	25.9
WWMJ-F (O)	11/ 8.6	---	12.4	---	5.9	151	19.5	23.5	15.1
6. WWFX-F (CHR)	10/ 7.8	---	14.0	---	14.3	182	23.5	27.4	29.2
7. WPBC-F (SAC)	6/ 4.7	---	6.6	---	10.1	113	14.6	19.9	17.7
8. WYOU-F (C)	5/ 3.9	---	3.3	---	8.4	102	13.2	14.6	14.2
WZON (T)	5/ 3.9	---	---	---	---	63	8.2	---	---
WTOS-F (AOR)	5/ 3.9	---	5.0	---	4.2	129	16.7	16.9	14.9

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WKIT-F‹	1. WQCB-F‹	1. WKIT-F	1. WWFX-F
2. WQCB-F	2. WKIT-F›	2. WQCB-F	2. WQCB-F
3. WABI ›	3. WABI	3. WWFX-F	WKIT-F
4. WKSQ-F	WWMJ-F	4. WKSQ-F	4. WKSQ-F
WWMJ-F	WKSQ-F	WWMJ-F	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WKIT-F››	1. WKIT-F››	1. WKIT-F	1. WQCB-F›	1. WKIT-F›	1. WWMJ-F
2. WWFX-F	2. WKSQ-F	WQCB-F	2. WABI	2. WQCB-F	WQCB-F
3. WKSQ-F	WQCB-F	3. WWMJ-F	3. WWMJ-F	3. WWMJ-F	WKSQ-F
4. WTOS-F	WWMJ-F	4. WKSQ-F	4.	4. WZON	4. WYOU-F
5.	5. WWFX-F	5.	5.	WTOS-F	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

WABI,	910,	5 KW (DA-N) ,	Nostalgia	CNN, $12.00	(Torbet)	
WZON,	620,	5 KW (DA-2) ,	Talk	ABC, CBS, $10.00	(---)	
WKIT-F,	100.3,	16 KW @ 882 ,	AOR	, $16.00	(Eastman)	(BREWER)
WKSQ-F,	94.5,	12 KW @ 1027 ,	AC	, $14.00	(Christal)	(ELLSWORTH)
WPBC-F,	92.9,	20 KW @ 787 ,	Soft AC	UNISUP, $12.00	(Katz)	
WQCB-F,	106.5,	100 KW @ 1079 ,	Country	AP, $21.00	(Mc-Guild)	(BREWER)
WWFX-F,	104.7,	10 KW @ 1099 ,	CHR	, $16.00	(Banner)	(BELFAST)
WWMJ-F,	95.7,	12 KW @ 1027 ,	Oldies	ABC, $15.00	(HNWH)	(ELLSWORTH)
WYOU-F,	97.1,	5 KW @ 1230 ,	Country	ABC UNISUP, $13.00	(---)	

WTOS-F -- see Augusta, ME in this edition

American Radio Small Market 1992, Copyright 1992

BATTLE CREEK, MI

MSA Rank/Pop: 269/136,300
ARB Rank/Pop: 224/111,700
Market TSL: 21.0 Hours
Average Person Rating: 15.7

Diaries: 354/316:1
Sample Target: 350
% Below Line: 65.1
% Not Listed: 18.3

Retail $: 1.04 Bil
FM Share: 85.31%
Stations: 12/2

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. WNWN-F (C)	38/21.7	---	12.7	---	14.1	379	33.9	25.3	24.6
2. WBCK (FS)	21/12.0	---	12.7	---	12.6	286	25.6	24.4	23.8
3. WOOD-F (SAC)	17/ 9.7	---	3.7	---	5.5	168	15.0	11.5	13.3
4. WRKR-F (CL.AOR)	15/ 8.6	---	5.3	---	9.0	164	14.7	12.9	12.3
5. WKFR-F (CHR)	13/ 7.4	---	6.9	---	11.1	257	23.0	19.1	27.7
6. WJXQ-F (AOR)	12/ 6.9	---	4.2	---	2.0	156	14.0	8.6	7.6
7. WBXX-F (AC/O)	8/ 4.6	---	13.2	---	15.1	126	11.3	26.3	26.4
8. WITL-F (C)	7/ 4.0	---	2.1	---	----	89	8.0	4.5	----
9. WIBM-F (O)	6/ 3.4	---	4.8	---	1.5	120	10.7	14.7	10.4
10. WQLR-F (AC)	3/ 1.7	---	3.2	---	1.5	76	6.8	6.6	7.7

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WNWN-F	1. WNWN-F>>	1. WNWN-F>>	1. WNWN-F
2. WBCK >>	2. WOOD-F	2. WOOD-F	2. WBCK
3. WJXQ-F	WRKR-F	3. WBCK	3. WKFR-F
4. WOOD-F	4. WJXQ-F	4. WKFR-F	4. WRKR-F
5.	5. WKFR-F	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WRKR-F	1. WNWN-F	1. WNWN-F	1. WNWN-F>	1. WNWN-F	1. WNWN-F>>
2. WKFR-F	2. WRKR-F	2. WRKR-F>	2. WBCK >	WRKR-F>	2. WBXX-F
3. WJXQ-F	3. WJXQ-F	3. WJXQ-F	3. WOOD-F	3. WJXQ-F	WRKR-F
WNWN-F	4. WKFR-F	4. WBXX-F	4.	4.	4. WKFR-F
5.	5. WBXX-F	5.	5.	5.	WBCK

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFMK-F	99.1	East Lansing	1.1/4.0
WJFM-F	93.7	Grand Rapids	0.6/3.5

RADIO STATIONS

WBCK, 930, 5 KW/1 KW (DA-2) , Full Service NBC NBC-T, $18.00 (Eastman) Liggett

WBXX-F, 95.3, 3 KW @ 269 , AC/Oldies , $12.00 (Eastman) Liggett

Other ranked stations -- see Kalamazoo, Lansing or Grand Rapids in Spring 92 edition

American Radio Small Market 1992, Copyright 1992

BEAUMONT - PORT ARTHUR, TX

MSA Rank/Pop: 136/357,300
ARB Rank/Pop: 127/289,300
Market TSL: 20.0 Hours
Average Person Rating: 14.7

Diaries: 473/612:1
Sample Target: 440
% Below Line: 29.8
% Not Listed: 13.4

Retail $: 2.6 Bil
FM Share: 77.78%
Stations: 20/10

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. KHYS-F (B)	66/15.5	9.3	12.1	11.6	10.4	524	18.1	17.3	15.7
2. KAYD-F (C)	49/11.5	17.3	15.2	13.3	12.9	645	22.3	28.6	23.9
3. KKMY-F (AC)	39/ 9.2	5.6	7.8	8.9	8.3	555	19.2	14.7	19.7
4. KIOC-F (CHR)	37/ 8.7	7.1	3.7	4.0	5.6	613	21.2	13.7	15.3
5. KALO (B)	35/ 8.2	3.8	2.7	4.4	9.8	350	12.1	7.6	12.2
6. KYKR-F (C)	30/ 7.0	11.1	9.7	7.0	11.9	738	25.5	18.2	21.9
KLVI (N/T)	30/ 7.0	4.9	4.1	5.7	4.6	448	15.5	11.8	10.6
8. KYKZ-F (C)	17/ 4.0	3.6	3.1	4.4	1.2	318	11.0	8.0	5.1
9. KTRH (N/T)	11/ 2.6	4.2	2.3	4.0	1.9	226	7.8	6.9	6.2
10. KTFA-F (REL)	10/ 2.3	1.8	1.4	1.3	1.5	174	6.0	6.0	3.4

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KAYD-F<	1. KHYS-F<	1. KHYS-F	1. KHYS-F<
2. KALO	2. KAYD-F<	2. KAYD-F>	2. KIOC-F>
KHYS-F	3. KKMY-F	3. KIOC-F<	3. KKMY-F
4. KLVI	4. KYKR-F	4. KYKR-F<	4. KAYD-F
5. KIOC-F	5.	5. KKMY-F	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KHYS-F	1. KHYS-F>	1. KHYS-F<	1. KAYD-F<	1. KAYD-F<	1. KHYS-F
2. KKMY-F	2. KKMY-F	2. KAYD-F	2. KHYS-F<	2. KKMY-F<	2. KAYD-F
3. KAYD-F<	3. KAYD-F>	3. KKMY-F>	3. KLVI	3. KHYS-F>	3. KKMY-F>
4. KIOC-F	4. KIOC-F	4. KALO <	4. KALO	4.	4. KALO
5.	5.	5. KYKR-F	5. KYKR-F	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KOGT	1600	Orange	0.7/2.9
KOLE	1340	Port Arthur	0.7/3.2
KQXY-F	94.1	Beaumont	1.4/7.3
KBIU-F	103.7	Lake Charles	0.5/2.3
KBXX-F	97.9	Houston	1.4/5.3
KIKK-F	95.7	Houston	0.9/3.3
KKHU-F	106.9	Conroe	0.7/3.6
KMJQ-F	102.1	Clear Lake City	2.1/3.8
KYKS-F	105.1	Lufkin	0.5/3.1
KZFX-F	107.5	Lake Jackson	1.6/4.6

RADIO STATIONS

KALO, 1250, 5 KW/1 KW (DA-N) , Black	AURN UNIULT,	$17.00 (Christal)	Clear Channel	
KLVI, 560, 5 KW (DA-N) , News/Talk	ABC,	$23.00 (Katz)	Hicks	
KAYD-F, 97.5, 100 KW @ 479, Country	,	$28.00 (Mc-Guild)		
KIOC-F, 106.1, 100 KW @ 1059, CHR	,	$23.00 (Banner)		
KKMY-F, 104.5, 100 KW @ 400, AC	UNISUP UNIULT,	$24.00 (Eastman)	UNO	
KQXY-F, 94.1, 100 KW @ 600, Soft AC	,	$14.00 (---)		
KTFA-F, 92.5, 50 KW @ 440, Religion	,	$12.00 (---)		(GROVES)
KYKR-F, 95.1, 100 KW @ 1952, Country	,	$30.00 (Katz)	Hicks	

KYKZ-F -- see Lake Charles in this edition

Other ranked stations -- see Houston in Spring 92 edition

NOTE: 93.3 (the old KYKR-F) and KWIC-F (107.9) have disappeared from the ratings.

American Radio Small Market 1992, Copyright 1992

BECKLEY, WV

MSA Rank/Pop: NA
ARB Rank/Pop: 257/62,700
Market TSL: 19.75 Hours
Average Person Rating: 14.7

Diaries: 316/198:1
Sample Target: 280
% Below Line: 0.0
% Not Listed: 19.6

Retail $: 0.5 Bil
FM Share: 82.43%
Stations: 8

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. WJLS-F (C)	21/22.8	---	20.0	---	12.0	281	44.8	42.8	20.8
2. WTNJ-F (C)	19/20.7	---	20.9	---	33.0	252	40.2	41.6	36.7
3. WCIR-F (CHR)	17/18.5	---	21.7	---	25.0	220	35.1	47.7	45.2
4. WJLS (REL)	8/ 8.7	---	5.2	---	6.0	106	16.9	15.1	17.4
5. WWNR (BB)	4/ 4.3	---	4.3	---	1.0	66	10.5	11.6	12.7
6. WAXS-F (AOR)	2/ 2.2	---	7.0	---	---	68	10.8	8.8	---
WHAJ-F (CHR)	2/ 2.2	---	1.7	---	5.0	81	12.9	10.6	14.6
8. WOAY (REL)	1/ 1.1	---	---	---	1.0	32	5.1	---	5.7

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WJLS-F›	1. WJLS-F	1. WJLS-F›	1. WJLS-F
2. WTNJ-F››	2. WCIR-F‹	2. WTNJ-F	2. WCIR-F
3. WCIR-F›	3. WTNJ-F›	3. WCIR-F›	3. WTNJ-F›
4.	4.	4.	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WJLS-F›	1. WJLS-F›	1. WJLS-F›	1. WTNJ-F›	1. WJLS-F	1. WJLS-F››
2. WCIR-F›	2. WCIR-F‹	2. WTNJ-F›	2. WJLS-F›	2. WTNJ-F›	2. WTNJ-F
3. WTNJ-F››	3. WTNJ-F››	3. WCIR-F››	3. WJLS	3. WWNR	3. WCIR-F›
4.	4.	4.	4. WCIR-F	WCIR-F	4.
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

WJLS,	560, 5 KW/500 W (DA-N),	Religion	MBS,	$ 7.00 (Savalli)		
WOAY,	860, 10 KW/5 KW (DA-2),	Religion		$ 5.00 (---)		(OAK HILL)
WWNR,	620, 1 KW/500 W (DA-1),	Nostalgia	ABC UNISUP,	$ 6.00 (---)		
WAXS-F,	94.1, 26 KW @ 649 ,	AOR	,	$ 9.00 (---)	Adventure	(OAK HILL)
WCIR-F,	103.7, 5 KW @ 1483 ,	CHR	NBC UNIULT,	$17.00 (K & P)		
WHAJ-F,	104.5, 100 KW @ 1200 ,	CHR	UNIULT UNIPWR,	$10.00 (---)	Adventure	(BLUEFIELD)
WJLS-F,	99.5, 34 KW @ 1050 ,	Country	MBS,	$16.00 (Savalli)		
WTNJ-F,	105.9, 50 KW @ 492 ,	Country	ABC UNISUP,	$23.00 (Roslin)		(MT. HOPE)

American Radio Small Market 1992, Copyright 1992

BILLINGS, MT

MSA Rank/Pop: 312/113,000
ARB Rank/Pop: 241/91,500
Market TSL: 22.75 Hours
Average Person Rating: 16.9

Diaries: 333
Sample Target: 310
% Below Line: 0.0
% Not Listed: 8.4

Retail $: 1.07 Bil
FM Share: 68.31%
Stations: 12/12

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. KCTR-F (C)	34/21.9	23.8	21.9	---	12.4	342	37.4	38.0	21.9
2. KCTR (C)	17/11.0	5.4	1.9	---	3.0	127	13.9	11.8	10.5
3. KGHL (C)	14/ 9.0	6.8	7.5	---	11.2	172	18.8	15.2	22.0
4. KOHZ-F (SAC)	13/ 8.4	7.5	8.8	---	10.1	190	20.8	19.6	16.5
5. KYYA-F (CHR/AC)	12/ 7.7	8.2	9.4	---	11.2	196	21.4	25.9	29.4
KZLS-F (CHR)	12/ 7.7	13.6	9.4	---	13.6	182	19.9	22.4	29.4
7. KRKX-F (AOR)	11/ 7.1	6.8	10.0	---	8.3	145	15.8	14.8	15.1
8. KIDX-F (AC)	8/ 5.2	6.1	6.9	---	10.7	145	15.8	15.3	21.2
KBLG (T)	8/ 5.2	4.1	4.4	---	2.4	88	9.6	10.5	8.3
10. KGHL-F (C)	7/ 4.5	---	3.1	---	1.8	153	16.7	9.7	9.5

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KCTR-F>>	1. KCTR-F>>	1. KCTR-F>	1. KCTR-F>
2. KCTR	2. KOHZ-F	2. KYYA-F	2. KRKX-F
3. KGHL	KCTR	3. KOHZ-F	KGHL
4. KYYA-F	4. KYYA-F	4. KCTR	4. KZLS-F
5.	5.	5. KZLS-F	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KCTR-F>>	1. KCTR-F>>	1. KCTR-F>>	1. KCTR-F<	1. KCTR-F>>	1. KCTR-F>>
2. KRKX-F>	2. KCTR <	2. KCTR	2. KGHL A/F>	2. KCTR	2. KOHZ-F
3. KIDX-F	3. KRKX-F	3. KIDX-F	3. KCTR <	3. KGHL A/F	3. KIDX-F
KYYA-F	4. KYYA-F	KOHZ-F	4. KOHZ-F	4. KIDX-F	KYYA-F
KZLS-F	5.	5.	5.	KRKX-F	KCTR

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KUUS 1240 Billings 0.6/4.4

RADIO STATIONS

KBLG ,	910, 1 KW/64 W ,	Talk	NBC, $10.00	(---)	Sunbrook	
KCTR ,	970, 5 KW (DA-N) ,	Country	ABC, $ NA	(Christal)	Citadel	
KGHL ,	790, 5 KW (DA-N) ,	Country	CBS, $13.00	(Eastman)		
KURL ,	730, 5 KW/235 W ,	Religion	, $ 7.00	(---)	Enterprise	
KCTR-F,	102.9, 100 KW @ 489 ,	Country	ABC, $25.00	(Christal)	Citadel	
KGHL-F,	95.5, 100 KW @ 984 ,	See KGHL-AM	, $ NA	(Eastman)		(HARDIN)
KIDX-F,	98.5, 85 KW @ 371 ,	AC	, $15.00	(Eastman)		
KOHZ-F,	103.7, 100 KW @ 489 ,	Soft AC	ABC, $13.00	(Banner)		
KRKX-F,	94.1, 100 KW @ 1017 ,	AOR	, $16.00	(Mc-Guild)	Sunbrook	
KYYA-F,	93.3, 100 KW @ 699 ,	CHR/AC	ABC, $14.00	(Banner)	Meyer	
KZLS-F,	97.1, 35 KW @ 295 ,	CHR	ABC, $14.00	(Christal)		

American Radio Small Market 1992, Copyright 1992

BILOXI-GULFPORT, MS

MSA Rank/Pop: 207/198,300
ARB Rank/Pop: 183/160,400
Market TSL: 21.75 Hours
Average Person Rating: 16.3

Diaries: 429/374:1
Sample Target: 420
% Below Line: 29.1
% Not Listed: 18.4

Retail $: 1.2 Bil
FM Share: 83.10%
Stations: 21/10

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. WKNN-F (C)	40/15.3	---	21.3	---	13.4	444	27.7	30.9	26.5
2. WZKX-F (CHR)	27/10.3	---	9.3	---	10.8	395	24.6	23.3	26.0
3. WWL (N/T)	18/ 6.9	---	4.5	---	3.0	229	14.3	9.0	8.7
4. WXLS-F (AC)	15/ 5.7	---	4.5	---	3.7	215	13.4	11.3	12.2
5. WQID-F (CHR)	13/ 5.0	---	5.2	---	8.2	265	16.5	17.8	22.7
WOSM-F (REL)	13/ 5.0	---	1.5	---	1.5	119	7.4	4.3	4.0
WQUE-F (B)	13/ 5.0	---	4.9	---	---	143	8.9	9.9	---
8. WQFX-F (B)	12/ 4.6	---	5.6	---	10.0	172	10.7	12.5	16.1
WGCM-F (O)	12/ 4.6	---	8.2	---	10.0	234	14.6	19.0	15.9

12+ AMD

1. WKNN-F
2. WZKX-F>
3. WWL
4. WXLS-F
5.

12+ MID

1. WKNN-F
2. WZKX-F
3. WWL
4. WXLS-F
5.

12+ PMD

1. WKNN-F>
2. WZKX-F
3. WQID-F
4. WOSM-F
5.

12+ EVE

1. WKNN-F
2. WZKX-F
3. WQUE-F
4. WBLX-F
5.

ADULTS 18-34

1. WKNN-F<
2. WZKX-F
3. WXLS-F
4. WQID-F
5.

ADULTS 18-49

1. WKNN-F<
2. WZKX-F
3. WXLS-F
   WQID-F
5.

ADULTS 25-54

1. WKNN-F
2. WZKX-F>
3. WWL
   WGCM-F
   WXLS-F

ADULTS 35+

1. WKNN-F>
2. WWL >
3. WZKX-F
   WOSM-F
5.

MEN 25-54

1. WKNN-F
   WZKX-F
3. WWL
4. WOSM-F
5. WGCM-F

WOMEN 25-54

1. WKNN-F>
2. WXLS-F
   WZKS-F
4. WQID-F
   WQFX-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBSL	1190	Bay St. Louis	1.5/3.4
WGCM	1240	Gulfport	1.5/4.9
WROA	1390	Gulfport	2.7/6.4
WVMI	570	Biloxi	1.1/4.2
KQLD-F	106.7	Port Sulphur	0.8/3.4
WBLX-F	92.9	Mobile	2.3/5.7
WCKW-F	92.3	Laplace	1.5/4.7
WEZB-F	97.1	New Orleans	1.1/4.7
WLTS-F	105.3	Slidell	1.9/4.1
WMXZ-F	95.7	New Orleans	0.4/2.5
WNOE-F	101.1	New Orleans	3.1/9.4
WRNO-F	99.5	New Orleans	1.1/4.9

RADIO STATIONS

WROA,	1390,	5 KW (DA-2) ,	Soft AC	, $10.00	(Eastman)	
WVMI,	570,	5 KW/1 KW (DA-2),	Country	ABC, $10.00	(Mc-Guild)	
WGCM-F,	102.3,	25 KW @ 298 ,	Oldies	, $13.00	(Banner)	Muniz
WKNN-F,	99.1,	99 KW @ 994 ,	Country	ABC, $23.00	(Mc-Guild)	So. Starr (PASCAGOULA)
WQFX-F,	96.7,	21 KW @ 207 ,	Black	AURN, MBS, $11.00	(Roslin)	
WQID-F,	93.7,	100 KW @ 984 ,	CHR	ABC, $12.00	(Mc-Guild)	
WXLS-F,	107.1,	3 KW @ 407 ,	AC	, $14.00	(Torbet)	
WZKX-F,	107.9,	100 KW @ 410 ,	CHR	, $19.00	(Eastman)	(POPLAR.)

WNOE, WWL -- see New Orleans in Spring 92 edition

WOSM -- see Pascagoula

American Radio Small Market 1992, Copyright 1992

BISMARCK, ND

MSA Rank/Pop: 338/83,800
ARB Rank/Pop: 256/67,700
Market TSL: 22.75 Hours
Average Person Rating: 17.4

Diaries: 359/189:1
Sample Target: 280
% Below Line: 2.5
% Not Listed: 14.4

Retail $: 0.7 Bil
FM Share: 62.38%
Stations: 9/7

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. KYYY-F (CHR)	22/18.6	---	25.6	---	26.8	268	39.6	44.6	39.6
2. KQDY-F (C)	21/17.8	---	15.8	---	9.8	225	33.2	28.9	21.9
3. KFYR (FS)	16/13.6	---	18.0	---	17.9	256	37.8	40.4	43.5
4. KBMR (C)	15/12.7	---	12.8	---	8.1	147	21.7	18.7	19.7
5. KBYZ-F (AC)	14/11.9	---	11.3	---	13.8	164	24.2	25.8	27.8
6. KLXX (BB)	5/ 4.2	---	3.0	---	3.3	103	15.2	16.6	18.6
KNOR-F (REL)	5/ 4.2	---	3.0	---	3.3	70	10.3	5.9	12.8

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KFYR <	1. KFYR	1. KQDY-F<	1. KYYY-F
2. KYYY-F	KQDY-F	2. KYYY-F>	2. KQDY-F>
3. KBMR	3. KYYY-F	3. KBYZ-F<	3. KBYZ-F>
4. KQDY-F	4. KBMR	4. KBMR	4.
5.	KBYZ-F	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KYYY-F	1. KYYY-F	1. KQDY-F>	1. KBMR <	1. KQDY-F>>	1. KBYZ-F
2. KBYZ-F<	2. KQDY-F	2. KBYZ-F	2. KFYR	2. KBYZ-F>	KQDY-F
3. KQDY-F>>	KBYZ-F>	3. KFYR	KQDY-F>>	3. KFYR	KYYY-F
4.	4. KFYR	4. KYWF	4.	4. KLXX	4. KFYR
5.	5.	5.	5.	5.	5. KBMR

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KQDJ-F	95.5	Jamestown	0.8/3.2
KSJB	600	Jamestown	1.7/4.1

RADIO STATIONS

KBMR,	1130,	50 KW/32 W ,	Country	NBC UNISUP, $14.00	(Mc-Guild)	
KFYR,	550,	5 KW (DA-N) ,	Full Service	ABC, $22.00	(Banner)	Meyer
KLXX,	1270,	1 KW/250 W ,	Nost.	SMN, $ 9.00	(K & P)	LaKoduk
KBYZ-F,	96.5,	100 KW @ 1000 ,	AC	UNIPWR, $17.00	(K & P)	LaKoduk
KNOR-F,	104.7,	100 KW @ 853 ,	Religion	, $ 7.00	(---)	(MANDAN)
KQDY-F,	94.5,	100 KW @ 1118 ,	Country	CNN UNISUP, $20.00	(Mc-Guild)	
KYYY-F,	92.9,	100 KW @ 1181 ,	CHR	ABC, $22.00	(Banner)	Meyer

American Radio Small Market 1992, Copyright 1992

BRYAN-COLLEGE STATION, TX

MSA Rank/Pop: 292/122,500
ARB Rank/Pop: 229/104,600
Market TSL: 17 Hours
Average Person Rating: 12.4

Diaries: 366/286:1
Sample Target: 330
% Below Line: 15.4
% Not Listed: 21.5

Retail $: 0.8 Bil
FM Share: 89.22%
Stations: 13/8

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. KORA-F (C)	27/20.8	---	18.5	---	18.3	368	35.2	33.6	36.7
2. KAGG-F (C)	14/10.8	---	7.9	---	7.8	242	23.1	21.3	18.4
KTSR-F (AOR)	14/10.8	---	11.3	---	6.5	289	27.6	19.2	24.7
4. KKYS-F (CHR)	13/10.0	---	13.9	---	17.0	300	28.7	37.3	38.2
5. KTTX-F (?)	8/ 6.2	---	---	---	---	154	14.7	----	----
6. KLOL-F (AOR)	5/ 3.8	---	1.3	---	4.6	103	9.8	7.4	8.8
7. WTAW (C)	4/ 3.1	---	3.3	---	2.6	81	7.7	9.5	7.1
KTAM (O)	4/ 3.1	---	4.0	---	2.6	115	11.0	14.1	15.0
KMJQ-F (B)	4/ 3.1	---	4.0	---	2.6	79	7.6	6.3	7.8

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KORA-F>>	1. KORA-F>	1. KORA-F>	1. KKYS-F
2. KAGG-F	2. KTSR-F	2. KTSR-F	2. KORA-F>
3. KKYS-F<	3. KAGG-F	3. KAGG-F	3. KLOL-F
4. KTSR-F	4. KKYS-F	4. KKYS-F	KTSR-F
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KORA-F<	1. KORA-F>	1. KORA-F>	1. KORA-F>	1. KORA-F	1. KORA-F>>
2. KTSR-F>	2. KTSR-F	2. KAGG-F>	2. KAGG-F>>	2. KAGG-F>>	2.
3. KKYS-F	3. KKYS-F	3. KTAM	3. WTAW	3. KTAM	3.
4. KAGG-F	KAGG-F	4.	KTTX-F	WTAW	4.
5.	5.	5.	5.	KMJQ-F	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAGC	1510	Bryan	2.3/5.4
KBMA-F	99.5	Bryan	2.3/5.4
KHRN-F	94.3	Hearne	1.5/7.4
KODA-F	99.1	Houston	0.8/5.4

RADIO STATIONS

KAGC,	1510,	500 W (DAYS),	Religion	, $ 7.00 (Republic)			
KTAM,	1240,	1 KW ,	Oldies	ABC, $10.00 (---)	Clear Channel		
WTAW,	1150,	1 KW/500 W (DA-N),	Country	CBS MBS, $10.00 (---)			
KAGG-F,	96.1,	40 KW @ 538 ,	Country	, $16.00 (Eastman)		(MADISONVILLE)	
KKYS-F,	104.7,	50 KW @ 285 ,	CHR	, $17.00 (Mc-Guild)	Sun Group		
KORA-F,	98.3,	2.3 KW @ 528 ,	Country	ABC, $24.00 (---)	Clear Channel		
KTSR-F,	92.1,	6 KW @ 276 ,	AOR/Classic	, $15.00 (---)			
KTTX-F,	106.1,	50 KW @ 492 ,	??	, $ NA (---)		(BRENHAM)	

KMJQ, KLOL -- see Houston in Spring 92 edition

American Radio Small Market 1992, Copyright 1992

BURLINGTON, VT

MSA Rank/Pop: 271/133,800
ARB Rank/Pop: 218/117,200
Market TSL: 21.75 Hours
Average Person Rating: 16.3

Diaries: 339/346:1
Sample Target: 330
% Below Line: 2.1
% Not Listed: 18.8

Retail $: 1.2 Bil
FM Share: 83.87%
Stations: 12/10

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. WIZN-F (AOR)	36/18.8	13.1	15.9	19.4	16.0	390	33.3	29.7	31.5
2. WXXX-F (CHR)	31/16.2	12.0	16.5	14.8	14.9	379	32.3	33.5	37.9
3. WOKO-F (C)	24/12.6	12.6	12.4	13.4	4.6	233	19.9	23.6	13.9
4. WEZF-F (SAC)	23/12.0	11.5	11.2	10.6	13.9	278	23.7	25.9	34.9
5. WVMT (BB)	11/ 5.8	4.2	6.5	4.2	4.1	135	11.5	12.0	13.8
6. WKDR (FS)	7/ 3.7	3.1	2.9	2.3	2.6	77	6.6	5.1	3.2
WJOY (N/T)	7/ 3.7	7.9	2.4	3.7	1.5	107	9.1	11.1	10.0
8. WNCS-F (AOR)	6/ 3.1	4.2	2.9	4.2	---	157	13.4	14.7	----
9. WDOT (O)	4/ 2.1	1.0	0.6	---	3.6	53	4.5	5.6	7.4

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WIZN-F	1. WIZN-F›	1. WIZN-F	1. WIZN-F
2. WXXX-F	2. WXXX-F›	2. WXXX-F	2. WXXX-F››
3. WOKO-F	3. WEZF-F	3. WOKO-F	3. WEZF-F
4. WEZF-F	4. WOKO-F	4. WEZF-F	WOKO-F
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WIZN-F››	1. WIZN-F›	1. WIZN-F	1. WOKO-F	1. WIZN-F	1. WIZN-F
2. WXXX-F›	2. WXXX-F‹	2. WOKO-F	2. WEZF-F	2. WOKO-F›	WEZF-F
3. WEZF-F	3. WEZF-F	3. WEZF-F‹	3. WVMT ›	3. WXXX-F	3. WOKO-F
4.	4. WOKO-F	4. WXXX-F	4. WJOY	4. WEZF-F	4. WXXX-F
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WVMX-F	101.7	Stowe	1.1/3.8
WGLY-F	103.1	Waterbury	1.0/4.7
WGFB-F	99.9	Plattsburgh	1.0/8.4

RADIO STATIONS

WJOY,	1230,	1 KW	, News/Talk	UNISUP CNN, $10.00 (Torbet)	Hall
WKDR,	1070,	5 KW (DAYS)	, Full Service	ABC, $12.00 (---)	(PLATTSBURGH)
WVMT,	620,	5 KW (DA-2)	, Oldies	ABC, $11.00 (Mc-Guild)	Goldman
WDOT-F,	96.1,	48 KW @ 2306	, Oldies	UNIULT SMN, $ 8.00 (Eastman)	(WARREN)
WEZF-F,	92.9,	46 KW @ 2699	, Soft AC	UNISUP, $22.30 (Banner)	Knight
WGLY-F,	103.1,	.5 KW @ 899	, Religion	, $ 7.00 (---)	(WATERBURY)
WIZN-F,	106.7,	50 KW @ 374	, AOR	, $24.00 (Katz)	(VERGENES)
WNCS-F,	104.7,	1.9 KW @ 2093	, AOR	, $11.00 (Schutz)	(MONTPELIER)
WOKO-F,	98.9,	100 KW @ 289	, Country	, $18.00 (Torbet)	Hall
WXXX-F,	95.3,	3 KW @ 226	, CHR	, $20.00 (Mc-Guild)	Goldman

American Radio Small Market 1992, Copyright 1992

CAPE COD, MA

MSA Rank/Pop: NA
ARB Rank/Pop: 179/164,300
Market TSL: 24.50 Hours
Average Person Rating: 18.9

Diaries: 430/382:1
Sample Target: 400
% Below Line: 29.6
% Not Listed: 14.5

Retail $: 2.3 Bil
FM Share: 85.34%
Stations: 25/10

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. WQRC-F (SAC)	42/13.5	15.7	14.9	17.0	22.0	491	29.9	30.7	33.4
2. WPXC-F (AOR)	35/11.3	9.6	11.6	9.2	9.6	412	25.1	23.7	15.8
3. WFCC-F (CL)	24/ 7.7	4.8	3.3	5.6	4.2	215	13.1	7.1	10.7
WPLM-F (BB)	24/ 7.7	6.1	8.9	5.6	3.8	281	17.1	18.3	13.5
5. WRKO (T)	19/ 6.1	3.8	4.3	4.3	5.8	245	14.9	11.7	11.9
6. WKPE-F (CHR)	17/ 5.5	7.8	6.3	7.2	8.6	329	20.0	20.9	20.8
WMVY-F (AOR)	17/ 5.5	3.8	2.6	3.0	2.6	219	13.3	7.2	4.5
8. WCIB-F (AC)	14/ 4.5	3.1	7.0	5.6	2.9	225	13.7	16.4	10.8
9. WCOD-F (AC)	11/ 3.5	4.1	3.3	5.9	4.8	205	12.5	15.6	14.9
10. WCTK-F (C)	8/ 2.6	3.8	3.3	1.3	3.5	120	7.3	8.8	7.6
WHJY-F (AOR)	8/ 2.6	1.7	1.3	3.3	0.6	107	6.5	4.8	4.3

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WQRC-F>	1. WPXC-F	1. WPXC-F<	1. WPXC-F
2. WPXC-F<	2. WQRC-F	2. WQRC-F>	2. WKPE-F
3. WRKO >	3. WPLM-F	3. WFCC-F	3. WQRC-F
4. WFCC-F<	4. WFCC-F	4. WPLM-F	4. WPLM-F
5. WPLM-F	5. WMVY-F	5.	5. WXTK-F

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WPXC-F>>	1. WPXC-F>	1. WPXC-F>	1. WQRC-F>	1. WPXC-F>	1. WKPE-F
2. WKPE-F	2. WMVY-F	2. WMVY-F	2. WPLM-F	2. WMVY-F	2. WMVY-F
3. WMVY-F>	3. WKPE-F	3. WFCC-F	3. WFCC-F	3. WFCC-F	WQRC-F
4. WHJY-F	4. WCIB-F	WQRC-F	4. WRKO	WHJY-F	WFCC-F
5.	5. WCOD-F	5. WCIB-F	5.	WQRC-F	5. WCIB-F
					WPXC-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFAL-F	101.1	Falmouth	1.3/ 5.7
WFXR-F	93.5	Harwich Port	1.0/ 3.6
WXTK-F	94.9	W. Yarmouth	2.3/ 8.9
WBRU-F	95.5	Providence	1.0/ 4.7
WFHN-F	107.1	Fairhaven	1.0/ 4.8
WPLM	1390	Plymouth	1.0/ 2.0
WWBB-F	101.5	Providence	0.3/ 2.6

See Boston For More Information About These Stations:

WBCN-F	1.0/ 5.9	WODS-F	0.3/ 3.2
WBZ	2.3/11.0	WROL	0.3/ 2.4
WEEI	1.3/ 4.5	WXKS-F	0.6/ 2.6
WHDH	1.6/ 8.9		

RADIO STATIONS

WCIB-F,	101.9,	50 KW @	479,	AC	ABC, $20.00	(HNWH)	Ardman	(FALMOUTH)
WCOD-F,	106.1,	45 KW @	430,	AC	AP, $26.00	(Banner)	Taylor	(HYANNIS)
WFAL-F,	101.1,	4 KW @	253,	AC	UNIULT UNISUP, $15.00	(Eastman)		(FALMOUTH)
WFXR-F,	93.5,	3 KW @	328,	Soft AC	UNISUP, $14.00	(Eastman)		(HARWICH)
WFCC-F,	107.5,	50 KW @	341,	Classical	, $20.00	(CMBS)		(CHATHAM)
WKPE-F,	104.7,	50 KW @	459,	CHR	, $30.00	(Katz)	Roth	(ORLEANS)
WMVY-F,	92.7,	3 KW @	285,	AOR	AP, $19.00	(---)		(TISBURY)
WPXC-F,	102.9,	6 KW @	308,	AOR	, $34.00	(Mc-Guild)		(HYANNIS)
WQRC-F,	99.9,	50 KW @	380,	Soft AC/EZ	UPI, $39.00	(Christal)		(BARNSTABLE)
WXTK-F,	94.9,	50 KW @	246,	Talk	NBC NBC-T, $14.00	(Eastman)		(W. YARMOUTH)

Other ranked stations -- see Providence or Boston in Spring 92 edition

American Radio Small Market 1992, Copyright 1992

CAPE MAY, NJ

MSA Rank/Pop: NA
ARB Rank/Pop: 247/82,300
Market TSL: 25.25 Hours
Average Person Rating: 19.0

Diaries: 340/242:1
Sample Target: 290
% Below Line: 34.6
% Not Listed: 21.8

Retail $: 1.0 Bil
FM Share: 85.25%
Stations: 21/7

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. WZXL-F (AOR)	21/13.5	---	11.2	---	11.1	236	28.7	22.3	23.4
2. WBSS-F (CHR)	15/ 9.6	---	5.3	---	3.2	182	22.1	14.4	11.5
3. WKTU-F (O)	11/ 7.1	---	6.6	---	2.6	133	16.2	14.0	11.4
WBNJ-F (SAC)	11/ 7.1	---	7.9	---	13.2	108	13.2	14.6	17.1
5. WCMC (BB)	10/ 6.4	---	6.6	---	7.9	149	18.1	10.0	16.8
6. WFNN-F (C)	8/ 5.1	---	8.6	---	5.3	114	13.9	12.0	7.5
7. WSLT-F (CL)	6/ 3.8	---	4.6	---	6.9	85	10.3	9.2	15.2
WRDR-F (BB)	6/ 3.8	---	---	---	---	70	8.5	---	---
WAYV-F (AC)	6/ 3.8	---	5.9	---	5.3	111	13.5	14.8	10.6

12+ AMD

1. WZXL-F›
2. WFNN-F
3. WCMC
4. WKTU-F
   WBSS-F

12+ MID

1. WZXL-F›
2. WKTU-F
   WBNJ-F
4. WBSS-F
5. WFNN-F

12+ PMD

1. WZXL-F›
2. WBSS-F
3. WKTU-F
4. WFNN-F
5.

12+ EVE

1. WBSS-F›
2. WZXL-F››
3.
4.
5.

ADULTS 18-34

1. WZXL-F››
2. WBSS-F››
3. WKTU-F
   WMID-F
5.

ADULTS 18-49

1. WZXL-F›
2. WBSS-F
   WKTU-F›
4.
5.

ADULTS 25-54

1. WZXL-F›
2. WKTU-F››
3. WBNJ-F
   WFNN-F
5.

ADULTS 35+

1. WCMC
2. WBNJ-F
3. WKTU-F
4. WFNN-F
   WRDR-F

MEN 25-54

1. WZXL-F‹
2. WKTU-F››
3.
4.
5.

WOMEN 25-54

1. WZXL-F
2. WBNJ-F
3. WFNN-F
4.
5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WXNJ-F	94.3	Avalon	0.6/ 8.0
KYW	1060	Philadelphia	1.3/ 6.0
WDSD-F	94.7	Dover, DE	1.9/ 5.8
WFPG-F	96.9	Atlantic City	3.2/10.6
WMGM-F	103.7	Atlantic City	1.3/ 8.5
WMID	1340	Atlantic City	2.6/ 8.5
WMID-F	99.3	Pleasantville	2.6/ 7.0
WMMR-F	93.3	Philadelphia	0.6/ 6.1
WOND	1400	Pleasantville	1.3/ 4.5
WWDB-F	96.5	Philadelphia	1.3/ 3.3
WXTU-F	92.5	Philadelphia	0.6/ 2.8
WYSP-F	94.1	Philadelphia	0.6/ 4.7

RADIO STATIONS

WCMC,	1230,	1 KW ,	Nostalgia	SMN, $12.00	(Durpetti)	Ragan Henry	(WILDWOOD)
WBNJ-F,	105.5,	3 KW @ 296 ,	Soft AC	UNISUP, $18.00	(K & P)		
WFNN-F,	98.7,	3 KW @ 292 ,	Country	SMN, $11.00	(---)	Scott	(VILLAS)

Other ranked stations -- see Atlantic City in Spring 92 edition

American Radio Small Market 1992, Copyright 1992

CHAMPAIGN, IL

MSA Rank/Pop: 228/173,900
ARB Rank/Pop: 193/146,500
Market TSL: 21.25 Hours
Average Person Rating: 16.0

Diaries: 385/381:1
Sample Target: 390
% Below Line: 15.7
% Not Listed: 24.7

Retail $: 1.34 Bil
FM Share: 81.92%
Stations: 14/8

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. WLRW-F (CHR)	38/16.2	---	16.0	---	21.2	549	37.5	33.9	41.5
2. WKIO-F (O)	31/13.2	---	10.8	---	15.5	365	24.9	21.7	28.3
3. WZNF-F (CL.AOR)	17/ 7.2	---	12.7	---	4.4	230	15.7	23.8	15.2
WDWS (FS/N)	17/ 7.2	---	11.8	---	10.2	275	18.8	19.2	21.4
5. WPGU-F (AOR)	16/ 6.8	---	9.0	---	6.6	212	14.5	20.4	19.2
6. WHMS-F (SAC)	14/ 6.0	---	3.3	---	4.4	212	14.5	11.7	11.6
WIAI-F (C)	14/ 6.0	---	6.6	---	4.9	180	12.3	13.3	9.6
8. WLS (T)	7/ 3.0	---	1.4	---	1.3	111	7.6	5.9	5.8
9. WZRO-F (C)	5/ 2.1	---	1.9	---	1.3	91	6.2	7.7	3.5
WGN (T/FS)	5/ 2.1	---	0.9	---	1.8	97	6.6	7.4	6.3
WIXY-F (?)	5/ 2.1	---	---	---	---	47	3.2	---	---

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WLRW-F	1. WLRW-F‹	1. WLRW-F‹	1. WLRW-F›
2. WDWS	2. WKIO-F›	2. WKIO-F›	2. WPGU-F‹
3. WKIO-F›	3. WDWS ‹	3. WPGU-F‹	3. WZNF-F
4.	4. WPGU-F	4. WZNF-F‹	4. WIAI-F
5.	WZNF-F	5. WHMS-F	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WLRW-F›	1. WKIO-F‹	1. WKIO-F››	1. WKIO-F	1. WKIO-F››	1. WKIO-F››
2. WZNF-F‹	2. WLRW-F›	2. WLRW-F	2. WDWS-F	2. WDWS-F	2. WLRW-F››
3. WPGU-F	3. WZNF-F‹	3. WDWS	3. WIAI-F	WHMS-F	3.
4. WKIO-F	4. WPGU-F	WHMS-F	4. WHMS-F	WZRO-F	4.
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WUFI**	1460	Ranloul	0.9/5.0
WGCY-F	106.3	Gibson City	0.4/3.0
WPXN-F	104.9	Paxton	1.7/2.7

RADIO STATIONS

WDWS ,	1400,	1 KW	, Full Service	CBS, $25.00	(Christal)	
WHMS-F,	97.5,	50 KW @ 362	, Soft AC	CBS, $16.00	(Christal)	
WIXY-F,	100.3,	13 KW @ 453	, ? ?	, $12.00	(---)	
WKIO-F,	92.5,	20 KW @ 367	, Oldies	UNIPWR, $30.00	(Eastman)	Tak
WLRW-F,	94.5,	50 KW @ 390	, CHR	ABC, $37.00	(Katz)	Saga
WPGU-F,	107.1,	3 KW @ 236	, AOR	Source, $21.00	(Roslin)	
WZNF-F,	95.3,	2 KW @ 414	, Classic AOR	, $17.00	(Banner)	

WIAI-F -- See Danville, IL

WLS, WGN -- See Chicago in Spring 92 edition

American Radio Small Market 1992, Copyright 1992

CHARLOTTESVILLE, VA

MSA Rank/Pop: 272/132,800
ARB Rank/Pop: 221/113,000
Market TSL: 20.0 Hours
Average Person Rating: 15.0

Diaries: 350/323:1
Sample Target: 330
% Below Line: 12.4
% Not Listed: 32.5

Retail $: 1.13 Bil
FM Share: 70.18%
Stations: 16/11

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. WINA (FS)	21/12.4	---	8.9	---	17.8	269	23.8	19.0	27.0
2. WWWV-F (AOR)	20/11.8	---	18.5	---	16.7	315	27.9	30.1	33.1
3. WCYK-F (C)	14/ 8.3	---	9.6	---	2.3	231	20.4	15.6	6.6
4. WQMZ-F (SAC)	13/ 7.7	---	6.4	---	8.0	233	20.6	16.8	17.9
5. WKAV (C)	8/ 4.7	---	3.2	---	6.3	85	7.5	7.0	10.5
WVLR-F (CHR?)	8/ 4.7	---	---	---	---	69	6.1	---	---
7. WPLZ-F (B)	6/ 3.6	---	0.6	---	---	14	1.2	0.8	---
8. WUVA-F (CHR)	5/ 3.0	---	10.2	---	8.0	172	15.2	24.4	23.2
9. WCHV (O)	4/ 2.4	---	5.7	---	2.3	90	8.0	13.4	10.1

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WINA >	1. WINA >	1. WWWV-F	1. WWWV-F
2. WWWV-F<	2. WWWV-F<	2. WINA	2. WQMZ-F>>
3. WCYK-F>	3. WCYK-F	3. WCYK-F	3.
4.	4. WQMZ-F	4. WQMZ-F	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WWWV-F>>	1. WWWV-F>	1. WCYK-F	1. WINA	1. WPLZ-F	1. WCYK-F
2. WQMZ-F	2. WCYK-F	2. WWWV-F	2. WCYK-F>	2. WCYK-F	WVLR-F
WINA	WINA	3. WINA	3. WKAV-F	WWWV-F	3. WINA
4. WUVA-F	4. WQMZ-F	4. WPLZ-F	4. WPLZ-F	4. WINA	4. WWWV-F
5.	5.	WVLR-F	5.	5.	5.

NOTE: WPLZ-F's Men 25-54 segment has a turnover ratio of 2.2:1 which translates into a weekly TSL for the station of 58.2 hours. That's nearly 8.50 hours per day for the average listener.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WANV-F	99.7	Staunton	1.8/12.2
WCYK	810	Crozet	0.6/ 2.5
WLSA-F	105.5	Louisa	0.6/ 3.9
WXZY-F	92.1	Ruckersville	1.8/ 9.9
WPLC-F	99.3	Spotsylvania	0.6/ 8.2
WQPO-F	100.7	Harrisonburg	1.8/ 4.0
WVGO-F	106.5	Richmond	1.8/ 5.0

RADIO STATIONS

WCHV,	1260,	5 KW/2.5 KW (DA-2),	Oldies	CNN, $ 9.00	(Christal)	
WINA,	1070,	5 KW (DA-N) ,	Full Service	CBS, $20.00	(Market 4)	
WKAV,	1400,	1 KW ,	Country	SMN, $10.00	(---)	
WCYK-F,	102.3,	5 KW @ 358 ,	Country	ABC, $13.00	(K & P)	(CROZET)
WQMZ-F,	95.1,	6 KW @ 144 ,	Soft AC UNISUP	CBS, $14.00	(Market 4)	
WUVA-F,	92.7,	2 KW @ 899 ,	CHR (?)	ABC, $10.00	(---)	
WWWV-F,	97.5,	50 KW @ 449 ,	AOR	, $20.00	(Christal)	Eure

WPLZ-F -- see Richmond in Spring 92 edition

WVLR-F -- see Roanoke in Spring 92 edition

American Radio Small Market 1992, Copyright 1992

CHEYENNE, WY

MSA Rank/Pop: 347/73,600
ARB Rank/Pop: 260/59,400
Market TSL: 19.75 Hours
Average Person Rating: 14.8

Diaries: 281/211:1
Sample Target: 280
% Below Line: 21.6
% Not Listed: 18.2

Retail $: 0.54 Bil
FM Share: 79.17%
Stations: /5

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. KMUS-F (C)	21/23.9	---	9.8	---	---	198	33.3	17.2	----
2. KLEN-F (SAC)	15/17.0	---	4.9	---	7.1	176	29.6	15.6	14.0
3. KFBQ-F (CHR)	8/ 9.1	---	15.7	---	11.6	130	21.9	27.3	29.6
4. KFBC (FS)	5/ 5.7	---	8.8	---	9.8	101	17.0	21.2	18.7
5. KRAE (BB/O)	4/ 4.5	---	2.0	---	5.4	90	15.2	12.6	13.5
KQKS-F (CHR)	4/ 4.5	---	2.0	---	---	48	8.1	9.4	----
KXKL-F (O)	4/ 4.5	---	3.9	---	1.8	74	12.5	11.6	10.9

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KMUS-F>	1. KMUS-F<	1. KMUS-F<	1. KLEN-F>
2. KLEN-F>	2. KLEN-F>>	2. KLEN-F>>	2. KFBQ-F
3. KFBC <	3.	3.	3. KMUS-F
4. KFBQ-F	4.	4.	4. KQKS-F
5. KRAE	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KMUS-F>>	1. KMUS-F>>	1. KMUS-F>>	1. KMUS-F	1. KMUS-F>>	1. KMUS-F>>
2. KFBQ-F	2. KLEN-F>	2. KLEN-F>>	2. KLEN-F>	2. KXKL-F	KLEN-F
KLEN-F	3. KFBQ-F	3.	3. KFBC >	3. KLEN-F	3.
4.	4.	4.	4.	4.	4.
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAZY-F	106.7	Denver	2.3/7.7
KLZ	560	Denver	1.1/4.2
KOA	850	Denver	2.3/5.6
KRFX-F	103.5	Denver	3.4/7.4
KRZN	760	Denver	3.4/6.1

RADIO STATIONS

KFBC,	1240,	1 KW	, Full Service	N8C ABC, $14.00	(Eastman)	
KRAE,	1480,	1 KW/65 W	, Nost/Oldies	SMN CBS, $11.00	(Tacher)	
KFBQ-F,	97.9,	100 KW @ 541	, CHR	ABC, $16.00	(Eastman)	
KLEN-F,	106.3,	3 KW @ - 3	, Soft AC	, $15.00	(Banner)	
KMUS-F,	101.9,	50 KW @ 492	, Country	, $19.00	(Christal)	(BURNS)

Other ranked stations -- see Denver in Spring 92 edition

American Radio Small Market 1992, Copyright 1992

CHICO, CA

MSA Rank/Pop: 219/186,400
ARB Rank/Pop: 185/157,000
Market TSL: 20.75 Hours
Average Person Rating: 14.8

Diaries: 377/416:1
Sample Target: 400
% Below Line: 11.2
% Not Listed: 21.9

Retail $: 1.1 Bil
FM Share: 76.92%
Stations: 18/10

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. KALF-F (C)	28/12.0	10.2	8.1	5.0	3.7	264	16.8	17.0	9.8
2. KFMF-F (AOR)	26/11.2	13.4	14.2	10.5	8.9	292	18.6	25.1	17.0
3. KCHH-F (CHR)	20/ 8.6	6.9	5.7	3.8	1.9	241	15.4	16.7	8.4
4. KPAY (FS)	17/ 7.3	3.7	4.5	4.2	4.2	196	12.5	11.6	12.8
5. KPPL-F (AC?)	15/ 6.4	3.7	2.4	2.5	7.5	207	13.2	12.4	8.8
6. KHSL (C)	12/ 5.2	3.2	6.1	3.3	5.1	155	9.9	11.1	12.4
7. KPAY-F (SAC)	11/ 4.7	7.9	8.1	12.1	7.5	226	14.4	15.9	16.7
8. KEWE-F (BB)	10/ 4.3	3.7	4.5	3.8	5.6	129	8.2	6.7	9.4
9. KCEZ-F (O)	9/ 3.9	5.6	6.5	6.7	6.5	198	12.6	14.0	19.8
10. KZZP-F (AC)	8/ 3.4	2.8	2.0	2.5	1.4	162	10.3	7.8	6.7

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KFMF-F<	1. KFMF-F	1. KFMF-F<	1. KCHH-F>
2. KALF-F	KALF-F	2. KALF-F>	2. KALF-F
3. KPAY >	3. KPAY	3. KPPL-F<	3. KFMF-F
4. KCHH-F	4. KCHH-F	4. KCHH-F<	4. KPPL-F
5.	5.	5. KPAY	KNBR

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KFMF-F>	1. KFMF-F>	1. KFMF-F	1. KALF-F	1. KFMF-F>>	1. KALF-F
2. KCHH-F	2. KALF-F	2. KALF-F>	2. KHSL	2. KALF-F	KPAY-F
3. KALF-F	3. KCHH-F	3. KCEZ-F	KPAY	3. KPAY	3. KCHH-F
4. KPPL-F	4. KPPL-F	4. KPAY-F	4. KEWE-F	KCEZ-F	4. KCEZ-F
5.	5.	KPPL-F	5.	5. KPPL-F	KPPL-F
					KFMF-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KFBK	1530	Sacramento	2.1/ 7.8
KGO	810	San Francisco	1.7/ 5.5
KKCY-F	103.1	Colusa	2.1/ 3.9
KNBR	680	San Francisco	1.7/ 4.6
KNCQ-F	97.3	Redding	0.4/ 3.8
KRFD-F	99.9	Marysville	1.7/ 7.6
KSEG-F	96.9	Sacramento	0.9/ 3.1
KSFM-F	102.5	Sacramento	0.4/ 3.0

RADIO STATIONS

KHSL,	1290,	5 KW (DA-N)	, Country	CBS, $15.00	(Roslin)		
KPAY,	1060,	10 KW (DA-2)	, Full Service	MBS, $18.00	(Katz)	McCoy	
KALF-F,	95.7,	7 KW @ 1266	, Country	ABC, $20.00	(K & P)		(RED BLUFF)
KCEZ-F,	100.7,	50 KW @ 272	, Oldies	UNIULT UNISUP, $14.00	(---)		(CORNING)
KCHH-F,	103.5,	2 KW @ 1233	, CHR	, $16.00	(K & P)		(PARADISE)
KEWE-F,	97.7,	6 KW @ 161	, Nostalgia	ABC, $13.00	(Sand.)		(OROVILLE)
KFMF-F,	93.9,	2 KW @ 1128	, AOR	, $25.00	(Christal)		
KPAY-F,	95.1,	9 KW @ 1171	, Soft AC	, $15.00	(Katz)	McCoy	
KPPL-F,	107.5,	28 KW @ 633	, AC(?)	, $16.00	(Mc-Guild)		(COLUSA)
KZZP-F,	96.7,	3 KW @ 328	, CHR/AC	, $12.00	(---)		(PARADISE)

American Radio Small Market 1992, Copyright 1992

COLUMBIA, MO

MSA Rank/Pop: 311/113,300
ARB Rank/Pop: 237/ 95,000
Market TSL: 20.0 Hours
Average Person Rating: 14.9

Diaries: 299/318:1
Sample Target: 310
% Below Line: 2.1
% Not Listed: 23.2

Retail $: 0.9 Bil
FM Share: 76.15%
Stations: 11/9

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. KCLR-F (C)	27/19.0	---	21.1	---	---	260	27.4	30.9	----
2. KFRU (FS)	21/14.8	---	7.9	---	8.0	239	25.2	20.3	21.7
3. KFMZ-F (AOR)	16/11.3	---	17.8	---	20.0	239	25.2	36.5	34.0
KARO-F (AC)	16/11.3	---	9.9	---	16.7	203	21.4	27.0	32.4
5. KTXY-F (CHR)	11/ 7.7	---	7.2	---	6.0	219	23.1	26.1	22.7
6. KCMQ-F (CHR)	6/ 4.2	---	7.2	---	10.7	158	16.6	24.0	28.9
7. KTGR (SAC)	5/ 3.5	---	0.7	---	2.0	74	7.8	4.4	7.2
8. KWWR-F (C)	3/ 2.1	---	2.6	---	8.7	60	5.3	12.9	20.4

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KCLR-F	1. KCLR-F	1. KCLR-F	1. KFRU
2. KFRU	2. KARO-F	2. KARO-F	2. KCLR-F
3. KARO-F	3. KFMZ-F	3. KFMZ-F	3. KTXY-F
4. KFMZ-F	KFRU	4. KTXY-F	4. KFMZ-F
5. KTXY-F	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KCLR-F	1. KCLR-F	1. KCLR-F	1. KFRU	1. KCLR-F	1. KARO-F
2. KFMZ-F	2. KFMZ-F	2. KARO-F	2. KCLR-F	2. KARO-F	2. KCLR-F
3. KARO-F	KARO-F	3. KFMZ-F	KARO-F	KFMZ-F	3. KFMZ-F
KTXY-F	4. KFRU	4. KFRU	4.	4. KFRU	4. KFRU
5.	KTXY-F	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KMFC-F	92.1	Centralia	0.7/5.8
KJMO-F	100.1	Jefferson City	1.4/9.4
KLTE-F	107.3	Kirksville	0.7/4.0

RADIO STATIONS

KFRU,	1400,	1 KW	, Full Service	ABC MBS,	$17.00	(Schubert)	
KTGR,	1580,	250 KW/19 W	, EZ/SAC	SMN UNIPWR,	$10.00	(---)	
KARO-F,	101.5,	20 KW @ 604	, AC	,	$15.00	(Roslin)	
KCLR-F,	99.3,	33 KW @ 285	, Country	,	$19.00	(Banner)	
KCMQ-F,	96.7,	3 KW @ 161	, CHR	ABC UNIPWR,	$10.00	(---)	
KFMZ-F,	98.3,	24 KW @ 712	, AOR	ABC,	$18.00	(Christal)	
KTXY-F,	106.9,	100 KW @ 1250	, CHR	,	$13.00	(Mc-Guild) Britt	(JEFF CITY)
KWWR-F,	95.7,	100 KW @ 994	, Country	MBS,	$10.00	(---)	(MEXICO)

American Radio Small Market 1992, Copyright 1992

DANBURY, CT

MSA Rank/Pop: 217/189,100
ARB Rank/Pop: 184/158,000
Market TSL: 21.75 Hours
Average Person Rating: 16.6

Diaries: 480/329:1
Sample Target: 410
% Below Line: 41.8
% Not Listed: 22.4

Retail $: 1.75 Bil
FM Share: 66.18%
Stations: 28/5

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. WRKI-F (AOR)	33/12.5	13.3	11.2	13.1	9.6	474	30.0	29.2	28.8
2. WDAQ-F (AC)	32/12.2	13.3	12.9	11.5	10.7	389	24.6	23.1	21.7
3. WLAD (FS)	14/ 5.3	8.6	8.3	6.2	6.4	288	18.2	18.6	16.3
4. WCBS (N)	12/ 4.6	3.9	2.5	5.9	4.3	299	18.9	18.5	16.4
WFAN (S/T)	12/ 4.6	2.4	2.9	3.9	3.2	190	12.0	10.0	12.3
WEZN-F (SAC)	12/ 4.6	3.5	7.2	7.9	8.9	288	18.2	22.8	19.9
7. WKCI-F (CHR)	11/ 4.2	4.7	6.1	6.6	12.1	273	17.3	18.9	25.6
8. WPLR-F (AOR)	9/ 3.4	1.2	0.7	0.7	0.7	109	6.9	5.6	6.0
WREF (BB)	9/ 3.4	---	0.7	4.6	3.6	98	6.2	5.0	6.2
10. WABC (T)	8/ 3.0	3.9	1.4	2.0	1.8	121	7.7	5.5	7.1
WWYZ-F (C)	8/ 3.0	2.0	2.5	2.0	0.7	104	6.6	5.8	3.6
12. WINE (O)	6/ 2.3	2.0	2.5	2.3	1.1	107	6.8	5.7	6.1

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WRKI-F	1. WDAQ-F	1. WRKI-F‹	1. WRKI-F
WDAQ-F	2. WRKI-F››	2. WDAQ-F››	2. WDAQ-F›
3. WLAD	3. WLAD	3. WEZN-F›	3. WKCI-F›
4. WFAN	4. WEZN-F	4.	4. WFAN
5. WCBS	5.	5.	WLAD

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WRKI-F‹	1. WRKI-F	1. WRKI-F	1. WDAQ-F	1. WRKI-F›	1. WDAQ-F›
2. WDAQ-F››	2. WDAQ-F››	2. WDAQ-F››	WLAD	2. WDAQ-F	2. WRKI-F›
3. WPLR-F	3. WFAN	3. WFAN	3. WCBS	WFAN ››	3. WEZN-F
4. WKCI-F	WPLR-F	4. WPLR-F	4. WFAN	4. WPLR-F	WLAD
5.	5.	WLAD	WRKI-F	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDRC-F	102.9	Hartford	0.8/5.3	WOR	710	New York	1.1/5.1
WEBE-F	107.9	Westport	1.9/9.6	WPAT-F	93.1	New York	0.4/2.5
WEFX-F	95.9	Norwalk	0.4/4.0	WQCD-F	101.9	New York	0.4/2.4
WHCN-F	105.9	Hartford	0.4/3.9	WQMT-F	97.1	New York	0.4/3.3
WHTZ-F	100.3	New York	0.4/3.9	WRCH-F	100.5	New Britain	0.4/1.8
WHUD-F	100.7	Peekskill	2.7/4.9	WSPK-F	104.7	Poughkeepsie	0.8/4.0
WIOF-F	104.1	Waterbury	0.4/1.6	WXRK-F	92.3	New York	0.4/3.9
WNEW	1130	New York	1.9/2.9	WYNY-F	103.5	New York	1.9/3.3

RADIO STATIONS

WINE ,	940,	1 KW (DAYS)	, Oldies	ABC, $ NA	(Eastman)	Home News
WLAD ,	800,	1 KW/287 W	, Full Service	BRN M&S, $ NA	(Durpetti)	
WREF ,	850,	1 KW (DAYS)	, Nostalgia	NBC, $18.00	(Roslin)	
WDAQ-F,	98.3,	1.3 KW @ 460	, AC	, $44.00	(Durpetti)	
WRKI-F,	95.1,	50 KW @ 469	, AOR	, $50.00	(Eastman)	Home News

Other ranked stations -- See New York, New Haven or Bridgeport in Spring 92 edition

American Radio Small Market 1992, Copyright 1992

DANVILLE, IL

MSA Rank/Pop: NA
ARB Rank/Pop: 254/72,100
Market TSL: 18.50 Hours
Average Person Rating: 13.9

Diaries: 283/255:1
Sample Target: 290
% Below Line: 23.0
% Not Listed: 27.0

Retail $: 0.6 Bil
FM Share: 64.00%
Stations: 14/6

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. WIAI-F (C)	22/22.0	---	20.8	---	19.1	256	35.5	31.6	31.6
2. WDNL-F (CHR)	14/14.0	---	15.6	---	12.2	216	30.0	31.1	36.6
3. WHPO-F (C)	6/ 6.0	---	1.0	---	5.3	94	13.0	6.8	9.9
WKIO-F (AC)	6/ 6.0	---	4.2	---	---	121	16.8	16.1	----
5. WDAN (C)	4/ 4.0	---	1.0	---	7.6	87	12.1	12.1	17.2
WAZY-F (CHR)	4/ 4.0	---	1.0	---	3.8	62	8.6	10.2	13.9
WLRW-F (CHR)	4/ 4.0	---	4.2	---	5.3	129	17.9	15.9	19.2
8. WITY (FS)	3/ 3.0	---	4.2	---	3.8	71	9.8	14.6	16.1
WZNF-F (CL.AOR)	3/ 3.0	---	6.3	---	3.1	62	8.6	12.3	7.4

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WIAI-F>	1. WIAI-F	1. WIAI-F>>	1. WDNL-F
2. WDNL-F>>	2. WDNL-F>>	2. WDNL-F	2. WIAI-F
3. WHPO-F	3. WHPO-F	3. WAZY-F	WAZY-F
4. WDAN	WKIO-F	WKIO-F	4. WHPO-F
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WDNL-F>>	1. WDNL-F<	1. WIAI-F>>	1. WIAI-F>>	1. WIAI-F>>	1. WIAI-F
2. WIAI-F	2. WIAI-F>>	2. WDNL-F>	2. WHPO-F	2. WDNL-F>	2. WDNL-F>
3. WAZY-F	3. WKIO-F	3. WKIO-F>	WKIO-F	3. WKIO-F	3. WKIO-F
4.	4.	4.	4. WDNL-F	4.	4. WHPO-F
5.	5.	5.	5.	5.	WLRW-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCDV-F	103.1	Covington	1.0/6.4
WACF-F	98.5	Paris	2.0/6.8
WHMS-F	97.5	Champaign	1.0/4.3
WLS	890	Chicago	2.0/5.1
WZZQ-F	107.5	Terre Haute	1.0/6.0

RADIO STATIONS

WDAN,	1490,	1 KW	Country	CBS, $15.00	(Mc-Guild)	Neuhoff
WITY,	980,	1 KW (DA-2)	Full Service	ABC, $13.00	(---)	
WDNL-F,	102.1,	50 KW @ 367	CHR	UNIPWR, $23.00	(Mc-Guild)	Neuhoff
WHPO-F,	100.9,	3 KW @ 300	Country	, $10.00	(---)	(HOOPESTON)
WIAI-F,	99.1,	50 KW @ 500	Country	ABC, $28.00	(---)	

Other rated stations -- See Champaign or Lafayette, IN

American Radio Small Market 1992, Copyright 1992

DOTHAN, AL

MSA Rank/Pop: 273/132,100
ARB Rank/Pop: 174/174,100
Market TSL: 22.75 Hours
Average Person Rating: 17.0

Diaries: 432/403:1
Sample Target: 420
% Below Line: 9.8
% Not Listed: 14.9

Retail $: 1.46 Bil
FM Share: 96.03%
Stations: 15/11

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. WTVY-F (C)	95/32.1	29.5	21.8	28.1	17.6	761	43.7	36.1	33.8
2. WKMX-F (AOR)	34/11.5	10.8	15.0	14.0	21.8	543	31.2	32.1	37.6
3. WOOF-F (AC)	26/ 8.8	9.4	11.8	6.7	14.1	400	23.0	28.6	25.4
4. WZHT-F (B)	22/ 7.4	14.2	13.6	13.7	6.7	312	17.9	15.1	15.6
5. WDJR-F (CHR)	17/ 5.7	6.9	8.2	4.9	7.0	251	14.4	14.1	12.7
6. WQLS-F (SAC)	12/ 4.1	---	1.8	1.1	4.2	138	7.9	6.1	12.9
WJJN-F (B)	12/ 4.1	2.1	---	---	---	148	8.5	---	---
8. WZTZ-F (C)	10/ 3.4	2.1	3.2	3.5	2.8	124	7.1	8.5	6.9

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WTVY-F››	1. WTVY-F››	1. WTVY-F››	1. WTVY-F››
2. WKMX-F	2. WKMX-F	2. WKMX-F	2. WZHT-F‹
3. WOOF-F	3. WOOF-F›	3. WOOF-F	3. WKMX-F
4. WDJR-F	4.	4.	4. WDJR-F
WZHT-F	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WTVY-F	1. WTVY-F	1. WTVY-F››	1. WTVY-F››	1. WTVY-F››	1. WTVY-F›
2. WKMX-F	2. WOOF-F	2. WOOF-F	2.	2. WQLS-F	2. WOOF-F›
3. WOOF-F	WKMX-F	3. WKMX-F	3.	3. WKMX-F	3. WKMX-F
4. WQLS-F	4. WZHT-F	4. WZHT-F	4.	4. WZHT-F	4. WZHT-F
5. WZHT-F	5.	5.	5.	WOOF-F	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WESP-F	102.5	Dothan	1.7/7.4
WOOF	560	Dothan	1.0/6.8
WOZK	900	Ozark	2.4/2.7
WXUS-F	100.5	Fort Rucker	0.7/4.0
WFSY-F	98.5	Panama City	0.7/2.8
WPAP-F	92.5	Panama City	1.0/3.0
WPFM-F	107.9	Panama City	0.7/4.1

RADIO STATIONS

WDJR-F,	96.9,	100 KW @ 1515 ,	CHR	ABC, $14.00 (Dora)	(ENTERPRISE)
WJJN-F,	101.3,	3 KW @ 328 ,	Black	AURN, $ 9.00 (---)	
WKMX-F,	106.7,	100 KW @ 1069 ,	AOR	ABC, $20.00 (HNWH)	(ENTERPRISE)
WOOF-F,	99.7,	100 KW @ 981 ,	AC	MBS, $16.00 (Roslin)	
WQLS-F,	103.9,	6 KW @ 328 ,	Soft AC	CNN, $10.00 (---)	(OZARK)
WTVY-F,	95.5,	100 KW @ 1059 ,	Country	ABC, $26.00 (Mc-Guild)	
WZTZ-F,	101.1,	0.6 KW @ 682 ,	Country	, $ 9.00 (---)	(ELBA)

WZHT-F -- see Montgomery in Spring 92 edition

American Radio Small Market 1992, Copyright 1992

DUBUQUE, IA

MSA Rank/Pop: 336/86,100
ARB Rank/Pop: 204/128,400
Market TSL: 25.0 Hours
Average Person Rating: 19.1

Diaries: 427/301:1
Sample Target: 380
% Below Line: 10.6
% Not Listed: 20.0

Retail $: 1.06 Bil
FM Share: 67.86%
Stations: 18/9

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. KATF-F (AC)	44/18.0	---	13.8	---	15.8	508	39.6	42.5	36.2
2. KDTH (FS)	37/15.1	---	11.4	---	10.8	408	31.8	28.6	25.5
3. WJOD-F (C)	24/ 9.8	---	6.7	---	4.7	265	20.6	13.4	6.6
4. KLYV-F (CHR)	22/ 9.0	---	11.0	---	14.3	315	24.5	31.9	33.6
5. KDFX-F (AOR)	15/ 6.1	---	11.8	---	7.9	226	17.6	18.9	15.3
WDBQ (FS/AC)	15/ 6.1	---	5.1	---	8.2	187	14.6	17.2	17.8
7. WGLR-F (C)	8/ 3.3	---	2.0	---	1.4	119	9.3	7.3	4.8

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KDTH	1. KATF-F<	1. KATF-F>	1. KATF-F>
2. KATF-F	2. KDTH >	2. KDTH	2. KLYV-F
3. WJOD-F>	3. WJOD-F	3. WJOD-F	3. KDFX-F
4. WDBQ	4. WDBQ	4. KLYV-F	4. WDBQ
5. KLYV-F	5.	5. KDFX-F	5. WJOD-F

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KATF-F>	1. KATF-F>>	1. KATF-F>	1. KDTH >	1. KATF-F	1. KATF-F>>
2. KDFX-F	2. KDFX-F<	2. WJOD-F>	2. KATF-F>	2. KDFX-F	2. KDTH
3. KLYV-F	3. WJOD-F	3. KDFX-F	3. WJOD-F	WJOD-F>>	WJOD-F
4. WJOD-F	4. KLYV-F	4. KDTH	4. WDBQ	4.	4. WDBQ
5.	5.	5. WDBQ	5.	5.	KLYV-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGLR	1280	Lancaster, WI	1.6/3.4
WTOQ	1590	Platteville, WI	0.4/3.6
KFMW-F	107.9	Waterloo	0.4/4.8
KKRQ-F	100.7	Iowa City	0.8/2.3
KOEL-F	92.3	Oelwein	1.6/6.1
KUUL-F	103.7	Davenport	1.2/4.8
WDMP-F	99.3	Dodgeville, WI	0.4/1.9
WEKZ-F	93.7	Monroe, WI	1.6/3.9
WIZM-F	93.3	LaCrosse	0.4/4.1
WMT	600	Cedar Rapids	2.4/9.3
WOLX-F	94.9	Baraboo, WI	1.6/5.7

RADIO STATIONS

KDTH,	1370,	5 KW (DA-N) ,	Full Service	CBS ABC, $18.00	(Eastman)	Woodward
WDBQ,	1490,	1 KW ,	Full Service	ABC, $11.00	(Banner)	Commm. Prop
KATF-F,	92.9,	100 KW @ 469 ,	AC	ABC, $20.00	(Eastman)	Woodward
KDFX-F,	102.3,	1.7 KW @ 410 ,	AOR	UNIULT, $13.00	(K & P)	
KLYV-F,	105.3,	50 KW @ 331 ,	CHR	, $17.00	(Banner)	Comm. Prop
WGLR-F,	97.7,	3.9 KW @ 236 ,	Country	ABC, $ 8.00	(---)	(LANCASTER, WI)
WJOD-F,	107.5,	6 KW @ 328 ,	Country	CNN UNISUP, $13.00	(---)	(GALENA)

American Radio Small Market 1992, Copyright 1992

EAU CLAIRE, WI

MSA Rank/Pop: 267/138,300
ARB Rank/Pop: 219/113,800
Market TSL: 24.50 Hours
Average Person Rating: 18.5

Diaries: 389/293:1
Sample Target: 350
% Below Line: 1.9
% Not Listed: 10.4

Retail $: 1.08 Bil
FM Share: 91.53%
Stations: 13/11

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. WAXX-F (C)	74/35.1	---	25.1	---	24.6	542	47.6	38.9	41.0
2. WBIZ-F (CHR)	35/16.6	---	17.6	---	19.0	431	37.9	37.1	42.5
3. WISM-F (AOR)	17/ 8.1	---	---	---	---	191	16.8	----	----
4. WIAL-F (AC)	16/ 7.6	---	15.5	---	22.7	294	25.8	32.8	43.0
5. WECL-F (SAC)	9/ 4.3	---	3.2	---	---	100	8.8	8.2	----
6. WCFW-F (BB/EZ)	8/ 3.8	---	5.3	---	5.7	110	9.7	10.6	11.8
7. WEAQ (C)	7/ 3.3	---	1.6	---	1.9	102	9.0	7.1	9.8
8. WAYY (BB/MOR)	6/ 2.8	---	1.6	---	4.3	56	4.9	9.1	12.4
WMEQ-F (C)	6/ 2.8	---	5.9	---	---	64	10.1	10.5	----
WWIB-F (REL)	6/ 2.8	---	2.1	---	1.9	148	13.0	6.1	9.9

12+ AMD

1. WAXX-F>>
2. WBIZ-F>>
3. WISM-F
4. WIAL-F
5.

12+ MID

1. WAXX-F>>
2. WBIZ-F>
3. WIAL-F
4. WISM-F
5.

12+ PMD

1. WAXX-F>>
2. WBIZ-F>>
3. WIAL-F
4. WISM-F
5.

12+ EVE

1. WAXX-F>
2. WBIZ-F>>
3. WISM-F
4.
5.

ADULTS 18-34

1. WAXX-F>>
2. WBIZ-F>
3. WISM-F>
4. WIAL-F
5.

ADULTS 18-49

1. WAXX-F>
2. WBIZ-F>
3. WISM-F
4. WIAL-F
5.

ADULTS 25-54

1. WAXX-F>>
2. WBIZ-F>
3. WISM-F
4. WECL-F
   WIAL-F

ADULTS 35+

1. WAXX-F>>
2.
3.
4.
5.

MEN 25-54

1. WAXX-F>>
2. WBIZ-F
3. WISM-F>
4.
5.

WOMEN 25-54

1. WAXX-F>>
2. WBIZ-F>
3. WIAL-F
4. WISM-F
   WECL-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WISM	1050	Eau Claire	0.5/2.8
WCCO	830	Minneapolis	0.9/3.8
WJMC-F	96.3	Rice Lake	0.9/5.0

RADIO STATIONS

WAYY,	1150,	5 KW (DAYS) ,	MOR	ABC, $ 9.00	(Torbet)	(CHIP. FALLS)
WEAQ,	790,	5 KW (DA-N) ,	Country	, $ 9.00	(---)	
WAXX-F,	104.5,	100 KW @ 1801 ,	Country	ABC, $45.00	(Torbet)	
WBIZ-F,	100.7,	100 KW @ 741 ,	CHR	, $26.00	(Katz)	
WCFW-F,	105.5,	3 KW @ 298 ,	Nost./EZ	AP, $10.00	(---)	(CHIP. FALLS)
WECL-F,	92.9,	3 KW @ 328 ,	Soft AC	UNISUP, $ 8.00	(---)	(ELK MOUND)
WIAL-F,	94.1,	84 KW @ 351 ,	AC	, $15.00	(---)	
WISM-F,	98.1,	6 KW @ 174 ,	AOR	, $14.00	(---)	(ALTOONA)
WMEQ-F,	92.1,	9 KW @ 436 ,	Country	NBC, $ 9.00	(Katz)	(MENOMONIE)
WWIB-F,	103.7,	100 KW @ 679 ,	Religion	, $ 7.00	(---)	(LADYSMITH)

American Radio Small Market 1992, Copyright 1992

FAYETTEVILLE - SPRINGDALE, AR

MSA Rank/Pop: 307/115,200
ARB/Rank/Pop: 169/180,400
Market TSL: 21.75 Hours
Average Person Rating: 16.1

Diaries: 456/396:1
Sample Target: 420
% Below Line: 0.7
% Not Listed: 14.4

Retail $: 1.6 Bil
FM Share: 88.35%
Stations: 16/15

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. KKIX-F (C)	66/22.7	32.1	26.4	22.8	23.4	640	35.5	43.0	31.0
2. KMCK-F (CHR)	48/16.5	10.1	12.5	10.9	15.8	525	29.1	25.9	25.4
3. KEZA-F (SAC)	27/ 9.3	6.1	6.1	9.1	7.3	370	20.5	18.6	17.8
4. KAMO-F (C)	20/ 6.9	6.5	9.8	12.6	11.7	281	15.6	18.7	20.0
5. KKEG-F (AOR)	18/ 6.2	6.9	12.5	5.6	7.3	263	14.6	18.9	11.3
6. KBVA-F (?)	15/ 5.2	0.7	---	---	---	180	10.0	----	----
7. KOLZ-F (O)	10/ 3.4	5.4	5.8	3.9	3.3	152	8.4	14.3	9.0
8. KCIZ-F (CHR)	9/ 3.1	3.2	1.0	2.8	5.5	179	9.9	5.3	14.0
KURM (FS)	9/ 3.1	2.2	4.1	5.3	4.4	146	8.1	9.4	9.4

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KKIX-F>	1. KKIX-F>	1. KKIX-F<	1. KKIX-F<
2. KMCK-F>>	2. KMCK-F	2. KMCK-F>	2. KMCK-F>>
3. KAMO-F	3. KEZA-F	3. KEZA-F>	3. KKEG-F
4. KEZA-F	4. KAMO-F	4. KAMO-F	4. KEZA-F
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KMCK-F	1. KKIX-F>>	1. KKIX-F>>	1. KKIX-F>>	1. KKIX-F>	1. KKIX-F>>
KKIX-F>	2. KMCK-F	2. KEZA-F<	2. KAMO A/F	2. KMCK-F<	2. KEZA-F>
3. KEZA-F<	3. KEZA-F>	3. KMCK-F	3. KBVA-F	3. KEZA-F	3. KMCK-F
4. KKEG-F	4. KKEG-F	4. KAMO A/F	4. KEZA-F	4. KAMO A/F	KAMO A/F
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAMO	1390	Rogers	1.0/1.9
KESE-F	93.3	Seligman	1.7/3.9
KFAY	1030	Farmington	2.1/8.0
KOFC	1250	Fayetteville	1.7/4.0
KQXK	1590	Springdale	0.3/0.8
KUOA	1290	Siloam Spgs.	1.7/2.7
KISR-F	93.7	Fort Smith	0.7/3.1

RADIO STATIONS

KURM,	790, 5 KW/500 W (DA-N) ,	Full Service	CBS, $ 9.00	(---)		
KAMO-F,	94.3, 5 KW @ 708 ,	Country	ABC, $10.00	(---)		(ROGERS)
KBVA-F,	106.5, 50 KW @ 489 ,	??	CNN, $ 8.00	(---)		(BELLA VISTA)
KEZA-F,	107.9, 100 KW @ 1260 ,	Soft AC	, $15.00	(Banner)	Galloway	
KKEG-F,	92.1, 1 KW @ 459 ,	AOR	AP, $13.00	(Roslin)	Demaree	
KKIX-F,	103.9, 100 KW @ 482 ,	Country	, $26.00	(Katz)	Noalmark	
KMCK-F,	105.7, 100 KW @ 476 ,	CHR	AP, $20.00	(Christal)	Tate	(SILOAM SPGS)
KOLZ-F,	98.3, 3 KW @ 298 ,	Oldies	UNISUP UNIULT, $12.00	(Republic)	Demaree	(BENTONVILLE)
KCIZ-F,	104.9, 2.8 KW @ 485 ,	CHR	, $10.00	(---)		

American Radio Small Market 1992, Copyright 1992

FLORENCE, SC

MSA Rank/Pop: 309/115,000
ARB Rank/Pop: 194/144,700
Market TSL: 23.75 Hours
Average Person Rating: 17.3

Diaries: 428/338:1
Sample Target: 390
% Below Line: 12.8
% Not Listed: 21.2

Retail $: 1.28 Bil
FM Share: 76.14%
Stations: 16/11

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. WHLZ-F (C)	50/20.0	---	14.7	---	16.9	463	32.0	22.4	24.1
2. WYNN (B/G)	35/14.0	---	15.5	---	14.5	234	16.2	15.9	16.6
3. WYNN-F (B)	29/11.6	---	10.3	---	5.6	247	17.1	23.1	13.6
4. WWDM-F (B)	22/ 8.8	---	14.2	---	16.5	213	14.7	25.6	24.9
5. WJMX-F (CHR)	19/ 7.6	---	6.5	---	13.3	239	16.5	17.1	25.1
6. WSQN-F (?)	8/ 3.2	---	---	---	---	69	4.8	----	----
7. WHSC (C)	7/ 2.8	---	3.0	---	4.0	72	5.0	2.9	4.1
8. WWFN-F (O)	6/ 2.4	---	3.4	---	---	110	7.6	12.8	----

12+ AMD

1. WHLZ-F
2. WYNN
3. WYNN-F>
4. WJMX-F
   WWDM-F

12+ MID

1. WHLZ-F>
2. WYNN
3. WYNN-F>
4.
5.

12+ PMD

1. WHLZ-F>>
2. WYNN-F
3. WYNN
4. WWDM-F
5.

12+ EVE

1. WHLZ-F
2. WYNN-F
3. WWDM-F>
4.
5.

ADULTS 18-34

1. WHLZ-F>>
2. WWDM-F
3. WYNN-F
4. WJMX-F
5.

ADULTS 18-49

1. WHLZ-F>>
2. WYNN-F
3. WWDM-F
4. WYNN
5.

ADULTS 25-54

1. WHLZ-F>>
2. WWDM-F<
3. WYNN
4. WYNN-F
5.

ADULTS 35+

1. WHLZ-F<
2. WYNN >>
3. WYNN-F
4.
5.

MEN 25-54

1. WHLZ-F>>
2. WWDM-F
3. WYNN
   WYNN-F
5.

WOMEN 25-54

1. WHLZ-F>
2. WYNN <
3. WWDM-F
4. WYNN-F
5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDAR-F	105.5	Darlington	0.8/7.7
WJMX	970	Florence	1.2/6.4
WMXT-F	102.1	Pamplico	1.6/4.8
WOLS	1230	Florence	0.8/3.6
WCOS-F	97.5	Columbia	1.2/4.4
WWKT-F	98.3	Kingstree	0.8/3.7
WYAV-F	104.1	Conway	1.2/8.2
WZNS-F	92.9	Dillon	0.8/4.1

RADIO STATIONS

WHSC,	1450,	1 KW ,	Country	ABC, $ 8.00	(Dora)
WYNN,	540,	250 W/166 W ,	Gospel/Black	AURN, $12.00	(Schubert)
WHLZ-F,	92.5,	100 KW @ 1171 ,	Country	AP, $20.00	(Mc-Guild) (MANNING)
WJMX-F,	103.3,	44 KW @ 525 ,	CHR	AP, $15.00	(Mc-Guild) (CHERAW)
WSQN-F,	102.9,	3 KW @ 466 ,	??	, $ NA	(Katz) (SCRANTON)
WWFN-F,	100.1,	3 KW @ 482 ,	Oldies	ABC, $10.00	(K & P) (LAKE CITY)
WYNN-F,	106.3,	6 KW @ 328 ,	Black	AURN, $14.00	(Schubert)

WWDM-F -- see Columbia in Spring 1992 edition

American Radio Small Market 1992, Copyright 1992

FT. MYERS, FL

MSA Rank/Pop: 140/348,900
ARB Rank/Pop: 122/306,700
Market TSL: 21.50 Hours
Average Person Rating: 15.9

Diaries: 433/708:1
Sample Target: 440
% Below Line: 16.2
% Not Listed: 17.0

Retail $: 3.1 Bil
FM Share: 88.64%
Stations: 15/12

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. WCKT-F (C)	68/13.9	10.7	11.0	10.3	11.5	850	27.7	19.4	17.1
2. WIXI-F (BB)	57/11.7	6.5	5.6	6.2	3.9	417	13.6	9.8	11.4
3. WINK-F (AC)	48/ 9.8	11.9	7.9	6.4	8.6	669	21.8	21.9	23.8
4. WRXK-F (AOR)	35/ 7.2	7.1	5.8	11.0	11.4	466	15.2	14.9	18.6
5. WXKB-F (CHR)	33/ 6.8	3.1	5.8	2.7	3.0	463	15.1	9.8	7.2
6. WINK (N/T)	32/ 6.6	8.6	6.9	5.1	3.9	445	14.5	13.7	9.8
7. WOLZ-F (O)	24/ 4.9	5.2	7.7	6.2	6.5	297	9.7	15.6	15.3
8. WCVU-F (SAC)	20/ 4.1	8.0	15.8	13.2	14.9	432	14.1	22.0	25.8
9. WAVV-F (SAC)	18/ 3.7	4.6	6.4	5.5	4.8	273	8.9	15.4	11.9
10. WZCR-F (CL AOR)	16/ 3.3	5.5	4.2	3.8	3.0	255	8.3	12.1	9.2
11. WDCQ (T)	14/ 2.9	3.6	1.7	0.5	1.3	205	6.7	5.0	3.6

12+ AMD

1. WCKT-F
2. WINK-F
3. WINK
4. WIXI-F
5. WRXK-F

12+ MID

1. WIXI-F
2. WINK-F‹
3. WCKT-F›
4. WINK
5.

12+ PMD

1. WCKT-F‹
2. WIXI-F
3. WINK-F
4. WXKB-F
5.

12+ EVE

1. WCKT-F
2. WXKB-F
3. WRXK-F
4. WINK
   WINK-F
   WIXI-F

ADULTS 18-34

1. WRXK-F‹
2. WCKT-F›
3. WINK-F
   WXKB-F
5. WOLZ-F

ADULTS 18-49

1. WCKT-F
   WINK-F
3. WRXK-F
4. WOLZ-F
5.

ADULTS 25-54

1. WCKT-F
2. WINK-F›
3. WOLZ-F
   WRXK-F
5.

ADULTS 35+

1. WIXI-F›
2. WCKT-F
3. WINK-F
4. WINK
5.

MEN 25-54

1. WINK-F›
2. WRXK-F
   WCKT-F
4. WOLZ-F
5. WZCR-F
   WAVV-F

WOMEN 25-54

1. WCKT-F›
2. WINK-F›
3. WOLZ-F
4. WCVU-F
   WRXK-F
   WXKB-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WHEW-F	101.9	Ft. Myers	1.4/5.2
WSUV-F	106.3	Ft. Myers Villas	2.3/7.7
WEEJ-F	100.1	Port Charlotte	2.0/4.1
WKII	1070	Port Charlotte	2.5/3.6

RADIO STATIONS

WDCQ,	1200,	10 KW/1 KW (DA-2) ,	Talk	BRN ABC, $14.00	(Banner)		(PINE IS.)
WINK,	1240,	1 KW ,	News/Talk	CBS, $21.00	(Mc-Guild)		
WAVV-F,	101.1,	100 KW @ 981 ,	Soft AC	AP, $30.00	(Torbet)		(MARCO)
WCKT-F,	107.1,	26 KW @ 708 ,	Country	, $39.00	(Banner)		(LEHIGH)
WCVU-F,	94.5,	100 KW @ 1014 ,	Soft AC/EZ	, $34.00	(Christal)	Palmer	(NAPLES)
WINK-F,	96.9,	100 KW @ 1322 ,	AC	ABC, $42.00	(Mc-Guild)		
WHEW-F,	101.9,	100 KW @ 991 ,	Country	, $20.00	(---)		
WOLZ-F,	95.3,	97 KW @ 453 ,	Oldies	MBS, $32.00	(Durpetti)		
WRXK-F,	96.1,	100 KW @ 1122 ,	AOR	, $37.00	(Katz)	Beasley	(BONITA)
WSUV-F,	106.3,	6 KW @ 266 ,	AC (?)	, $15.00	(Banner)		
WXKB-F,	103.7,	50 KW @ 272 ,	CHR	, $28.00	(Katz)		(CAPE CORAL)
WZCR-F,	99.3,	6 KW @ 285 ,	Classic AOR	AP, $23.00	(Katz)		

WIXI-F -- see Naples in this edition

American Radio Small Market 1992, Copyright 1992

FT. SMITH, AR

MSA Rank/Pop: 224/178,000
ARB Rank/Pop: 167/182,300
Market TSL: 19.50 Hours
Average Person Rating: 14.5

Diaries: 393/464:1
Sample Target: 440
% Below Line: 1.5
% Not Listed: 13.6

Retail $: 1.47 Bil
FM Share: 91.70%
Stations: 13/12

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. KTCS-F (C)	84/31.7	---	24.0	---	18.7	813	44.6	37.1	30.5
2. KMAG-F (C)	71/26.8	---	20.1	---	12.1	795	43.6	33.6	19.0
3. KISR-F (CHR)	12/ 4.5	---	8.7	---	8.5	259	14.2	19.7	22.3
4. KZKZ-F (AOR)	11/ 4.2	---	5.2	---	9.2	155	8.5	8.6	12.6
5. KWHN (G)	10/ 3.8	---	4.9	---	6.9	160	8.8	11.2	10.6
6. KBBQ-F (O)	8/ 3.0	---	0.3	---	3.0	100	5.5	2.3	6.4
7. KFPW (BB)	7/ 2.6	---	2.8	---	3.0	126	6.9	7.9	5.7
KZBB-F (CHR)	7/ 2.6	---	5.9	---	9.8	190	10.4	20.4	21.1

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KTCS-F	1. KTCS-F	1. KTCS-F	1. KTCS-F
2. KMAG-F>>	2. KMAG-F>>	2. KMAG-F	2. KMAG-F>>
3.	3.	3.	3.
4.	4.	4.	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KMAG-F	1. KTCS-F	1. KTCS-F<	1. KTCS-F>	1. KTCS-F<	1. KTCS-F
2. KTCS-F>>	2. KMAG-F>>	2. KMAG-F>>	2. KMAG-F>>	2. KMAG-F>>	2. KMAG-F>>
3.	3.	3.	3.	3. KZKZ-F	3. KLSZ-F
4.	4.	4.	4.	4.	4. KBSY
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBSY-F	107.3	Poteau, OK	1.5/4.0
KEZU-F	104.7	Booneville	1.5/5.7
KLSZ-F	102.3	Van Buren	1.9/4.6
KTCS	1410	Fort Smith	0.8/2.5
KEZA-F	107.9	Fayetteville	1.5/6.7

RADIO STATIONS

KFPW,	1230,	1 KW (DA-1)	, Nostalgia	SMN, $ 8.00	(Riley)		
KWHN,	1320,	5 KW (DA-N)	, Gospel	, $ 7.00	(---)		
KBBQ-F,	100.7,	50 KW @ 459	, Oldies	SMN, $ 8.00	(Riley)		
KISR-F,	93.7,	100 KW @ 1250	, CHR	ABC, $12.00	(---)		
KMAG-F,	99.1,	100 KW @ 2001	, Country	, $18.00	(---)		
KTCS-F,	99.9,	100 KW @ 1919	, Country	, $21.00	(Banner)		
KZBB-F	97.9,	100 KW @ 2001	, CHR	UNIPWR, $12.00	(Christal)	Tate	(POTEAU, OK)
KZKZ-F,	106.3,	6 KW @ 433	, AOR	CBS, $12.00	(Schubert)		(GREENWOOD)

American Radio Small Market 1992, Copyright 1992

FT. WALTON BEACH, FL

MSA Rank/Pop: 255/147,700
ARB Rank/Pop: 213/123,000
Market TSL: 22.25 Hours
Average Person Rating: 16.5

Diaries: 327/376:1
Sample Target: 360
% Below Line: 27.1
% Not Listed: 19.2

Retail $: 1.1 Bil
FM Share: 97.56%
Stations: 15/8

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. WMMK-F (C)	26/12.8	---	7.7	---	8.6	232	18.9	15.4	16.5
2. WYZB-F (O)	22/10.8	---	17.7	---	12.5	276	22.4	29.1	21.8
3. WKSM-F (AOR)	19/ 9.4	---	9.6	---	6.5	260	21.1	23.9	22.3
WWSF-F (CHR)	19/ 9.4	---	10.5	---	13.8	290	23.6	24.1	28.9
5. WWAV-F (O)	15/ 7.4	---	7.7	---	9.9	246	20.0	20.9	22.3
WBLX-F (B)	15/ 7.4	---	5.3	---	5.2	162	13.2	9.8	13.4
7. WXBM-F (C)	12/ 5.9	---	1.0	---	3.0	103	8.4	4.0	6.3
8. WOWW-F (C)	9/ 4.4	---	2.9	---	5.6	111	9.0	7.7	6.6
9. WMEZ-F (SAC)	8/ 3.9	---	2.9	---	4.7	117	9.5	7.5	9.3

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WMMK-F	1. WYZB-F	1. WMMK-F	1. WMMK-F
WYZB-F>	2. WMMK-F<	2. WYZB-F	WBLX-F
3. WKSM-F	3. WKSM-F	3. WBLX-F	3. WWSF-F
4. WWAV-F	4. WWAV-F	4. WWSF-F	4. WXBM-F
5.	5. WWSF-F	5. WWAV-F	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WKSM-F	1. WYZB-F	1. WYZB-F>	1. WMMK-F>	1. WKSM-F>	1. WYZB-F>
WWSF-F	2. WKSM-F<	2. WKSM-F	2. WYZB-F	2. WYZB-F	2. WMMK-F
3. WYZB-F	3. WWSF-F	WMMK-F	3. WWAV-F	3. WMMK-F	3. WWSF-F
4. WMMK-F	4. WMMK-F	4. WWAV-F	4. WMEZ-F	WWAV-F	4. WWAV-F
5.	5.	5. WWSF-F	5.	WBLX-F	WOWW-F
					WXBM-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFTW	1260	Ft Walton Beach	1.5/ 5.7
WLGH-F	103.1	Defuniak	2.0/ 4.6
WNUE	1400	Ft. Walton Beach	0.5/ 3.6
WABB-F	97.5	Mobile	1.5/ 6.4
WJLQ-F	100.7	Pensacola	1.0/ 4.5
WTKX-F	101.5	Pensacola	3.0/10.5

RADIO STATIONS

WKSM-F,	99.5,	50 KW @ 449	, AOR	UNISUP, $17.00	(Durpetti)		
WMMK-F,	92.1,	3 KW @ 285	, Country	NBC, $21.00	(Roslin)		(DESTIN)
WWAV-F,	102.3,	3 KW @ 328	, AC	UNISUP UNIULT, $19.00	(Banner)	Opus	(SANTA ROSA)
WWSF-F,	98.1,	100 KW @ 1023	, CHR	ABC, $17.00	(---)	CR	(ANDALUSIA)
WYZB-F,	105.5,	6 KW @ 328	, Oldies/AC	UNISUP UNIULT, $20.00	(Mc-Guild)		(MARY ESTER)

Other ranked stations -- see Mobile or Pensacola in Spring 92 edition

American Radio Small Market 1992, Copyright 1992

FREDERICK, MD

MSA Rank/Pop: NA
ARB Rank/Pop: 206/127,500
Market TSL: 23.75 Hours
Average Person Rating: 17.8

Diaries: 314/406:1
Sample Target: 320
% Below Line: 41.9
% Not Listed: 25.6

Retail $: 1.1 Bil
FM Share: 79.29%
Stations: 24/5

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. WZYQ-F (CHR)	19/ 8.4	---	7.7	---	9.8	263	20.6	24.5	27.6
2. WQSI (C)	17/ 7.5	---	8.6	---	3.6	175	13.7	12.5	13.3
3. WFRE-F (SAC)	15/ 6.6	---	14.5	---	9.3	172	13.5	15.4	16.7
4. WMZQ-F (C)	14/ 6.2	---	4.1	---	6.7	171	13.4	11.9	9.9
WWDC-F (AOR)	14/ 6.2	---	4.5	---	4.0	215	16.9	13.4	14.2
6. WFMD (FS)	13/ 5.7	---	5.9	---	10.2	240	18.8	18.3	27.1
7. WARX-F (AC)	11/ 4.8	---	2.3	---	4.4	207	16.2	10.8	9.0
8. WIYY-F (AOR)	10/ 4.4	---	2.7	---	0.9	122	9.6	8.2	4.2
WPOC-F (C)	10/ 4.4	---	4.5	---	4.4	170	13.3	9.9	11.0
WAFY-F (AC)	10/ 4.4	---	4.5	---	---	157	12.3	13.1	---

12+ AMD

1. WQSI <
2. WWDC-F<
3. WFMD
4. WZYQ-F
5.

12+ MID

1. WZYQ-F<
2. WFRE-F
3. WQSI
4. WMZQ-F
5.

12+ PMD

1. WZYQ-F
   WMZQ-F
3. WWDC-F<
4. WFRE-F
   WQSI

12+ EVE

1. WZYQ-F
   WKYS-F
3. WFRE-F
   WFMD
5.

ADULTS 18-34

1. WIYY-F
2. WWDC-F
3. WAFY-F
   WQSI
   WZYQ-F

ADULTS 18-49

1. WQSI
2. WAFY-F
   WZYQ-F
   WARX-F
   WWDC-F

ADULTS 25-54

1. WQSI
   WMZQ-F
3. WARX-F
4. WZYQ-F
5.

ADULTS 35+

1. WFRE-F
2. WFMD
   WMZQ-F
4. WQSI
5.

MEN 25-54

1. WMZQ-F>
2. WWDC-F
   WARX-F
   WQSI
5.

WOMEN 25-54

1. WZYQ-F
2. WQSI
3. WARX-F
4. WMZQ-F
5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBAL	1090	Baltimore	0.9/ 2.9
WCXR-F	105.1	Washington	0.4/ 6.6
WGAY-F	99.5	Washington	0.9/ 3.5
WGRX-F	100.7	Westminster	2.6/11.9
WGTY-F	107.7	Gettysburg	1.3/ 4.2
WHFS-F	99.1	Annapolis	1.8/ 4.3
WHUR-F	96.3	Washington	0.4/ 3.3
WKYS-F	93.9	Washington	1.3/ 4.2
WLIF-F	101.9	Baltimore	0.4/ 3.0
WLTT-F	94.7	Bethesda	2.2/ 5.9
WMAL	630	Washington	0.9/ 2.9
WMZQ	1390	Arlington	0.4/ 0.6
WPGC-F	95.5	Washington	0.9/ 5.5
WRQX-F	107.3	Washington	1.3/ 6.4

RADIO STATIONS

WFMD,	930,	5 KW/2.5 KW (DA-N) ,	Full Service	CBS, $ NA	(---)	Gibbons
WQSI,	820,	5 KW/500 W (DA-N) ,	Country	ABC, $ NA	(Roslin)	
WAFY-F,	103.1,	1 KW @ 571 ,	AC	UNIULT UNISUP, $ NA	(---)	(MIDDLETOWN)
WFRE-F,	99.9,	9 KW @ 1099 ,	Soft AC/EZ	, $ NA	(---)	Gibbons
WZYQ-F,	103.9,	.4 KW @ 912 ,	CHR	ABC, $ NA	(Roslin)	

WARX-F -- see Hagerstown

Other ranked stations -- see Baltimore or Washington in Spring 92 edition

American Radio Small Market 1992, Copyright 1992

GRAND FORKS, ND

MSA Rank/Pop: 348/71,000
ARB Rank/Pop: 245/83,600
Market TSL: 21.75 Hours
Average Person Rating: 16.6

Diaries: 307/272:1
Sample Target: 290
% Below Line: 5.0
% Not Listed: 20.1

Retail $: 0.8 Bil
FM Share: 73.87%
Stations: 15/12

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. KYCK-F (C)	27/19.4	---	14.6	---	11.6	314	37.6	23.4	22.7
2. KJKJ-F (AOR)	18/12.9	---	10.9	---	5.1	170	20.3	20.4	15.4
3. KNOX (C/FS)	11/ 7.9	---	5.8	---	4.3	139	16.6	19.1	16.1
4. KKXL-F (CHR)	10/ 7.2	---	9.5	---	10.9	185	22.1	23.5	28.9
5. KQHT-F (CHR)	8/ 5.8	---	16.1	---	13.8	193	23.1	33.3	34.9
KSNR-F (O)	8/ 5.8	---	6.6	---	9.4	145	17.1	14.0	18.3
KZLT-F (SAC)	8/ 5.8	---	3.6	---	5.1	137	16.4	13.2	14.0
8. KFGO-F (C)	5/ 3.6	---	0.7	---	0.7	89	9.6	6.1	5.3
9. KKXL (C)	4/ 2.9	---	2.9	---	0.7	66	7.2	6.6	8.2
10. KROX (FS)	3/ 2.2	---	2.9	---	2.2	59	7.1	8.2	7.6
KNOX-F (C)	3/ 2.2	---	3.6	---	4.3	96	11.1	12.5	12.1
KCNN (T)	3/ 2.2	---	1.5	---	3.6	86	10.3	8.5	8.9

12+ AMD

1. KYCK-F
2. KJKJ-F
3. KNOX >
4.
5.

12+ MID

1. KYCK-F
2. KJKJ-F>
3. KSNR-F
   KZLT-F
5.

12+ PMD

1. KYCK-F
2. KJKJ-F>>
3. KKXL-F
4. KQHT-F
5.

12+ EVE

1. KYCK-F
2. KQHT-F
   KJKJ-F
4. KKXL-F
5.

ADULTS 18-34

1. KJKJ-F>>
2. KYCK-F
3. KKXL-F
4. KZLT-F
5.

ADULTS 18-49

1. KJKJ-F<
2. KYCK-F>
3. KSNR-F
   KZLT-F
5. KKXL-F

ADULTS 25-54

1. KYCK-F>
2. KSNR-F
3. KZLT-F
4. KJKJ-F
5.

ADULTS 35+

1. KYCK-F>
2. KNOX >
3.
4.
5.

MEN 25-54

1. KYCK-F
2. KJKJ-F
   KSNR-F
4. KQHT-F
5.

WOMEN 25-54

1. KYCK-F>>
2. KZLT-F
3. KSNR-F>
4.
5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KKCQ	1480	Fosston	0.7/2.3
KMAV	1520	Mayville	0.7/3.6
WDAY	970	Fargo	0.7/4.2

RADIO STATIONS

KCNN,	1590, 5 KW/1 KW (DA-2) ,	Talk/News	CNN CBS, $ 8.00	(---)	
KKXL,	1440, 1 KW/500 W -- see KKXL-F				
KNOX,	1310, 5 KW (DA-N) ,	Country/FS	NBC-T ABC, $14.00	(Katz)	
KROX,	1260, 1 KW/500 W (DA-N) ,	Full Service	MBS, $ 8.00	(Jones)	(CROOKSTON)
KJKJ-F,	107.5, 100 KW @ 446 ,	AOR	UNIPWR, $15.00	(Eastman)	
KKXL-F,	92.9, 63 KW @ 390 ,	CHR	SMN, $13.00	(Torbet)	
KNOX-F,	94.7, 100 KW @ 1066 ,	Country	UNISUP, $ 9.00	(Katz)	
KQHT-F,	96.1, 100 KW @ 413 ,	CHR	, $12.00	(Torbet)	(CROOKSTON)
KSNR-F,	100.3, 100 KW @ 564 ,	Oldies	SMN, $11.00	(K & P)	(THIEF RIV., MN)
KYCK-F,	97.1, 100 KW @ 361 ,	Country	, $19.00	(HNWH)	(CROOKSTON)
KZLT-F,	104.3, 100 KW @ 443 ,	Soft AC	, $13.00	(HNWH)	

KFGO -- see Fargo in Spring 92 edition

American Radio Small Market 1992, Copyright 1992

GRAND JUNCTION, CO

MSA Rank/Pop: NA
ARB Rank/Pop: 251/77,400
Market TSL: 24.0 Hours
Average Person Rating: 17.8

Diaries: 290/267:1
Sample Target: 280
% Below Line: 0.0
% Not Listed: 15.9

Retail $: 0.62 Bil
FM Share: 79.31%
Stations: 9/9

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. KEKB-F (C)	37/26.8	---	30.9	---	23.8	319	37.5	39.0	41.2
2. KQIX-F (CHR)	23/16.7	---	17.1	---	19.7	244	31.5	24.4	31.9
3. KSTR-F (AC)	15/10.9	---	8.1	---	11.5	187	24.2	20.6	29.6
4. KJYE-F (SAC)	12/ 8.7	---	5.7	---	7.4	101	13.0	17.7	14.3
5. KSTR (C/FS)	8/ 5.8	---	5.7	---	4.1	95	12.3	12.4	15.4
6. KQIL (C)	6/ 4.3	---	3.3	---	2.5	94	12.1	9.1	11.0
KEXO (O)	6/ 4.3	---	1.6	---	4.1	90	11.6	9.9	11.0
8. KKYL-F (SAC)	5/ 3.6	---	4.9	---	8.2	95	12.3	13.8	16.2
9. KNZZ (T/N)	4/ 2.9	---	2.4	---	0.8	97	12.5	11.1	5.0

12+ AMD

1. KEKB-F>>
2. KQIX-F
3. KSTR-F
4. KSTR
5.

12+ MID

1. KEKB-F>
2. KQIX-F
3. KSTR-F
4. KJYE-F
5.

12+ PMD

1. KEKB-F
2. KQIX-F>
3. KSTR-F>
4. KJYE-F
5.

12+ EVE

1. KQIX-F<
2. KEKB-F>>
3.
4.
5.

ADULTS 18-34

1. KEKB-F>>
2. KQIX-F>>
3. KSTR-F>
4. KEXO
5.

ADULTS 18-49

1. KEKB-F>
2. KQIX-F>
3. KSTR-F>
4.
5.

ADULTS 25-54

1. KEKB-F>>
2. KSTR-F<
3. KQIX-F>
4.
5.

ADULTS 35+

1. KEKB-F>
2. KJYE-F<
3. KSTR-F
4. KSTR
5. KQIX-F

MEN 25-54

1. KEKB-F>>
2. KQIX-F
3. KSTR-F
4. KEXO
5.

WOMEN 25-54

1. KEKB-F>>
2. KSTR-F
3. KQIX-F
4. KKLY-F
5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

KEXO,	1230,	1 KW	, Oldies	UNISUP CNN, $ 6.00 (Eastman)		
KNZZ,	1100,	50 KW/10 KW (DA-2),	Talk/News	ABC CBS, $ 9.00 (---)	Dean	
KQIL,	1340,	1 KW	, Country	NBC, $ 8.00 (Christal)		
KSTR,	620,	5 KW/79 W	, Country/FS	MBS, $11.00 (Mc-Guild)		
KEKB-F,	99.9,	79 KW @ 1384	, Country	, $23.00 (Banner)		
KJYE-F,	92.3,	100 KW @ 1863	, Soft AC	, $12.00 (Eastman)	Dean	
KKLY-F,	95.1,	100 KW @ 968	, Soft AC	UNISUP, $10.00 (Eastman)		(DELTA)
KQIX-F,	93.1,	100 KW @ 1027	, CHR	, $17.00 (Christal)		
KSTR-F,	96.1,	100 KW @ 1099	, AC/Oldies	, $17.00 (Mc-Guild)		(MONTROSE)

American Radio Small Market 1992, Copyright 1992

GREAT FALLS, MT

MSA Rank/Pop: 345/77,500
ARB Rank/Pop: 258/62,100
Market TSL: 21.25 Hours
Average Person Rating: 15.6

Diaries: 271/299:1
Sample Target: 280
% Below Line: 0.0
% Not Listed: 20.6

Retail $: 0.61 Bil
FM Share: 72.73%
Stations: 8/8

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. KAAK-F (CHR)	21/21.6	---	16.3	---	20.2	220	35.4	34.6	30.9
2. KMON-F (C)	18/18.6	---	10.9	---	8.5	193	31.1	24.9	25.3
3. KQDI-F (C)	10/10.3	---	15.2	---	13.8	133	21.4	29.8	26.8
KMON (C)	10/10.3	---	14.1	---	11.7	132	21.3	27.0	25.1
5. KXGF (BB)	8/ 8.2	---	8.7	---	7.4	81	13.0	9.2	17.8
6. KLFM-F (C)	7/ 7.2	---	14.1	---	12.8	89	14.3	22.6	22.3
7. KEIN (C)	2/ 2.1	---	5.4	---	8.5	61	9.8	13.8	16.8

12+ AMD

1. KAAK-F›
2. KMON-F
3. KMON
4. KLFM-F
5.

12+ MID

1. KAAK-F
2. KMON-F›
3. KQDI-F
4. KMON
5.

12+ PMD

1. KAAK-F››
2. KMON-F›
3. KQDI-F
4.
5.

12+ EVE

1. KAAK-F
2. KMON-F››
3.
4.
5.

ADULTS 18-34

1. KAAK-F
2. KMON-F››
3. KQDI-F
4.
5.

ADULTS 18-49

1. KAAK-F
2. KMON-F››
3. KQDI-F
4.
5.

ADULTS 25-54

1. KMON-F
2. KAAK-F›
3. KQDI-F
4.
5.

ADULTS 35+

1. KMON
2. KXGF
3. KMON-F
4.
5.

MEN 25-54

1. KMON-F
2. KQDI-F
3. KAAK-F
4.
5.

WOMEN 25-54

1. KAAK-F
KMON-F››
3. KLFM-F
4.
5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KQDI 1450 Great Falls 1.0/4.7

RADIO STATIONS

KEIN,	1310, 5 KW/1 KW ,	Country	ABC, $ 8.00 (Banner)
KMON,	560, 5 KW (DA-N) ,	Country	ABC, $13.00 (---)
KXGF,	1400, 1 KW (DA-2) ,	Nostalgia	, $10.00 (Mc-Guild) Sunbrook
KAAK-F,	98.9, 100 KW @ 489,	CHR	, $19.00 (Mc-Guild) Sunbrook
KLFM-F,	92.9, 100 KW @ 449,	Country	ABC, $13.00 (Banner)
KMON-F,	94.5, 38 KW @ 469,	Country	, $15.00 (---)
KQDI-F,	106.1, 100 KW @ 597,	AOR/Classic	UNIULT, $14.00 (Christal)

American Radio Small Market 1992, Copyright 1992

HAGERSTOWN-CHAMBERSBURG-WAYNESBORO, MD-PA

MSA Rank/Pop: 292/122,500 (Hagerstown only)
ARB Rank/Pop: 157/206,000
Market TSL: 22.75 Hours
Average Person Rating: 17.0

Diaries: 436/472:1
Sample Target: 440
% Below Line: 15.1
% Not Listed: 25.4

Retail $: 1.6 Bil
FM Share: 85.06%
Stations: 21/14

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. WAYZ-F (C)	44/12.6	18.0	14.5	14.1	9.7	449	21.8	23.0	21.6
2. WIKZ-F (CHR)	33/ 9.4	7.8	7.7	8.3	10.9	426	20.7	20.4	24.0
3. WGLL-F (O/AC)	20/ 5.7	6.0	4.1	3.4	3.5	216	10.5	11.2	9.9
4. WYII-F (C)	18/ 5.1	4.8	4.4	5.5	5.9	177	8.6	9.4	9.8
5. WWMD-F (SAC)	17/ 4.9	6.0	4.1	7.7	4.7	216	10.5	10.5	8.4
6. WQCM-F (AOR)	16/ 4.6	7.5	4.7	6.4	7.4	278	13.5	14.8	16.0
7. WWDC-F (AOR)	14/ 4.0	2.1	3.3	3.1	2.1	231	11.2	9.4	6.6
WGRX-F (CL,AOR)	14/ 4.0	0.9	2.4	0.9	2.6	173	8.4	5.1	6.0
WJEJ (FS)	14/ 4.0	2.7	3.8	3.4	2.4	169	8.2	8.8	9.0
WARX-F (AC)	14/ 4.0	2.1	3.3	3.4	2.9	301	14.6	9.7	7.5

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WAYZ-F›	1. WAYZ-F	1. WAYZ-F‹	1. WAYZ-F
2. WIKZ-F	2. WIKZ-F	2. WIKZ-F›	2. WIKZ-F››
3. WGLL-F	3. WGLL-F	3. WWMD-F	3. WQCM-F
4. WJEJ	4. WYII-F	4. WARX-F	4. WGRX-F
5.	5.	WYII-F	WWDC-F

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WAYZ-F‹	1. WAYZ-F‹	1. WAYZ-F	1. WAYZ-F›	1. WAYZ-F‹	1. WAYZ-F›
2. WIKZ-F›	2. WIKZ-F›	2. WIKZ-F›	2. WGLL-F	2. WIKZ-F	2. WIKZ-F›
3. WGRX-F‹	3. WQCM-F	3. WARX-F	3. WWMD-F	3. WGRX-F	3. WWMD-F
4. WQCM-F	4. WWDC-F	4. WGLL-F	WYII-F	4. WQCM-F	4. WGLL-F
WWDC-F	WGLL-F	5.	5.	WARX-F	WARX-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WARK	1490	Hagerstown	1.4/ 6.2
WAYZ	1380	Waynesboro	1.1/ 1.8
WCBG	1590	Chambersburg	0.6/ 4.7
WCHA	800	Chambersburg	2.6/ 7.6
WHAG	1410	Halfway	1.4/ 3.9
WKSL-F	94.3	Greencastle	2.0/ 5.0
WCXR-F	105.9	Washington	0.5/ 3.2
WFRE-F	99.9	Frederick	2.6/ 7.9
WIYY-F	97.9	Baltimore	1.4/ 5.4
WKMZ-F	97.5	Martinsburg, WV	2.0/10.4
WUSQ-F	102.5	Winchester, VA	0.6/ 3.1

RADIO STATIONS

WCHA,	800,	1 KW/196 W	, Country
WHAG,	1410,	1 KW (DAYS)	, Talk/FS
WJEJ,	1240,	1 KW	, Full Service
WARX-F,	106.9,	16 KW @ 853,	AC
WAYZ-F,	101.5,	50 KW @ 230,	Country
WGLL-F,	92.1,	3 KW @ 295,	AC/Oldies
WIKZ-F,	95.1,	50 KW @ 449,	CHR
WKSL-F,	94.3,	2.5 KW @ 361,	Country
WQCM-F,	96.7,	5 KW @ 164,	AOR
WWMD-F,	104.7,	8 KW @ 1378,	Soft AC/EZ
WYII-F,	95.9,	3 KW @ 298,	Country

NBC, $11.00 (---)		(CHAMBERSBURG)
ABC, $10.00 (Dome)		(HAGERSTOWN)
CBS, $12.00 (---)		(HAGERSTOWN)
MBS, $14.00 (K & P)		(HAGERSTOWN)
AP, $24.00 (---)	VerStandig	(WAYNESBORO)
ABC, $16.00 (Dome)		(MERCERSBURG)
, $20.00 (---)		(CHAMBERSBURG)
AP, $11.00 (---)		(GREENCASTLE)
ABC, $17.00 (Dome)		(HALFWAY)
, $14.00 (---)		(HAGERSTOWN)
NBC, $15.00 (Market 4)		(WILLIAMSPORT)

WGRX -- see Baltimore in Spring 92 edition

WWDC -- see Washington in Spring 92 edition

American Radio Small Market 1992, Copyright 1992

HARRISONBURG, VA

MSA Rank/Pop: NA
ARB Rank/Pop: 253/76,600
Market TSL: 22.50 Hours
Average Person Rating: 16.4

Diaries: 366/209:1
Sample Target: 280
% Below Line: 0.8
% Not Listed: 24.6

Retail $: 0.6 Bil
FM Share: 68.42%
Stations: 11/10

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. WQPO-F (CHR)	33/26.2	---	23.1	---	23.4	263	34.3	41.7	39.7
2. WSVA (FS)	20/15.9	---	15.7	---	14.8	261	34.1	34.3	32.2
3. WPKZ-F (C)	12/ 9.5	---	4.5	---	3.1	125	16.3	10.7	13.0
4. WKCY-F (C)	9/ 7.1	---	14.2	---	19.5	177	23.1	23.8	28.2
5. WBOP-F (O)	4/ 3.2	---	6.7	---	---	106	13.8	17.2	---
WBTX (G)	4/ 3.2	---	---	---	2.3	55	7.2	---	7.8
WKCY (C)	4/ 3.2	---	2.2	---	1.6	94	12.3	10.9	11.6
8. WLTK-F (REL)	3/ 2.4	---	3.7	---	---	60	7.8	8.7	---
WRDJ-F (AC)	3/ 2.4	---	2.2	---	3.1	77	10.1	7.7	9.2

12+ AMD

1. WSVA >
2. WQPO-F>>
3. WKCY-F
4.
5.

12+ MID

1. WQPO-F>
2. WSVA >>
3. WPKZ-F<
4. WKCY-F
5.

12+ PMD

1. WQPO-F>>
2. WSVA
3. WPKZ-F
4. WKCY-F
5.

12+ EVE

1. WQPO-F>
2. WPKZ-F
WSVA
4.
5.

ADULTS 18-34

1. WQPO-F>>
2. WPKZ-F>
3.
4.
5.

ADULTS 18-49

1. WQPO-F>>
2. WPKZ-F
3. WKCY-F
4.
5.

ADULTS 25-54

1. WQPO-F>
2. WPKZ-F
3. WKCY-F
4. WSVA
5.

ADULTS 35+

1. WSVA >>
2. WKCY-F>
3. WPKZ-F
WQPO-F
5.

MEN 25-54

1. WQPO-F
2. WPKZ-F>
3. WSVA
4.
5.

WOMEN 25-54

1. WQPO-F>
2. WKCY-F>
3. WPKZ-F
4.
5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WHBG	1360	Harrisonburg	1.6/11.0
WYFT-F	103.9	Luray	0.8/2.3

RADIO STATIONS

WHBG,	1360,	5 KW/50 W	, Country	UNIULT, $ 7.00 (Gavalli)	
WSVA,	550,	5 KW/1 KW	, Full Service	ABC, $19.00 (---)	VerStandig
WBOP-F,	106.3,	10 KW @ 384	, Oldies	, $10.00 (---)	(CHURCHVILLE)
WKCY-F,	104.3,	50 KW @ 410	, Country	, $18.00 (---)	
WLTK-F,	96.1,	25 KW @ 1000	, Religion	, $ 7.00 (---)	(BROADWAY)
WPKZ-F,	98.5,	.9 W @ 1607	, Country	ABC, $14.00 (---)	(ELKTON)
WQPO-F,	100.7,	50 KW @ 494	, CHR	ABC, $23.00 (---)	VerStandig
WRDJ-F,	105.1,	3 KW @ 328	, AC	, $ 9.00 (---)	(BRIDGEWATER)

American Radio Small Market 1992, Copyright 1992

ITHACA, NY

MSA Rank/Pop: NA
ARB Rank/Pop: 248/82,200
Market TSL: 21.50 Hours
Average Person Rating: 16.5

Diaries: 284/289:1
Sample Target: 280
% Below Line: 20.6
% Not Listed: 35.3

Retail $: 0.64 Bil
FM Share: 84.09%
Stations: 10/6

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. WYXL-F (AC)	23/16.9	---	15.3	---	9.7	319	38.8	34.5	26.0
2. WPCX-F (C)	17/12.5	---	10.2	---	11.5	166	20.2	15.9	18.3
3. WYYS-F (CHR)	14/10.3	---	9.3	---	11.5	192	23.4	24.0	25.8
4. WHCU (FS)	8/ 5.9	---	7.6	---	9.7	165	20.1	15.9	19.7
5. WQNY-F (AOR)	7/ 5.1	---	11.0	---	9.7	149	18.1	26.9	24.7
6. WHWK-F (C)	6/ 4.4	---	0.8	---	---	59	7.2	3.8	----
WTKO (T)	6/ 4.4	---	1.7	---	7.1	99	12.0	15.5	13.9
8. WVBR-F (AOR)	4/ 2.9	---	3.4	---	6.2	140	17.0	15.2	19.8

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WHCU <	1. WYXL-F>	1. WYXL-F	1. WYXL-F
2. WYXL-F>	2. WYYS-F<	WPCX-F	2. WYYS-F
3. WPCX-F	3. WPCX-F	3. WYYS-F>	WPCX-F
4. WYYS-F	4. WTKO	4.	4. WHWK-F
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WYXL-F	1. WYXL-F	1. WYXL-F	1. WPCX-F	1. WPCX-F>	1. WYXL-F>>
2. WYYS-F>	2. WPCX-F	2. WPCX-F>>	2. WYXL-F	2. WYXL-F>>	2. WPCX-F>>
3. WQNY-F	3. WYYS-F>	3.	3. WHCU >	3.	3.
WPCX-F	4. WQNY-F	4.	4. WTKO	4.	4.
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WNYR-F	98.5	Waterloo	0.7/4.5
WRHP-F	107.9	Syracuse	1.5/3.0

RADIO STATIONS

WHCU,	870,	5 KW/1 KW (DA-N),	Full Service	CBS, $17.00	(Christal)	
WTKO,	1470,	5 KW/1 KW (DA-N),	News/Talk	CNN ABC, $10.00	(Torbet)	
WQNY-F,	103.7,	12 KW @ 889 ,	AOR	, $13.00	(Torbet)	
WVBR-F,	93.5,	3 KW @ 249 ,	AOR	NBC, $10.00	(K & P)	
WYXL-F,	97.3,	26 KW @ 879 ,	AC	UNIULT UNISUP, $19.00	(Christal)	
WYYS-F,	99.9,	24 KW @ 731 ,	CHR	, $16.00	(Katz)	(CORTLAND)

WPCX-F -- see Syracuse in Spring 92 edition

WHWK-F -- see Binghamton in Spring 92 edition

American Radio Small Market 1992, Copyright 1992

JOPLIN, MO

MSA Rank/Pop: 270/136,000
ARB Rank/Pop: 222/112,300
Market TSL: 23.25 Hours
Average Person Rating: 17.6

Diaries: 338/332:1
Sample Target: 330
% Below Line: 0
% Not Listed: 20.2

Retail $: 1.02 Bil
FM Share: 80.38%
Stations: 15/15

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. KIXQ-F (C)	59/29.8	---	32.8	---	24.9	471	41.9	44.7	36.3
2. KSYN-F (CHR)	15/ 7.6	---	6.6	---	15.0	214	19.1	20.4	27.7
3. KMXL-F (SAC)	14/ 7.1	---	6.0	---	5.2	167	14.9	9.7	10.8
4. KKUZ-F (AC)	11/ 5.6	---	4.4	---	10.4	152	13.5	15.2	21.2
5. KMOQ-F (O)	9/ 4.5	---	3.8	---	5.2	115	10.2	12.6	11.1
6. KOCD-F (AOR)	8/ 4.0	---	4.9	---	5.7	135	12.0	10.6	8.5
7. KDMO (C)	7/ 3.5	---	0.5	---	1.0	86	7.7	4.0	3.8
WMBH (C)	7/ 3.5	---	1.6	---	4.1	53	4.7	4.2	10.7
9. KKOW-F (C)	6/ 3.0	---	3.8	---	2.1	99	8.8	11.1	11.1
10. KKLL-F (REL)	5/ 2.5	---	---	---	---	84	7.5	----	----

12+ AMD

1. KIXQ-F>>
2. KDMO
3. KSYN-F
   WMBH
5.

12+ MID

1. KIXQ-F>>
2. KSYN-F
3. KMXL-F
4. KOCD-F
   WMBH

12+ PMD

1. KIXQ-F>>
2. KKUZ-F
3. KSYN-F
4. KMXL-F
5.

12+ EVE

1. KIXQ-F>>
2. KMXL-F
3. KSYN-F
4. KKUZ-F
5.

ADULTS 18-34

1. KIXQ-F>>
2. KSYN-F
3. KKUZ-F
   KOCD-F
5.

ADULTS 18-49

1. KIXQ-F>>
2. KMXL-F
   KSYN-F
4. KKUZ-F
5.

ADULTS 25-54

1. KIXQ-F>>
2. KMXL-F
3. KMOQ-F
4. KKUZ-F
5.

ADULTS 35+

1. KIXQ-F>>
2.
3.
4.
5.

MEN 25-54

1. KIXQ-F>>
2. KOCD-F
3.
4.
5.

WOMEN 25-54

1. KIXQ-F>>
2. KMXL-F>>
3. KMOQ-F
4. KKUZ-F
5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBTN	1420	Neosho	1.5/6.3
KKLL	1100	Webb City	2.0/4.6
KKOW	860	Pittsburgh, KS	1.0/6.9
KQYX	1560	Joplin	2.0/7.2
KWAS	1230	Joplin	2.0/7.2

RADIO STATIONS

KDMO,	1490,	1 KW	,	Country	ABC, $ 8.00	(Schubert)	(CARTHAGE)
WMBH,	1450,	1 KW/250 W	,	Country	, $10.00	(Roslin) Demaree	
KIXQ-F,	93.9,	50 KW @ 522	,	Country	ABC, $21.00	(Banner)	(WEBB CITY)
KKLL-F,	97.9,	3 KW @ 443	,	Religion	, $ 7.00	(---)	(WEBB CITY)
KKOW-F,	96.9,	100 KW @ 390	,	Country	CBS, $ 9.00	(Mc-Guild)	(PITTSBURGH)
KKUZ-F,	102.5,	100 KW @ 410	,	AC	UNIPWR, $12.00	(Roslin) Demaree	
KMOQ-F,	107.1,	6 KW @ 298	,	Oldies/AC	, $12.00	(Katz)	(BAXTER, KS)
KMXL-F,	95.1,	50 KW @ 472	,	Soft AC	ABC, $14.00	(Schubert)	(CARTHAGE)
KOCD-F,	98.3,	3 KW @ 298	,	AOR	UNISUP, $12.00	(Katz)	(COLUMBUS)
KSYN-F,	92.5,	100 KW @ 430	,	CHR	ABC, SMN, $15.00	(K & P)	

American Radio Small Market 1992, Copyright 1992

KILLEEN-TEMPLE, TX

MSA Rank/Pop: 175/259,200
ARB Rank/Pop: 154/207,900
Market TSL: 21.50 Hours
Average Person Rating: 16.0

Diaries: 505/412:1
Sample Target: 440
% Below Line: 31.8
% Not Listed: 23.1

Retail $: 1.36 Bil
FM Share: 94.14%
Stations: 15/7

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. KIIZ-F (B)	57/17.1	---	15.2	---	---	449	21.6	19.7	----
2. KOOV-F (C)	34/10.2	---	14.8	---	14.2	403	19.4	19.9	22.2
3. KLFX-F (AOR)	30/ 9.0	---	4.1	---	4.6	335	16.1	15.7	16.0
4. WACO-F (C)	24/ 7.2	---	3.8	---	---	312	15.0	12.6	----
5. KBTS-F (CHR)	22/ 6.6	---	9.7	---	14.9	430	20.7	28.3	34.5
6. KWTX-F (CHR)	21/ 6.3	---	4.5	---	3.1	378	18.2	17.0	10.8
7. KLTD-F (O)	19/ 5.7	---	5.9	---	13.3	353	17.0	14.7	18.8
8. KPLE-F (C)	15/ 4.5	---	2.8	---	8.4	241	11.6	8.4	12.5

12+ AMD

1. KIIZ-F›
2. KOOV-F›
3. KLFX-F
4. KLTD-F
5.

12+ MID

1. KIIZ-F›
2. KOOV-F‹
3. KLFX-F
4.
5.

12+ PMD

1. KIIZ-F›
2. KLFX-F
3. WACO-F
   KOOV-F
5.

12+ EVE

1. KIIZ-F›
2. KBTS-F
3. KWTX-F‹
4. WACO-F
5.

ADULTS 18-34

1. KIIZ-F››
2. KLFX-F
3. KOOV-F
   KBTS-F
5.

ADULTS 18-49

1. KIIZ-F›
2. KLFX-F
3. KOOV-F
4.
5.

ADULTS 25-54

1. KIIZ-F
2. KOOV-F›
3. KLFX-F
4. WACO-F
5.

ADULTS 35+

1. KOOV-F
2. KPLE-F
   KLTD-F
4. KIIZ-F
5.

MEN 25-54

1. KIIZ-F
2. KOOV-F
3. KLFX-F
4. KLTD-F
5.

WOMEN 25-54

1. KIIZ-F›
2. KOOV-F
3. WACO-F
4. KPLE-F
5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KRYL-F	98.3	Gatesville	1.5/2.5
KTEM	1400	Temple	1.2/5.6
KTON	940	Belton	1.5/3.5
KASE-F	100.7	Austin	0.6/4.3
KLBJ-F	93.7	Austin	2.1/7.7
KNFO-F	95.5	Waco	1.5/8.5
WBAP	820	Fort Worth	1.8/6.5

RADIO STATIONS

KIIZ-F,	92.3,	3 KW @ 259	, Black	ABC, $15.00 (Christal)	
KLFX-F,	105.5,	3 KW @ 380	, AOR	ABC, $16.00 (Christal)	(HARKER)
KOOV-F,	103.1,	.8 KW @ 630	, Country	ABC, $17.00 (Mc-Guild)	(COPPERAS)
KPLE-F,	104.3,	34 KW @ 597	, Country	, $13.00 (---)	

Other ranked stations -- see Waco or Austin in Spring 92 edition

American Radio Small Market 1992, Copyright 1992

LA CROSSE, WI

MSA Rank/Pop: 326/98,500
ARB Rank/Pop: 249/81,700
Market TSL: 23.50 Hours
Average Person Rating: 17.9

Diaries: 299/273:1
Sample Target: 290
% Below Line: 11.0
% Not Listed: 14.4

Retail $: 0.84 Bil
FM Share: 73.60%
Stations: 12/9

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. WIZM-F (CHR)	21/14.4	---	19.6	---	18.2	348	42.6	44.0	38.4
2. WKTY (C)	17/11.6	---	8.0	---	18.2	188	23.0	23.8	31.4
3. WLXR-F (CHR/AC)	15/10.3	---	9.4	---	11.4	232	28.4	32.9	32.9
4. WSPL-F (AC)	12/ 8.2	---	9.4	---	7.6	156	19.1	22.9	15.3
5. KQEG-F (O)	11/ 7.5	---	8.0	---	9.1	180	22.0	23.7	19.2
6. WQJY-F (SAC)	10/ 6.8	---	2.9	---	7.6	137	16.8	11.9	19.8
7. WIZM (FS/T)	9/ 6.2	---	8.0	---	6.8	138	16.9	13.6	17.6
8. WCOW-F (C)	8/ 5.5	---	2.9	---	3.8	77	9.5	10.3	9.2
9. KQYB-F (C)	7/ 4.8	---	---	---	---	61	7.5	---	---
WLFN (BB)	7/ 4.8	---	2.2	---	1.5	93	11.4	5.3	7.8
WKBH-F (C)	7/ 4.8	---	3.6	---	0.8	106	13.0	12.4	7.4

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WIZM-F	1. WIZM-F<	1. WIZM-F	1. KQEG-F
WKTY >	2. WLXR-F<	2. WLXR-F	2. WIZM-F
3. WLXR-F	3. WSPL-F<	3. WKTY	3. WIZM >
4.	4. WKTY	4. WQJY-F	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WIZM-F	1. WIZM-F	1. WLXR-F<	1. WKTY >>	1. KQEG-F	1. WLXR-F
2. WLXR-F	2. WLXR-F>	2. WIZM-F	2. WQJY-F	2. WIZM-F	2. WSPL-F
3. WSPL-F	3. WSPL-F<	3. KQEG-F	WIZM	WLXR-F	WIZM-F>
4.	4.	4. WSPL-F	4.	WKBH-F	4. KQEG-F
5.	5.	5.	5.	5.	WKTY

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KROC-F 106.9 Rochester, MN 0.7/5.3

RADIO STATIONS

WIZM,	1410, 5 KW (DA-2) ,	Full Service/Talk	NBC, ABC, $14.00	(Christal)	Midwest Family	
WKTY,	580, 5 KW/1 KW (DA-2) ,	Country	ABC, UNISUP, $17.00	(Katz)	May	
WLFN,	1490, 1 KW ,	Nost./MOR	CNN, $ 7.00	(Torbet)		
KQEG-F,	102.7, 1.9 KW @ 600 ,	Oldies	, $12.00	(K & P)		(LA CRESCENT, MN)
WIZM-F,	93.3, 100 KW @ 1020 ,	CHR	ABC, $22.00	(Christal)	Midwest Family	
WKBH-F,	105.5, 1 KW @ 531 ,	Country	CNN, $ 9.00	(Christal)		(TREMPEALEAU)
WLXR-F,	104.9, 1.4 KW @ 430 ,	CHR/AC	UNISUP UNIPWR, $16.00	(Torbet)		
WQJY-F,	100.1, 1.6 KW @ 390 ,	Soft AC/EZ	, $ 9.00	(---)	Goetz	(W. SALEM)
WSPL-F,	95.7, 50 KW @ 492 ,	AC	ABC UNISUP, $16.00	(Katz)	May	
KQYB-F,	98.3, 33 KW @ 607 ,	Country	SMN, $ NA	(---)		(SPRING GROVE)
WCOW-F,	97.1, 50 KW @ 610 ,	Country	MBS, $ NA	(Walton)		(SPARTA)

American Radio Small Market 1992, Copyright 1992

LAFAYETTE, IN

MSA Rank/Pop: 275/131,500
ARB Rank/Pop: 223/112,200
Market TSL: 19.25 Hours
Average Person Rating: 14.1

Diaries: 369/304:1
Sample Target: 320
% Below Line: 8.2
% Not Listed: 20.3

Retail $: .96 Bil
FM Share: 81.75%
Stations: 8/7

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. WASK-F (C)	29/18.4	16.0	15.1	20.7	16.7	330	29.4	25.6	26.2
2. WAZY-F (CHR)	27/17.1	17.4	19.9	9.7	17.3	419	37.3	41.4	37.7
3. WKHY-F (AOR)	24/15.2	13.2	17.5	19.3	12.3	381	34.0	34.0	27.6
4. WASK (FS)	22/13.9	13.2	17.5	12.4	13.6	218	19.4	25.2	22.3
5. WFBQ-F (AOR)	13/ 8.2	9.7	7.8	4.1	5.6	180	16.0	16.0	20.3
6. WEZV-F (J/SAC)	6/ 3.8	2.1	3.0	4.1	7.4	91	8.1	12.5	21.6
7. WSHW-F (AC)	4/ 2.5	4.2	3.0	2.8	3.7	128	11.4	8.6	12.2

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WASK >	1. WKHY-F	1. WASK-F	1. WAZY-F
2. WASK-F	2. WASK-F	WAZY-F<	2. WKHY-F
3. WAZY-F	3. WAZY-F	3. WKHY-F>	3. WASK-F>
4.	4. WASK	4.	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WKHY-F	1. WKHY-F	1. WASK-F	1. WASK <	1. WKHY-F	1. WASK-F
2. WAZY-F	2. WASK-F<	WKHY-F	2. WASK-F>>	2. WASK-F	2. WKHY-F
WFBQ-F	3. WAZY-F	3. WAZY-F>	3.	3. WAZY-F>	3. WAZY-F>
4. WASK-F	4. WFBQ-F	4. WASK	4.	4.	4. WASK
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCFY 1400 Lafayette 0.6/4.3

RADIO STATIONS

WASK,	1450,	1 KW ,	Full Service	NBC, $19.00 (Banner)	Schurz
WASK-F,	105.3,	50 KW @ 308 ,	Country	ABC, $24.00 (Banner)	Schurz
WAZY-F,	96.5,	50 KW @ 500 ,	CHR	ABC, $22.00 (Christal)	Heritage-Angotti
WEZV-F,	95.3,	2.5 KW @ 518 ,	Jazz/NAC (?)	ABC, $13.00 (---)	(MONTICELLO)
WKHY-F,	93.5,	3 KW @ 262 ,	AOR/Classic	AP, $18.00 (Katz)	
WSHW-F,	99.7,	50 KW @ 459 ,	AC	, $11.00 (---)	(FRANKFORT)

WFBQ -- see Indianapolis in Spring 92 edition

American Radio Small Market 1992, Copyright 1992

LAFAYETTE, LA

MSA Rank/Pop: 203/208,000
ARB Rank/Pop: 181/163,900
Market TSL: 23.25 Hours
Average Person Rating: 17.1

Diaries: 405/405:1
Sample Target: 420
% Below Line: 16.4
% Not Listed: 17.8

Retail $: 1.61 Bil
FM Share: 86.58%
Stations: 21/14

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. KMDL-F (C)	37/13.2	12.8	10.5	7.3	5.1	357	21.8	22.9	11.7
2. KSMB-F (CHR)	34/12.1	11.7	14.1	12.5	20.5	511	31.2	31.3	33.7
3. WYNK-F (C)	28/10.8	8.6	10.9	8.7	11 0	434	26.5	23.9	18.4
4. KFXZ-F (B)	25/ 8.9	10.9	12.2	10.8	11.0	310	18.9	20.6	20.4
5. KJCB (B/G)	21/ 7.5	8.3	7.6	10.1	6.2	259	15.8	16.6	13.4
6. KTDY-F (AC)	17/ 6.0	4.5	5.9	5.6	7.9	329	20.1	16.9	19.2
7. KDEA-F (SAC)	10/ 3.6	6.8	6.6	7.0	8.9	202	12.3	15.8	17.8
8. KROF-F (O)	8/ 2.8	0.4	1.0	2.1	1.7	97	5.9	6.5	7.1
KVOL-F (AOR)	8/ 2.8	3.4	1.6	2.4	4.5	109	6.7	8.1	9.7

12+ AMD

1. KMDL-F
2. KSMB-F
3. WYNK-F
4. KTDY-F‹
5. KJCB

12+ MID

1. KMDL-F›
2. WYNK-F
3. KSMB-F
4. KTDY-F
5.

12+ PMD

1. KMDL-F
2. KSMB-F‹
3. WYNK-F
4. KFXZ-F
5.

12+ EVE

1. KSMB-F‹
2. KFXZ-F›
3. KMDL-F
4. KJCB
5.

ADULTS 18-34

1. KSMB-F›
2. KMDL-F‹
3. KFXZ-F
   WYNK-F
5.

ADULTS 18-49

1. KSMB-F
2. KMDL-F
3. WYNK-F
4. KTDY-F
   KFXZ-F

ADULTS 25-54

1. KMDL-F
2. WYNK-F
3. KFXZ-F
4. KSMB-F
   KTDY-F

ADULTS 35+

1. KMDL-F
2. WYNK-F
3. KJCB
4. KFXZ-F
5.

MEN 25-54

1. KMDL-F‹
2. KFXZ-F‹
3. WYNK-F
4. KROF-F
5. KVOL-F
   KTDY-F

WOMEN 25-54

1. KMDL-F›
2. KJCB
   KTDY-F
   WYNK-F
5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KACY	1520	Lafayette	0.7/ 3.5
KAJN-F	102.9	Crowley	2.1/ 5.9
KKZN-F	93.7	New Iberia	2.1/ 4.0
KPEL	1420	Lafayette	1.8/ 6.5
KPEL-F	107.7	Erath	1.1/ 3.3
KVOL-F	1330	Lafayette	1.1/ 5.1
KNEK-F	104.7	Washington	2.1/ 6.8
KQXL-F	106.5	New Roads	0.4/ 2.5
WCKW-F	92.3	LaPlace	1.1/ 3.9
WFMF-F	102.5	Baton Rouge	0.4/ 5.9
WGGZ-F	98.1	Baton Rouge	1.1/ 6.7
WTGE-F	100.7	Baton Rouge	1.4/ 6.7

RADIO STATIONS

KJCB ,	770, 1 KW/500 W (DA-2),	Black/Gospel	ABC, $11.00	(K & P)	
KPEL ,	1420, 1 KW/500 W (DA-N),	Talk	CBS, $13.00	(Christal)	Galloway
KAJN-F,	102.9, 95 KW @ 1499 ,	Gospel	UNIULT, $ 9.00	(---)	(CROWLEY)
KDEA-F,	99.1, 100 KW @ 984 ,	Soft AC	, $16.00	(Katz)	(NEW IBERIA)
KFXZ-F,	106.3, 1.3 KW @ 495 ,	Black	ABC, $18.00	(HNWH)	(MAURICE)
KMDL-F,	97.3, 50 KW @ 298 ,	Country	AP, $21.00	(---)	(KAPLAN)
KROF-F,	105.1, 25 KW @ 292 ,	Oldies	, $10.00	(---)	(ABBEVILLE)
KSMB-F,	94.5, 100 KW @ 1079 ,	CHR	ABC SOURCE, $27.00	(Banner)	
KTDY-F,	99.9, 100 KW @ 984 ,	AC	, $19.00	(Christal)	Galloway
KVOL-F,	105.9, 3.2 KW @ 433 ,	AOR	UNISUP, $13.00	(HNWH)	(OPELOUSAS)

WYNK-F -- see Baton Rouge in Spring 92 edition

American Radio Small Market 1992, Copyright 1992

LAKE CHARLES, LA

MSA Rank/Pop: 231/168,100
ARB Rank/Pop: 199/134,100
Market TSL: 21.50 Hours
Average Person Rating: 15.6

Diaries: 387/347:1
Sample Target: 380
% Below Line: 10.0
% Not Listed: 11.5

Retail $: 1.19 Bil
FM Share: 71.89%
Stations: 15/8

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. KYKZ-F (C)	57/27.3	---	21.3	---	22.7	488	36.4	35.1	32.6
2. KXZZ (B)	26/12.4	---	7.4	---	9.1	219	16.3	15.9	17.3
KTQQ-F (C)	26/12.4	---	8.9	---	8.1	341	25.4	17.6	18.1
4. KBIU-F (CHR)	21/10.0	---	12.9	---	10.6	325	24.2	31.1	27.0
5. KHLA-F (AC)	19/ 9.1	---	13.4	---	11.1	276	20.6	18.7	23.3
6. KAOK (T)	8/ 3.8	---	2.5	---	2.5	110	8.2	7.4	6.5
7. KALO (B)	6/ 2.9	---	9.4	---	4.5	93	6.9	10.1	7.5
8. KEZM (O)	5/ 2.4	---	1.5	---	3.0	68	5.1	4.7	7.6

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KYKZ-F››	1. KYKZ-F››	1. KYKZ-F››	1. KYKZ-F‹
2. KTQQ-F	2. KTQQ-F	2. KTQQ-F‹	2. KXZZ
KXZZ	3. KHLA-F	3. KXZZ	3. KBIU-F›
4. KBIU-F	4. KXZZ	4. KHLA-F	4. KTQQ-F
KHLA-F	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KYKZ-F	1. KYKZ-F››	1. KYKZ-F››	1. KYKZ-F››	1. KYKZ-F››	1. KYKZ-F››
2. KBIU-F›	2. KHLA-F	2. KHLA-F	2. KTQQ-F	2. KHLA-F	2. KHLA-F
3. KHLA-F	KXZZ	3. KTQQ-F‹	3. KXZZ	3. KTQQ-F	3. KXZZ
KXZZ	4. KBIU-F	4. KXZZ	4. KHLA-F	KLVI	4. KTQQ-F
5.	KTQQ-F	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KLCL	1470	Lake Charles	1.0/10.5
KAJN-F	102.9	Crowley	1.0/ 6.0
KHYS-F	98.5	Beaumont	1.9/ 4.3
KIOC-F	106.1	Beaumont	0.5/ 6.3
KKMY-F	104.5	Beaumont	0.5/ 3.8
KLVI	560	Beaumont	2.4/ 5.1
KTFA-F	92.5	Groves	1.0/ 3.0

RADIO STATIONS

KAOK,	1400,	1 KW	, Talk	NBC-T SUN, $ 8.00	(---)	
KEZM,	1310,	500 W/200 W	, Oldies	SMN, $ 8.00	(---)	(SULPHUR)
KXZZ,	1580,	1 KW	, Black	AURN ABC, $14.00	(Katz)	
KBIU-F,	103.7,	100 KW @ 469	, CHR	ABC, $17.00	(Katz)	
KHLA-F,	99.5,	100 KW @ 371	, AC	ABC UNIPWR, $15.00	(Eastman)	
KTQQ-F,	100.9,	3 KW @ 298	, Country	SMN, $13.00	(Christal)	(SULPHUR)
KYKZ-F,	96.1,	100 KW @ 1204	, Country	ABC, $25.00	(Banner)	

KALO -- see Beaumont in this edition

American Radio Small Market 1992, Copyright 1992

LAUREL - HATTIESBURG, MS

MSA Rank/Pop: NA
ARB Rank/Pop: 201/131,300
Market TSL: 21.75 Hours
Average Person Rating: 15.8

Diaries: 421/312:1
Sample Target: 370
% Below Line: 8.7
% Not Listed: 14.0

Retail $: 1.0 Bil
FM Share: 84.27%
Stations: 17/14

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. WBBN-F (C)	47/22.7	---	19.7	---	10.0	450	34.3	30.2	17.4
2. WJMG-F (B)	22/10.6	---	8.9	---	4.6	184	14.0	9.8	11.6
3. WHER-F (C)	21/10.1	---	8.9	---	8.2	319	24.3	18.3	15.5
WNSL-F (CHR)	21/10.1	---	8.4	---	10.0	334	25.4	29.1	30.6
5. WMFM-F (AOR)	14/ 6.8	---	3.9	---	2.7	146	11.1	7.6	9.3
6. WBKH (G)	10/ 4.8	---	1.0	---	2.3	62	4.7	3.7	5.3
7. WQIS (B)	9/ 4.3	---	6.4	---	10.0	130	9.9	9.4	10.9
8. WKXI-F (B)	8/ 3.9	---	3.0	---	----	131	10.0	5.0	----
WZKX-F (CHR)	8/ 3.9	---	4.9	---	8.7	225	17.1	16.8	25.6
10. WORV (B)	4/ 1.9	---	2.5	---	4.6	66	5.0	6.3	7.5
WHSY-F (CHR)	4/ 1.9	---	6.9	---	3.2	139	10.6	16.5	15.8

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WBBN-F>>	1. WBBN-F>	1. WBBN-F>	1. WBBN-F>>
2. WHER-F	2. WHER-F<	2. WJMG-F	2. WJMG-F
WNSL-F	3. WNSL-F	3. WHER-F	3. WNSL-F
4. WJMG-F	4. WMFM-F	4. WNSL-F	WKXI-F
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WBBN-F>	1. WBBN-F>>	1. WBBN-F>>	1. WBBN-F>>	1. WBBN-F	1. WBBN-F>>
2. WJMG-F<	2. WJMG-F	2. WJMG-F	2. WHER-F	2. WMFM-F>	2. WJMG-F>>
3. WNSL-F>	3. WNSL-F	3. WMFM-F	3. WBKH	3. WJMG-F	3. WHER-F
4. WHER-F	4. WHER-F	4. WNSL-F	4.	WNSL-F	WNSL-F
5.	5.	5.	5.	5.	WKXI-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAML	1340	Laurel	0.5/3.0
WFOR	1400	Hattiesburg	1.4/4.9
WHSY	1230	Hattiesburg	0.5/3.3
WKNZ-F	101.7	Collins	1.0/6.0
WMXI-F	98.1	Laurel	0.5/3.1
WEEZ-F	99.3	Heidelburg	1.0/2.7

RADIO STATIONS

WBKH,	950,	5 KW (DAYS)	, Gospel	, $ 7.00	(Mid-South)	
WORV,	1580,	1 KW (DAYS)	, Black	AURN, $ 7.00	(Dora)	
WQIS,	890,	10 KW (DAYS)	, Black	ABC, $ 8.00	(HNWH)	
WBBN-F,	95.9,	31 KW @ 623	, Country	ABC, $16.00	(---)	(TAYLORSVILLE)
WHER-F,	103.7,	100 KW @ 1056	, Country	UNISUP NBC, $13.00	(K & P)	
WHSY-F,	104.5,	100 KW @ 440	, CHR	ABC, $ 8.00	(Banner)	
WJMG-F,	92.1,	3 KW @ 298	, Black	AURN, $12.00	(Dora)	
WMFM-F,	106.3,	3 KW @ 390	, AOR	UNIULT CNN, $10.00	(---)	(PETAL)
WNSL-F,	100.3,	100 KW @ 1066	, CHR	ABC, $13.00	(HNWH)	

WZKX -- see Biloxi in this edition

WKXI -- see Jackson in Spring 92 edition

American Radio Small Market 1992, Copyright 1992

LAWTON, OK

MSA Rank/Pop: 314/110,600
ARB Rank/Pop: 242/88,800
Market TSL: 20.50 Hours
Average Person Rating: 14.9

Diaries: 318/279:1
Sample Target: 320
% Below Line: 8.3
% Not Listed: 20.4

Retail $: 0.68 Bil
FM Share: 88.57%
Stations: 13/8

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING 592	591	590
1. KLAW-F (C)	27/20.5	---	24.8	---	24.4	321	36.1	34.6	36.6
KMGZ-F (CHR)	27/20.5	---	24.0	---	22.0	330	37.2	40.3	36.9
3. KKRX-F (AOR)	10/ 7.6	---	8.3	---	8.1	143	16.1	18.6	13.3
4. KQLI-F (AC)	9/ 6.8	---	8.3	---	8.9	114	12.8	16.4	23.0
5. KSWO (C)	7/ 5.3	---	2.5	---	8.1	99	11.1	12.2	21.2
KVRW-F (?)	7/ 5.3	---	---	---	---	99	11.1	----	----
7. KYYI-F (C)	5/ 3.8	---	0.8	---	2.2	68	7.7	9.1	6.5

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KLAW-F›	1. KLAW-F	1. KLAW-F	1. KMGZ-F››
2. KMGZ-F››	2. KMGZ-F›	2. KMGZ-F››	2. KKRX-F
3. KKRX-F	3. KQLI-F	3. KKRX-F	3. KLAW-F
KSWO	4. KKRX-F	4. KQLI-F	4. KVRW-F
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KMGZ-F›	1. KMGZ-F	1. KLAW-F	1. KLAW-F››	1. KLAW-F	1. KMGZ-F
2. KLAW-F›	2. KLAW-F››	KMGZ-F››	2. KMGZ-F	2. KMGZ-F››	2. KLAW-F
3. KKRX-F	3. KKRX-F	3. KKRX-F	3. KSWO	3. KKRX-F	KQLI-F›
4. KQLI-F	4. KQLI-F	4. KQLI-F	4.	KSWO	4. KKRX-F
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBZQ	99.5	Lawton	3.0/6.4
KKRX	1050	Lawton	2.3/5.6
KATT-F	100.5	Oklahoma City	0.8/4.3
KNIN-F	92.9	Wichita Falls	2.3/7.3
KOMA	1520	Oklahoma City	0.8/5.5
WKY	930	Oklahoma City	0.8/2.8

RADIO STATIONS

KSWO,	1380,	1 KW (DA-2) ,	Country	NBC MBS,	$ 9.00	(Roslin)
KKRX-F,	98.1,	100 KW @ 200 ,	AOR	,	$11.00	(---)
KLAW-F,	101.5,	100 KW @ 590 ,	Country	ABC,	$19.00	(Katz)
KMGZ-F,	95.3,	3 KW @ 295 ,	CHR	UNIPWR,	$16.00	(Roslin)
KQLI-F,	94.3,	3 KW @ 328 ,	AC	,	$11.00	(---)
KVRW-F,	107.3,	50 KW @ 492 ,	?	,	$ NA	(---)
KYYI-F,	104.7,	100 KW @ 1017 ,	Country	UNISUP UNIULT,	$ NA	(---) (BURKBURNETT, TX)

American Radio Small Market 1992, Copyright 1992

LIMA, OH

MSA Rank/Pop: 242/155,000
ARB Rank/Pop: 209/125,400
Market TSL: 21.0 Hours
Average Person Rating: 15.6

Diaries: 403/311:1
Sample Target: 360
% Below Line: 20.0
% Not Listed: 16.4

Retail $: 1.19 Bil
FM Share: 77.30%
Stations: 17/9

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. WZOQ-F (CHR)	40/20.5	---	---	---	---	445	35.5	---	---
2. WIMT-F (C)	24/12.3	---	---	---	---	292	23.3	---	---
3. WLSR-F (AC)	20/10.3	---	---	---	---	221	17.6	---	---
4. WBUK-F (C?)	16/ 8.2	---	---	---	---	242	19.3	---	---
5. WBYR-F (CL, AOR)	14/ 7.2	---	---	---	---	145	11.6	---	---
WIMA (FS)	14/ 7.2	---	---	---	---	237	18.9	---	---
7. CKLW (BB)	7/ 3.6	---	---	---	---	78	6.2	---	---
8. WCIT (O)	6/ 3.1	---	---	---	---	83	6.6	---	---
WLW (FS)	6/ 3.1	---	---	---	---	130	10.4	---	---

NOTE: This is the first rating book for the Lima market.

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WZOQ-F	1. WZOQ-F>	1. WZOQ-F>>	1. WZOQ-F>>
2. WIMA	2. WIMT-F<	2. WBUK-F<	2. WIMT-F>
WIMT-F>	3. WLSR-F	3. WIMT-F<	3.
4. WBUK-F	4. WBUK-F	4. WLSR-F	4.
WLSR-F	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WZOQ-F>>	1. WZOQ-F>>	1. WZOQ-F	1. WIMT-F	1. WZOQ-F	1. WZOQ-F
2. WIMT-F	2. WBUK-F	2. WIMT-F	2. WLSR-F	WBYR-F	2. WIMT-F
WBYR-F	WLSR-F	WBUK-F	3. WIMA	3. WBUK-F	3. WBUK-F
4.	WBYR-F	4. WLSR-F	4. WBUK-F	4. WIMT-F	WLSR-F
5.	5. WIMT-F	WBYR-F	5. WZOQ-F	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCSM-F	96.7	Celina	0.5/2.6
WDOH-F	107.1	Delphos	1.0/5.7
WKKI-F	94.3	Celina	0.5/4.5
WAZU-F	102.9	Springfield	1.5/5.7
WCLR-F	95.7	Piqua	1.5/3.5
WKXA-F	100.5	Findlay	0.5/3.5
WOWO	1190	Fort Wayne	2.1/3.8
WQTL-F	106.3	Ottawa	0.5/5.1

RADIO STATIONS

WCIT,	940,	250 W/6 W (DA-1) ,	Oldies	NBC CBS, $ NA	(Roslin)	
WIMA,	1150,	1 KW (DA-2) ,	Full Service	ABC, $ NA	(Katz)	
WBUK-F,	107.5,	3 KW @ 328 ,	Country (?)	, $ NA	(---)	(FT. SHAWNEE)
WIMT-F,	102.1,	11 KW @ 984 ,	Country	ABC, $ NA	(Katz)	
WLSR-F,	104.9,	3 KW @ 220 ,	Soft AC	MBS, NBC, $ NA	(Roslin)	
WZOQ-F,	92.1,	3 KW @ 328 ,	CHR	ABC, $ NA	(Mc-Guild)	Arrow (WAPAKONETA)

WLW -- see Cinncinati CKLW -- see Detroit WBYR-F -- see Fort Wayne

American Radio Small Market 1992, Copyright 1992

LUFKIN - NACOGDOCHES, TX

MSA Rank/Pop: NA
ARB Rank/Pop: 230/103,200
Market TSL: 21.50 Hours
Average Person Rating: 15.6

Diaries: 320/323:1
Sample Target: 320
% Below Line: 6.2
% Not Listed: 19.9

Retail $: 0.82 Bil
FM Share: 93.02%
Stations: 9/7

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. KYKS-F (C)	41/25.5	---	24.0	---	20.3	395	38.3	37.3	33.8
2. KJCS-F (C)	36/22.4	---	11.0	---	12.4	424	41.1	28.4	31.1
3. KAFX-F (CHR)	16/ 9.9	---	11.6	---	16.3	283	27.4	30.2	36.1
4. KUEZ-F (AC/O)	10/ 6.2	---	5.5	---	6.5	165	16.0	18.5	12.3
5. KSFA (B)	8/ 5.0	---	3.6	---	7.2	103	10.0	8.8	10.0
6. KTBQ-F (AC)	7/ 4.3	---	8.9	---	5.9	215	20.8	17.4	17.8
7. KOOI-F (SAC/EZ)	6/ 3.7	---	11.0	---	3.9	90	8.7	12.8	8.3
8. KHYS-F (B)	4/ 2.5	---	2.1	---	3.9	57	5.5	8.9	12.0

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KJCS-F	1. KJCS-F<	1. KYKS-F<	1. KYKS-F>
KYKS-F>>	2. KYKS-F>>	2. KJCS-F>>	2. KJCS-F
3. KAFX-F	3. KAFX-F	3. KAFX-F	3. KAFX-F>
4.	4.	4.	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KJCS-F	1. KYKS-F	1. KYKS-F	1. KYKS-F>	1. KJCS-F<	1. KYKS-F>
2. KYKS-F>	2. KJCS-F>	2. KJCS-F>>	2. KJCS-F>	2. KYKS-F>>	2. KJCS-F>
3. KAFX-F>	3. KAFX-F>	3. KAFX-F	3. KUEZ-F	3. KAFX-F	3 KSFA
4. KTBQ-F	4.	KUEZ-F	4.	4. KUEZ-F	KUEZ-F
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KRBA 1340 Lufkin 0.6/7.1

RADIO STATIONS

KSFA, 860, 1 KW/500 W (DA-1), Black SMN, $ 8.00 (K & P)

KAFX-F, 95.5, 100 KW @ 567, CHR UNIPWR, $18.00 (Christal) Love (DIBOLL)
KJCS-F, 103.3, 100 KW @ 351, Country , $20.00 (---)
KTBQ-F, 107.7, 50 KW @ 492, AC , $10.00 (K & P)
KUEZ-F, 99.3, 25 KW @ 700, AC/Oldies UNIULT, $10.00 (K & P)
KYKS-F, 105.1, 100 KW @ 1066, Country AP, $20.00 (Eastman) Osborn/Reynolds

KHYS-F -- see Houston in Spring 92 edition

KOOI-F -- see Tyler in this edition

American Radio Small Market 1ø92, Copyright 1992

MEDFORD-ASHLAND, OR

MSA Rank/Pop: 252/148,700
ARB Rank/Pop: 210/124,400
Market TSL: 22.25 Hours
Average Person Rating: 16.5

Diaries: 371/355:1
Sample Target: 350
% Below Line: 0.0
% Not Listed: 16.6

Retail $: 1.4 Bil
FM Share: 74.85%
Stations: 11/11

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. KRWQ-F (C)	45/22.0	---	22.8	---	16.4	335	26.9	32.8	26.0
2. KTMT-F (CHR)	31/15.1	---	15.9	---	19.7	351	28.2	29.3	31.5
3. KMED (BB/FS)	23/11.2	---	10.6	---	11.3	189	15.2	16.5	17.4
4. KBOY-F (AOR)	18/ 8.8	---	9.0	---	4.2	229	18.4	20.2	13.0
5. KCMX-F (SAC)	14/ 6.8	---	9.0	---	12.2	170	13.7	22.4	24.8
6. KDOV (?)	10/ 4.9	---	3.7	---	5.2	131	10.5	8.9	12.3
7. KCNA-F (O)	9/ 4.4	---	6.9	---	5.2	169	13.6	10.4	8.9
8. KYJC-F (AC)	6/ 2.9	---	0.5	---	---	104	8.4	2.2	---
9. KROG-F (?)	5/ 2.4	---	---	---	---	68	5.5	---	---
KCMX (T)	5/ 2.4	---	3.2	---	1.4	101	8.1	9.7	8.1

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KRWQ-F	1. KRWQ-F››	1. KRWQ-F	1. KTMT-F‹
2. KTMT-F	2. KMED	2. KTMT-F›	2. KBOY-F›
3. KMED	KTMT-F	3. KMED	3. KCMX-F
4.	4.	4. KBOY-F	4. KDOV
5.	5.	5.	KRWQ-F

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KTMT-F›	1. KRWQ-F	1. KRWQ-F›	1. KRWQ-F	1. KBOY-F	1. KRWQ-F›
KRWQ-F	2. KTMT-F›	2. KTMT-F	2. KMED-F››	2. KRWQ-F	2. KCMX-F
3. KBOY-F‹	3. KBOY-F›	3. KBOY-F	3. KTMT-F	3. KTMT-F›	3. KTMT-F›
4. KCMX-F	4. KCMX-F	4. KCMX-F	4. KDOV	4.	4.
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KYJC 610 Medford 0.5/7.0

RADIO STATIONS

KCMX,	580,	1 KW (DA-2)	Talk	, $ NA	(Katz)	
KDOV,	1300,	5 KW (DA-N)	??	NBC, $ NA	(MMR)	
KMED,	1440,	5 KW/1 KW (DA-1)	Nostalgia/FS	AP, $11.00	(Mc-Guild)	
KBOY-F,	95.7,	100 KW @ 935	AOR	, $13.00	(Mc-Guild)	
KCMX-F,	101.9,	32 KW @ 1427	Soft AC	ABC, $11.00	(Katz)	
KCNA-F,	102.7,	100 KW @ 1975	Oldies	CNN, $ 9.00	(---)	(CAVE JUNCTION)
KROG-F,	105.1,	50 KW @ 544	??	, $ NA	(---)	(PHOENIX)
KRWQ-F,	100.3,	30 KW @ 991	Country	AP, $18.00	(Mc-Guild)	(GOLD HILL)
KTMT-F,	93.7,	31 KW @ 3260	CHR	ABC, $16.00	(Torbet)	
KYJC-F,	96.9,	25 KW @ 2227	AC	SMN, $ 9.00	(MMR)	(GRANT'S PASS)

American Radio Small Market 1992, Copyright 1992

MERIDIAN, MS

MSA Rank/Pop: NA
ARB Rank/Pop: 259/60,900
Market TSL: 22.50 Hours
Average Person Rating: 16.6

Diaries: 325/187:1
Sample Target: 280
% Below Line: 0.0
% Not Listed: 17.8

Retail $: 0.56 Bil
FM Share: 55.42%
Stations: 7/7

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. WOKK-F (C)	22/21.8	---	21.0	---	12.0	224	36.8	32.2	29.2
2. WALT (B)	21/20.8	---	18.0	---	13.9	156	25.6	23.3	21.4
3. WJDQ-F (CHR)	15/14.9	---	20.0	---	18.5	199	32.7	37.2	35.3
4. WNBN (B)	10/ 9.9	---	6.0	---	----	57	9.4	10.5	----
5. WZMP-F (C)	9/ 8.9	---	12.0	---	24.1	138	22.7	20.7	26.2
6. WMOX (C)	4/ 4.0	---	6.0	---	8.3	83	13.6	15.4	18.4
7. WMGP (G)	2/ 2.0	---	1.0	---	0.9	26	4.3	6.8	7.5

12+ AMD

1. WOKK-F>
2. WALT
3. WJDQ-F
4. WMOX <
5. WZMP-F

12+ MID

1. WOKK-F<
2. WJDQ-F<
3. WALT >
4. WNBN
5. WZMP-F

12+ PMD

1. WJDQ-F<
2. WALT
   WOKK-F
4.
5.

12+ EVE

1. WALT >>
2. WOKK-F
3. WJDQ-F
4. WZMP-F
5.

ADULTS 18-34

1. WALT
2. WJDQ-F>
3. WOKK-F>>
4.
5.

ADULTS 18-49

1. WALT
2. WJDQ-F
3. WOKK-F>>
4.
5.

ADULTS 25-54

1. WOKK-F<
2. WALT
3. WJDQ-F
4.
5.

ADULTS 35+

1. WOKK-F>>
2. WNBN >
3. WALT <
4. WZMP-F
5.

MEN 25-54

1. WOKK-F
2. WALT >>
3. WJDQ-F
4. WZMP-F
5.

WOMEN 25-54

1. WALT
   WJDQ-F
   WOKK-F
4. WNBN
5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

WALT,	910,	5 KW/1 KW ,	Black		ABC, $14.00	(Mc-Guild) New South
WMGP,	1450,	1 KW ,	Gospel		, $ 6.00	(Banner)
WMOX,	1010,	10 KW/1 KW (DA-2),	Country		, $ 9.00	(Eastman)
WNBN,	1290,	1 KW (DAYS) ,	Black		, $ 8.00	(---)
WJDQ-F,	101.3,	100 KW @ 581 ,	CHR/AC	UNIPWR	CBS, $17.00	(Eastman)
WOKK-F,	97.1,	100 KW @ 600 ,	Country		ABC, $21.00	(Mc-Guild) New South
WZMP-F,	96.1,	26 KW @ 607 ,	Country		MBS, $12.00	(Banner) (MARION)

American Radio Small Market 1992, Copyright 1992

MINOT, ND

MSA Rank/Pop: NA
ARB Rank/Pop: 263/46,000
Market TSL: 21.75 Hours
Average Person Rating: 16.5

Diaries: 298/154:1
Sample Target: 280
% Below Line: 0.0
% Not Listed: 17.1

Retail $: 0.47 Bil
FM Share: 71.43%
Stations: 6/6

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. KZPR-F (C)	17/22.4	---	15.5	---	15.7	153	33.3	30.4	24.9
2. KCJB (C/FS)	16/21.1	---	21.4	---	20.2	141	30.7	31.0	29.9
3. KHHT-F (CHR)	13/17.1	---	15.5	---	24.7	171	37.2	34.8	39.0
4. KBQQ-F (AOR)	9/11.8	---	14.3	---	5.6	117	25.4	28.1	19.0
5. KIZZ-F (AC)	6/ 7.9	---	14.3	---	12.4	122	26.5	28.7	30.7
6. KRRZ (O)	2/ 2.6	---	3.6	---	2.2	62	13.5	11.9	13.8

12+ AMD

1. KCJB >>
2. KZPR-F
3. KHHT-F
4.
5.

12+ MID

1. KCJB
2. KZPR-F>
3. KBQQ-F
4.
5.

12+ PMD

1. KZPR-F
2. KCJB
3. KHHT-F<
4. KBQQ-F
5.

12+ EVE

1. KHHT-F
2. KZPR-F>>
3.
4.
5.

ADULTS 18-34

1. KZPR-F>
2. KBQQ-F
   KHHT-F
4.
5.

ADULTS 18-49

1. KZPR-F>>
2. KHHT-F<
3. KBQQ-F
4.
5.

ADULTS 25-54

1. KZPR-F>>
2. KBQQ-F
3. KIZZ-F
4.
5.

ADULTS 35+

1. KCJB >>
2. KZPR-F>
3.
4.
5.

MEN 25-54

1. KZPR-F
2. KBQQ-F>
3. KHHT-F
4.
5.

WOMEN 25-54

1. KZPR-F>
2. KIZZ-F
3. KCJB
4.
5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

KCJB,	910,	5 KW/1 KW (DA-2)	, Country	CBS, $23.00	(Katz)	
KRRZ,	1390,	5 KW/1 KW	, Oldies	UNISUP, $ 8.00	(Torbet)	
KBQQ-F,	99.9,	100 KW @ 466	, AOR	, $13.00	(Torbet)	Hoberg
KHHT-F,	97.1,	100 KW @ 971	, CHR	, $22.00	(Katz)	
KIZZ-F,	93.7,	100 KW @ 571	, AC	ABC, $14.00	(Banner)	Meyer
KZPR-F,	105.3,	100 KW @ 577	, Country	UNIULT, $20.00	(Torbet)	

American Radio Small Market 1992, Copyright 1992

MONROE, LA

MSA Rank/Pop: 259/142,300
ARB Rank/Pop: 220/113,600
Market TSL: 20.75 Hours
Average Person Rating: 15.8

Diaries: 373/305:1
Sample Target: 350
% Below Line: 0.6
% Not Listed: 16.1

Retail $: 1.26 Bil
FM Share: 92.05%
Stations: 12/11

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. KJLO-F (C)	39/21.7	---	24.9	---	17.1	406	35.7	36.9	31.2
KYEA-F (B)	39/21.7	---	22.5	---	26.5	301	26.5	26.4	27.2
3. KNOE-F (CHR)	22/12.2	---	18.5	---	14.7	314	27.6	30.0	29.9
4. KXKZ-F (C)	15/ 8.3	---	2.9	---	1.2	243	21.4	11.3	9.0
5. KMGC-F (AC)	14/ 7.8	---	8.1	---	11.2	269	23.7	20.5	24.2
6. KRVV-F (AOR)	5/ 2.8	---	---	---	1.2	148	13.0	---	5.8
KXLA (B)	5/ 2.8	---	3.5	---	2.4	64	5.6	4.6	7.8
8. KTRY-F (B)	4/ 2.2	---	0.6	---	1.2	97	8.5	4.5	6.7
9. KMBS (BB)	3/ 1.7	---	2.9	---	7.6	59	5.2	5.1	10.4

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KJLO-F	1. KJLO-F	1. KJLO-F‹	1. KYEA-F››
2. KYEA-F	2. KYEA-F	2. KYEA-F	2. KJLO-F
3. KNOE-F›	3. KNOE-F	3. KNOE-F	3. KNOE-F
4.	4. KMGC-F	4. KMGC-F	4. KYKZ-F
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KYEA-F›	1. KYEA-F	1. KJLO-F	1. KJLO-F››	1. KJLO-F››	1. KJLO-F
2. KJLO-F	2. KJLO-F›	2. KYEA-F›	2. KYEA-F	2. KYEA-F	KYEA-F
3. KNOE-F›	3. KNOE-F	3. KNOE-F	3. KXKZ-F	3. KNOE-F›	3. KMGC-F
4.	4. KMGC-F	4.	4.	4.	KNOE-F
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KMLB	1440	Monroe	1.7/5.2
KNOE	540	Monroe	0.6/6.1
KCTO-F	103.1	Columbia	0.6/2.9

RADIO STATIONS

KMBS,	1310,	5 KW/52 W (DA-1),	Nostalgia	SMN, $ 9.00	(Riley)	
KXLA,	990,	1 KW (DAYS) ,	Black	AURN, $ 7.00	(K & P)	(RAYVILLE)
KJLO-F,	104.1,	100 KW @ 850 ,	Country	ABC, $20.00	(Mc-Guild)	New South
KMGC-F,	106.1,	100 KW @ 453 ,	AC	ABC, $18.00	(Banner)	Opus
KNOE-F,	101.9,	100 KW @ 1660 ,	CHR	ABC, $20.00	(Mc-Guild)	
KRVV-F,	100.1,	50 KW @ 492 ,	AOR	, $ 9.00	(---)	(BASTROP)
KTRY-F,	94.3,	3 KW @ 298 ,	Black	SMN, $ 8.00	(---)	(BASTROP)
KYKZ-F,	107.5,	100 KW @ 1066 ,	Country	AP, $11.00	(---)	(RUSTON)
KYEA-F,	98.3,	3 KW @ 259 ,	Black	AURN ABC, $19.00	(Durpetti)	

American Radio Small Market 1992, Copyright 1992

MORRISTOWN, NJ

MSA Rank/Pop: NA
ARB Rank/Pop: 99/358,600
Market TSL: 23.75 Hours
Average Person Rating: 18.4

Diaries: 463/775:1
Sample Target: 440
% Below Line: 75.6
% Not Listed: 14.5

Retail $: 4.2 Bil
FM Share: 75.18%
Stations: 26/3

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. WXRK-F (CL. AOR)	66/10.0	---	6.5	---	7.8	771	21.5	20.7	19.0
2. WCBS-F (O)	50/ 7.6	---	5.9	---	4.5	613	17.1	17.2	13.8
3. WLTW-F (AC)	35/ 5.3	---	4.2	---	5.0	509	14.2	14.6	11.6
WYNY-F (C)	35/ 5.3	---	7.0	---	4.2	369	10.3	12.0	11.1
WPAT-F (SAC)	35/ 5.3	---	7.9	---	6.6	513	14.3	13.5	14.3
WNEW-F (AOR)	35/ 5.3	---	6.4	---	5.9	674	18.8	17.2	19.5
7. WPLJ-F (CHR)	32/ 4.8	---	3.5	---	3.3	789	22.0	18.1	13.8
8. WOR (T)	31/ 4.7	---	4.2	---	4.7	394	11.0	12.7	11.0
9. WHTZ-F (CHR)	29/ 4.4	---	5.0	---	6.3	653	18.2	18.7	18.4
WDHA-F (AOR)	29/ 4.4	---	4.3	---	4.8	513	14.3	12.0	12.7
11. WABC (T)	26/ 3.9	---	3.7	---	4.1	387	10.8	12.8	9.8
12. WMXV-F (AC)	25/ 3.8	---	8.0	---	6.3	549	15.3	18.9	14.5
13. WMTR	24/ 3.6	---	0.8	---	0.3	211	5.9	3.2	2.8

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WXRK-F>	1. WXRK-F>	1. WXRK-F>	1. WQHT-F
2. WCBS-F	2. WNEW-F<	2. WCBS-F<	WOR
3. WOR	3. WCBS-F	3. WNEW-F	3. WHTZ-F
4. WDHA-F<	4. WLTW-F	WPAT-F	4. WXRK-F
5. WLTW-F	5. WABC	5. WABC	WYNY-F
	WPAT-F		

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WXRK-F>	1. WXRK-F>	1. WXRK-F	1. WCBS-F	1. WXRK-F>	1. WCBS-F>
2. WNEW-F	2. WCBS-F>	2. WCBS-F	2. WPAT-F	2. WCBS-F	2. WPLJ-F
3. WPLJ-F	3. WLTW-F	3. WYNY-F	3. WOR	3. WYNY-F	3. WXRK-F
4. WDHA-F	WNEW-F	4. WLTW-F	4. WLTW-F	4. WNEW-F	WLTW-F
5. WYNY-F	5. WDHA-F	5. WNEW-F	WMTR	5. WDHA-F	5. WYNY-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WXMC 1310 Parsippany 1.8/2.6

WSUS-F 102.3 Franklin 0.8/2.4

See New York For More Information About The Following Stations:

WBLS-F	0.5/ 2.2	WQCD-F	0.8/ 4.0
WCBS	1.5/10.7	WQHT-F	3.5/10.1
WFAN	2.6/ 9.6	WQXR	0.3/ 1.1
WINS	1.1/ 6.9	WQXR-F	0.5/ 3.2
WNCN-F	1.2/ 5.0	WRKS-F	0.9/ 3.8
WNEW	1.7/ 5.7		

RADIO STATIONS

WMTR , 1250, 5 KW/1 KW (DA-2), Full Service UNISUP AP, $34.00 (Katz)
WXMC , 1310, 1 KW (DA-1) , Nostalgia UNISUP UNIULT, $20.00 (Williams) (PARSIPPANY)

WDHA-F, 105.5, 1 KW @ 564 , AOR , $56.00 (Katz) (DOVER)

Other ranked stations - See New York in Spring 92 edition -

American Radio Small Market 1992, Copyright 1992

MUSKEGON, MI

MSA Rank/Pop: 236/160,100
ARB Rank/Pop: 202/128,900
Market TSL: 21.0 Hours
Average Person Rating: 15.8

Diaries: 483/267:1
Sample Target: 390
% Below Line: 20.6
% Not Listed: 16.7

Retail $: 1.0 Bil
FM Share: 92.35%
Stations: 21/11

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. WSNX-F (CHR)	28/13.7	12.2	16.8	16.9	20.6	357	27.7	37.2	34.1
2. WMUS-F (C)	27/13.2	16.2	15.9	15.9	10.3	321	24.9	26.1	20.7
3. WMHG-F (B)	23/11.3	9.5	9.8	10.9	17.2	176	13.7	14.1	14.4
4. WKLQ-F (AOR)	22/10.8	9.0	5.1	2.5	2.0	218	16.9	17.5	8.3
5. WQWQ-F (SAC)	18/ 8.8	6.8	5.6	2.5	1.5	178	13.8	11.2	9.0
6. WLCS-F (O)	9/ 4.4	3.2	5.6	6.0	3.9	158	12.3	13.1	13.2
7. WKBZ (FS)	8/ 3.9	3.2	6.5	6.0	2.9	146	11.3	14.8	12.8
8. WKBZ-F (AC)	7/ 3.4	5.4	3.7	2.5	3.9	158	12.3	12.5	9.8

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WMUS-F<	1. WMUS-F	1. WMUS-F	1. WMHG-F
2. WSNX-F<	2. WSNX-F<	2. WSNX-F	2. WKLQ-F>
3. WKLQ-F<	3. WQWQ-F<	3. WMHG-F	3. WSNX-F
4. WMHG-F	4. WKLQ-F	4. WQWQ-F	4. WKBZ
5.	5.	WKLQ-F	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WKLQ-F>	1. WKLQ-F	1. WSNX-F<	1. WMUS-F	1. WKLQ-F	1. WSNX-F>
2. WMHG-F<	2. WSNX-F	2. WMUS-F	2. WQWQ-F>	2. WMUS-F>	2. WMUS-F>
3. WSNX-F>>	3. WMUS-F	3. WKLQ-F	3. WSNX-F	3. WLCS-F	3. WMHG-F
4. WMUS-F	WMHG-F	4. WLCS-F	4. WMHG-F	WSNX-F	4. WLCS-F
5.	5.	WMHG-F	5.	5. WMHG-F	WQWQ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WMUS	1090	Muskegon	0.5/2.4
WPBK-F	97.5	Whitehall	1.0/3.2
WWEZ	1520	Muskegon Heights	0.5/0.5
WCUZ-F	101.3	Grand Rapids	0.5/3.4
WGN	720	Chicago	1.5/1.9
WGRD-F	97.9	Grand Rapids	2.0/6.6
WJFM-F	93.7	Grand Rapids	1.5/8.6
WJQK-F	99.3	Zeeland	0.5/2.6
WLAV-F	96.9	Grand Rapids	1.5/5.8
WLHT-F	95.7	Grand Rapids	1.0/4.2
WODJ-F	107.3	Greenville	0.5/5.1
WOOD-F	105.7	Grand Rapids	1.0/5.0

RADIO STATIONS

WKBZ,	850,	1 KW (DA-2)	, Full Service	ABC MBS, $11.00	(Roslin)	
WCXT-F,	105.3,	100 KW @ 649	, Soft AC	, $10.00	(---)	(HART)
WKBZ-F,	95.3,	2 KW @ 361	, AC	ABC, MBS, $12.00	(Roslin)	(WHITEHALL)
WLCS-F,	98.3,	2.6 KW @ 321	, Oldies	UNIULT, $13.00	(Roslin)	
WMHG-F,	107.9,	2.6 KW @ 348	, Black	AURN, $13.00	(Patt)	
WQWQ-F,	101.7,	3.5 KW @ 492	, Soft AC	ABC, $15.00	(Christal)	Federated

WMUS-F, WKLQ-F, WSNX-F -- see Grand Rapids in Spring 92 edition

American Radio Small Market 1992, Copyright 1992

MYRTLE BEACH, SC

MSA Rank/Pop: NA
ARB Rank/Pop: 180/164,200
Market TSL: 23.75 Hours
Average Person Rating: 17.8

Diaries: 433/379:1
Sample Target: 400
% Below Line: 14.7
% Not Listed: 13.3

Retail $: 2.0 Bil
FM Share: 93.31%
Stations: 22/12

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. WJYR-F (SAC)	41/14.0	---	7.6	---	11.6	330	20.1	14.1	16.4
2. WBPR-F (CHR/U)	30/10.2	---	11.8	---	14.4	399	24.3	26.1	33.0
3. WYAK-F (C)	25/ 8.5	---	8.0	---	8.7	279	17.0	13.8	15.8
WYAV-F (CHR)	25/ 8.5	---	8.0	---	10.1	392	23.9	19.1	24.3
5. WSYN-F (O)	24/ 8.2	---	6.9	---	2.2	322	19.6	15.6	7.5
6. WKZQ-F (AOR)	21/ 7.2	---	10.7	---	9.7	296	18.0	18.3	13.8
7. WJXY-F (C)	20/ 6.8	---	2.3	---	---	179	10.9	5.8	----
8. WNMB-F (AC)	9/ 3.1	---	5.0	---	5.4	146	8.9	8.1	8.7

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WYAK-F<	1. WJYR-F>	1. WJYR-F	1. WJYR-F
2. WJYR-F	2. WBPR-F	2. WBPR-F<	2. WBPR-F
3. WBPR-F<	3. WSYN-F	3. WYAV-F	3. WKZQ-F
4. WYAV-F	WYAK-F	4. WSYN-F	WYAV-F
5. WSYN-F	5. WJXY-F	5. WYAK-F	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WBPR-F	1. WBPR-F<	1. WSYN-F	1. WJYR-F>>	1. WBPR-F	1. WSYN-F
2. WKZQ-F<	2. WSYN-F	2. WBPR-F<	2. WSYN-F	WSYN-F	2. WYAK-F
3. WYAV-F>	3. WKZQ-F<	3. WYAK-F>	3. WYAK-F	3. WYAK-F>	WYAV-F
4. WYAK-F	4. WYAV-F	4. WYAV-F	4. WJXY-F	4. WKZQ-F	4. WBPR-F
5.	5.	WKZQ-F	5.	5.	5. WJYR-F
					WKZQ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGTN-F	100.9	Andrews	0.3/2.3
WJXY	1050	Conway	1.4/5.4
WPJS	1330	Conway	1.7/4.1
WVBX	1470	Georgetown	2.0/8.1
WEZL-F	103.5	Charleston	0.7/2.9
WHLZ-F	92.5	Manning	1.0/5.8
WKML-F	95.7	Lumberton	0.3/3.2
WTAB	1370	Tabor City	0.7/1.3
WTUA-F	105.9	St. Stevens	3.1/3.9
WWDM-F	101.3	Sumter	1.7/3.9
WWWZ-F	93.3	Summerville	2.4/3.7
WXTC-F	96.9	Charleston	1.0/3.9
WZFX-F	99.1	Whiteville	2.7/6.5
WZNS-F	92.9	Dillon	1.0/4.6

RADIO STATIONS

WBPR-F,	97.7,	50 KW @ 456	,	CHR/Urban	, $23.00	(---)		(GEORGETOWN)
WNMB-F,	105.5,	3 KW @ 351	,	AC	ABC, $15.00	(Dora)	Ogden	
WJXY-F,	93.9,	6 KW @ 328	,	Country	, $16.00	(---)		
WJYR-F,	92.1,	6 KW @ 298	,	Soft AC/EZ	UNIULT, $20.00	(Mc-Guild)		
WKZQ-F,	101.7,	38 KW @ 558	,	AOR	, $18.00	(---)		
WSYN-F,	106.5,	50 KW @ 328	,	Oldies	, $17.00	(---)		(GEORGETOWN)
WYAK-F,	103.1,	6 KW @ 328	,	Country	MBS, $21.00	(Christal)	Jones-Eastern	(SURFSIDE)
WYAV-F,	104.1,	100 KW @ 600	,	CHR	, $21.00	(---)	Pinnacle	(CONWAY)

American Radio Small Market 1992, Copyright 1992

NAPLES - MARCO ISLAND, FL

MSA Rank/Pop: 237/159,100
ARB Rank/Pop: 197/139,700
Market TSL: 19.25 Hours
Average Person Rating: 14.2

Diaries: 350/399:1
Sample Target: 350
% Below Line: 48.2
% Not Listed: 22.6

Retail $: 1.4 Bil
FM Share: 88.31%
Stations: 14/5

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. WRXK-F (AOR)	30/15.1	11.7	9.9	9.1	11.9	305	21.8	18.4	17.0
2. WIXI-F (BB)	19/ 9.5	12.1	12.0	8.2	7.1	277	19.8	19.6	16.6
3. WNOG (N/T)	18/ 9.0	7.9	10.7	9.6	5.7	236	16.9	20.3	12.9
4. WCKT-F (C)	17/ 8.5	11.7	11.6	13.7	8.1	221	15.8	21.9	13.8
5. WAVV-F (SAC)	16/ 8.0	10.4	12.9	10.0	12.4	286	20.5	22.0	21.4
6. WCVU-F (SAC/EZ)	14/ 7.0	10.4	6.0	8.2	11.4	288	20.6	16.0	24.4
7. WINK-F (AC)	12/ 6.0	6.7	3.0	5.5	4.3	205	14.7	14.2	14.5
8. WGUF-F (CHR/AC)	11/ 5.5	1.3	---	---	---	99	7.1	4.9	----
9. WRGI-F (O)	5/ 2.5	3.8	2.6	1.8	3.8	96	6.9	9.3	13.7
WSGL-F (AC)	5/ 2.5	2.1	4.3	7.3	5.2	103	7.4	8.1	9.9

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WNOG	1. WRXK-F‹	1. WRXK-F›	1. WRXK-F››
2. WRXK-F	2. WNOG ‹	2. WIXI-F	2. WAVV-F
3. WCKT-F	3. WAVV-F‹	3. WCVU-F	3. WIXI-F
4. WCVU-F	4. WIXI-F‹	4. WINK-F	4. WNOG
5.	5. WCVU-F	5. WGUF-F	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WRXK-F››	1. WRXK-F››	1. WRXK-F›	1. WNOG	1. WRXK-F››	1. WINK-F
2. WCKT-F›	2. WCKT-F	2. WCKT-F	WIXI-F	2. WCKT-F›	2. WRXK-F
3. WINK-F	3. WINK-F›	3. WINK-F	3. WAVV-F	3. WNOG ›	3. WCKT-F
4.	4.	4. WCVU-F	WCVU-F	4.	WCVU-F
5.	5.	5.	5.	5. -	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WHEW-F	101.9	Ft. Myers	0.5/2.6
WOLZ-F	95.3	Ft. Myers	1.5/5.1
WXKB-F	103.7	Cape Coral	0.5/4.1
WZCR-F	99.3	Ft. Myers Beach	1.0/4.6

RADIO STATIONS

WNOG,	1270,	5 KW/2.4 KW (DA-N),	News/Talk	MBS CBS,	$21.00	(Christal)	Palmer
WGUF-F,	92.7,	3 KW @ 328	CHR/AC	ABC,	$14.00	(---)	(MARCO)
WIXI-F,	105.5,	1 KW @ 584	Nostalgia	SMN,	$28.00	(Roslin)	
WRGI-F,	93.5,	3 KW @ 298	Oldies		$16.00	(Roslin)	H & D
WSGL-F,	103.1,	2 KW @ 384	AC		$14.00	(Banner)	Timm

Other stations -- see Ft. Myers in this edition

American Radio Small Market 1992, Copyright 1992

NEW BEDFORD - FALL RIVER, MA

MSA Rank/Pop: 241/156,300 (FR)
220/176,300 (NB)
ARB Rank/Pop: 82/426,700
Market TSL: 23.25 Hours
Average Person Rating: 17.4

Diaries: 492/867:1
Sample Target: 440
% Below Line: 63.1
% Not Listed: 11.7

Retail $: 4.1 Bil
FM Share: 75.57%
Stations: 37/6

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. WFHN-F (CHR)	51/6.9	6.9	7.5	8.7	7.2	636	14.9	13.5	11.2
2. WPRO-F (CHR)	45/6.1	6.5	5.9	8.4	8.7	913	21.4	26.1	25.4
3. WHJY-F (AOR)	42/5.7	5.8	7.6	7.1	6.1	751	17.6	16.2	17.3
4. WWBB-F (O)	39/5.3	2.8	5.8	4.7	5.3	568	13.3	12.7	16.1
5. WHTB (FS)	35/4.7	0.8	1.3	3.0	0.6	234	5.5	2.5	2.3
6. WCTK-F (C)	34/4.6	4.0	4.7	5.1	4.8	469	11.0	6.7	11.5
WWLI-F (AC)	34/4.6	4.8	5.0	5.6	4.3	495	11.6	14.2	11.3
8. WODS-F (O)	29/3.9	3.3	3.2	1.5	2.9	440	10.3	11.0	10.5
9. WSNE-F (AC)	28/3.8	5.9	5.9	4.2	6.2	580	13.6	15.5	14.8
10. WBSM (T)	26/3.5	5.3	3.7	3.9	6.1	311	7.3	7.0	8.6
11. WWRX-F (CL.AOR)	25/3.4	4.1	2.2	2.4	1.4	440	10.3	8.1	6.6
WVBF-F (AC)	25/3.4	2.3	1.8	1.5	0.6	265	6.2	5.7	3.5
13. WPLM-F (BB)	23/3.1	4.3	4.1	4.6	3.9	363	8.5	9.8	9.5

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WPRO-F<	1. WWBB-F<	1. WFHN-F	1. WHTB
2. WBSM	WFHN-F	WHJY-F<	2. WFHN-F
3. WHTB	3. WPRO-F	3. WPRO-F	3. WHJY-F
WFHN-F	4. WHJY-F	WWBB-F	4.
WHJY-F	5. WWLI-F	5. WCTK-F	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WFHN-F<	1. WFHN-F	1. WWBB-F	1. WHTB	1. WWBB-F	1. WFHN-F
2. WPRO-F<	2. WPRO-F	2. WFHN-F	2. WWBB-F	2. WWRX-F	2. WSNE-F
3. WHJY-F	3. WHJY-F	WODS-F	3. WCTK-F	3. WVBF-F	3. WODS-F
4. WWRX-F	4. WWBB-F	4. WWLI-F	4. WPLM-F	WHJY-F	WWBB-F
5.	5.	5. WWRX-F	5.	WODS-F	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WNBH	1340	New Bedford	0.9/2.4
WSAR	1480	Fall River	0.8/3.0

See Boston For More Information About These:

WAAF-F	0.4/3.2	WHDH	1.8/5.4
WBCN-F	1.1/4.4	WMJX-F	0.9/4.0
WBMX-F	1.1/3.5	WRKO	1.8/5.0
WBOS-F	1.6/4.6	WXKS-F	2.2/8.1
WBZ	1.8/6.9	WZLX-F	1.3/6.7
WCDJ-F	0.9/2.2	WZOU-F	1.9/9.1
WEEI	1.3/5.2		

See Providence For More Information About These:

WBRU-F	1.5/7.6
WHJJ	1.2/4.5
WLKW	0.9/2.5
WPRO	2.6/8.7
WWKX-F	1.8/7.4

WCAV-F	97.7	Brockton	0.4/2.2
WFAL-F	101.1	Falmouth	0.4/1.9
WPLM	1390	Plymouth	0.3/0.8
WQRC-F	99.9	Barnstable	0.7/2.4

RADIO STATIONS

WBSM,	1420,	5 KW/1 KW (DA-1) ,	Talk	NBC, $20.00	(Christal)	H & D
WHTB,	1400,	1 KW ,	Full Service	CNN, $15.00	(Mc-Guild)	
WNBH,	1340,	1 KW ,	AC	ABC, $11.00	(Torbet)	Hall
WFHN-F,	107.1,	3 KW @ 374 ,	CHR	, $25.00	(Christal)	H & D (FAIRHAVEN)

Other ranked stations -- see Boston or Providence in Spring 92 edition

American Radio Small Market 1992, Copyright 1992

NEW LONDON, CT

MSA Rank/Pop: 167/268,000
ARB Rank/Pop: 150/214,500
Market TSL: 21.75 Hours
Average Person Rating: 16.4

Diaries: 506/424:1
Sample Target: 440
% Below Line: 35.8
% Not Listed: 17.3

Retail $: 2.0 Bil
FM Share: 80.41%
Stations: 24/8

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. WCTY-F (C)	41/11.6	---	7.2	---	10.2	433	20.2	17.4	19.4
2. WWRX-F (AOR)	39/11.1	---	8.6	---	10.4	573	26.7	28.1	24.6
3. WQGN-F (CHR)	37/10.5	---	10.6	---	18.1	651	30.8	30.4	35.7
4. WTYD-F (SAC)	33/ 9.4	---	13.1	---	10.4	393	18.3	24.7	21.0
5. WBMW-F (?)	13/ 3.7	---	---	---	---	251	11.7	---	---
WFAN (S/T)	13/ 3.7	---	3.3	---	2.7	264	12.3	9.3	6.8
WHCN-F (AOR)	13/ 3.7	---	2.5	---	1.9	169	7.9	8.0	8.0
8. WVVE-F (AC)	11/ 3.1	---	5.8	---	3.8	234	10.9	16.8	10.9
WICH (AC)	11/ 3.1	---	3.6	---	2.5	172	8.0	7.8	6.9
10. WNLC (FS/T)	10/ 2.8	---	1.1	---	1.4	137	5.4	4.9	7.4
WDRC-F (O)	10/ 2.8	---	1.9	---	1.6	178	8.3	8.1	3.4
12. WSUB (T)	9/ 2.6	---	1.9	---	1.4	154	7.2	5.6	7.5

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WQGN-F<	1. WCTY-F<	1. WCTY-F<	1. WQGN-F
2. WWRX-F	2. WWRX-F<	2. WWRX-F	2. WCTY-F>
3. WCTY-F	3. WQGN-F	3. WQGN-F	3. WWRX-F
4. WFAN	4. WTYD-F	4. WTYD-F	4. WTYD-F
5. WTYD-F	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WWRX-F>	1. WWRX-F	1. WWRX-F	1. WCTY-F<	1. WWRX-F>	1. WTYD-F<
2. WQGN-F>	2. WQGN-F	2. WCTY-F<	2. WTYD-F>>	2. WCTY-F	2. WQGN-F<
3. WCTY-F	3. WCTY-F>	3. WQGN-F	3.	3. WFAN	3. WCTY-F>
4. WHCN-F	4. WTYD-F	4. WTYD-F	4.	4. WQGN-F	4.
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAAF-F	107.3	Worcester	1.4/ 2.9	WOR	710	New York	0.9/ 2.9
WCBS	880	New York	0.9/ 6.9	WPLR-F	99.1	New Haven	1.7/ 6.9
WCCC-F	106.9	Hartford	1.4/ 5.5	WRCH-F	100.5	New Britain	0.9/ 3.4
WERI	1230	Westerly	1.1/ 2.3	WTIC	1080	Hartford	1.1/ 3.6
WILI-F	98.3	Willimantic	0.6/ 4.0	WTIC-F	96.5	Hartford	1.4/ 5.2
WKSS-F	95.7	Hartford	1.7/10.3	WWYZ-F	92.5	Waterbury	1.4/ 3.1

RADIO STATIONS

WICH,	1310,	5 KW (DA-2)	AC	, $ NA	(Torbet)	Hall	(NORWICH)
WNLC,	1510,	10 KW/5 KW (DA-2)	Full Service	CNN CBS, $ NA	(Mc-Guild)		
WSUB,	980,	1 KW/72 W	Talk/News	ABC, $ NA	(Eastman)	H & D	(GROTON)

WBMW-F,	106.5,	6 KW @ 298	??	, $ NA	(---)		(LEDYARD)
WCTY-F,	97.7,	3 KW @ 300	Country	ABC, $ NA	(Torbet)	Hall	(NORWICH)
WQGN-F,	105.5,	3 KW @ 276	CHR	, $ NA	(Eastman)	H & D	(GROTON)
WTYD-F,	100.9,	3 KW @ 328	Soft AC	, $ NA	(Mc-Guild)		
WVVE-F,	102.3,	3 KW @ 298	AC	AP, $ NA	(HNWH)		(STONINGTON)

Other ranked stations -- see Providence, Boston, New York or Hartford in Spring 92 edition

American Radio Small Market 1992, Copyright 1992

NEWBURGH - MIDDLETOWN, NY

MSA Rank/Pop: NA
ARB Rank/Pop: 138/256,600
Market TSL: 23.25 Hours
Average Person Rating: 17.5

Diaries: 459/559:1
Sample Target: 440
% Below Line: 71.7
% Not Listed: 13.1

Retail $: 2.4 Bil
FM Share: 83.3%
Stations: 31/4

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. WSPK-F (CHR)	64/14.3	---	11.0	---	12.3	783	30.5	28.3	28.7
2. WHUD-F (SAC)	49/10.1	---	9.9	---	12.5	521	20.3	17.4	19.7
3. WPDH-F (AOR)	40/ 8.9	---	10.1	---	10.4	683	26.6	23.7	23.2
4. WKOJ-F (AOR)	28/ 6.2	---	4.4	---	1.4	462	18.0	14.3	11.3
5. WRWD-F (C)	22/ 4.9	---	2.6	---	1.2	239	9.3	8.4	4.7
6. WGNY (AC)	20/ 4.5	---	5.7	---	2.8	313	12.2	16.1	8.6
7. WFAN (SP/T)	16/ 3.6	---	3.1	---	1.6	293	11.4	12.5	10.1
8. WALL (FS)	13/ 2.9	---	2.0	---	1.4	190	7.4	6.5	7.6
WABC (T)	13/ 2.9	---	3.7	---	3.5	241	9.4	10.6	10.9
10. WXRK-F (CL.AOR)	12/ 2.7	---	1.1	---	1.6	167	6.5	4.1	5.4

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WHUD-F	1. WSPK-F	1. WSPK-F›	1. WSPK-F›
2. WSPK-F›	2. WHUD-F	2. WHUD-F‹	2. WRWD-F
3. WFAN	3. WPDH-F›	3. WPDH-F›	3. WPDH-F
WPDH-F‹	4. WKOJ-F	4. WKOJ-F	4. WKOJ-F
5. WKOJ-F	5. WGNY-F	WRWD-F	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WSPK-F›	1. WSPK-F	1. WPDH-F	1. WHUD-F››	1. WPDH-F›	1. WGNY-F‹
2. WPDH-F	2. WPDH-F›	2. WHUD-F	2.	2. WXRK-F	2. WHUD-F
3. WKOJ-F›	3. WKOJ-F	3. WKOJ-F	3.	3. WKOJ-F	3. WSPK-F
4. WGNY-F	4. WGNY-F	WSPK-F	4.	WFAN-F	4. WKOJ-F
5.	5. WHUD-F	5. WGNY-F	5.	5.	5. WPDH-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WWWK-F	99.3	Ellenville	1.6/ 4.2	WBLS-F	.4/2.7	WPLJ-F	.9/6.1
WBNR	1260	Beacon	1.1/ 3.7	WCBS	1.3/9.7	WQCD-F	1.3/4.1
WCZX-F	97.7	Hyde Park	1.1/ 5.9	WHTZ-F	1.3/6.0	WQHT-F	.9/6.4
WNNJ-F	103.7	Newton	1.6/ 3.3	WLTW-F	1.1/3.5	WRKS-F	1.6/7.6
WRNQ-F	92.1	Poughkeepsie	.7/ 4.9	WMXV-F	.9/3.5	WCBS-F	2.4/8.2
WZAD-F	97.3	Wurtsboro	.7/ 3.3	WNEW	2.0/3.7	WYNY-F	1.1/3.4
				WNEW-F	1.6/4.9		
				WOR	.7/3.5		
				WPAT-F	.9/3.8		

See New York For More Information About These Stations:

RADIO STATIONS

WALL, 1340, 1 KW	, Full Service	UPI MBS , $ 25.00 (----)		(MIDDLETOWN)
WGNY-F, 103.1, 3 KW @ 275	, AC	CNN , $ 30.00 (Schubert)		(NEWBURGH)
WKOJ-F, 92.7, 3 KW @ 296	, AOR	UPI , $ 28.00 (----)		(MIDDLETOWN)

OTHER RANKED STATIONS: See New York in Spring 1992 edition or Poughkeepsie in this edition.

American Radio Small Market 1992, Copyright 1992

NORTHWEST MICHIGAN

(Traverse City - Petoskey - Charlevoix)

MSA Rank/Pop: NA
ARB Rank/Pop: 195/143,200
Market TSL: 21.75 Hours
Average Person Rating: 16.4

Diaries: 444/323:1
Sample Target: 380
% Below Line: 0.0
% Not Listed: 21.7

Retail $: 1.47 Bil
FM Share: 88.04%
Stations: 17/17

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. WTCM-F (C)	47/20.0	---	19.9	---	13.2	483	33.7	30.7	19.8
2. WKHQ-F (CHR)	32/13.6	---	10.3	---	14.2	438	30.6	32.1	36.0
3. WKLT-F (AOR)	17/ 7.2	---	18.2	---	10.0	276	19.3	27.9	21.6
4. WMBN-F (SAC)	14/ 6.0	---	8.2	---	12.1	218	15.2	16.5	22.4
WTCM (T)	14/ 6.0	---	1.4	---	2.6	192	13.4	7.8	6.0
6. WLDR-F (AC)	11/ 4.7	---	6.2	---	4.7	172	12.0	18.3	13.7
7. WCCW-F (O)	9/ 3.8	---	1.7	---	3.2	140	9.8	7.7	10.9
8. WMKC-F (C)	8/ 3.4	---	4.5	---	3.2	112	7.8	8.4	6.5
9. WKLZ-F (AOR)	7/ 3.0	---	0.7	---	3.7	90	6.3	2.6	12.7
10. WAIR-F (O)	6/ 2.6	---	1.0	---	---	114	8.0	5.1	---
11. WCCW (C)	5/ 2.1	---	---	---	1.1	32	2.2	---	3.9
12. WKPK-F (CHR)	4/ 1.7	---	3.1	---	3.7	183	12.8	16.1	14.8
13. WLTO-F (C)	3/ 1.3	---	2.7	---	3.7	86	6.0	10.0	10.8
14. WMBN (EZ)	3/ 1.3	---	---	---	1.1	38	2.7	---	2.9

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WTCM-F>	1. WTCM-F>>	1. WTCM-F>	1. WKHQ-F>
2. WKHQ-F>	2. WKHQ-F	2. WKHQ-F>	2. WTCM-F>
3. WKLT-F	3. WMBN-F	3. WTCM	3.
4. WLDR-F	4. WTCM-F	4. WKLT-F	4.
5.	5.	5. WMBN-F	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WKLT F/F	1. WTCM-F	1. WTCM-F>	1. WTCM-F>>	1. WTCM-F>	1. WTCM-F
2. WKHQ-F	2. WKLT F/F	2. WKLT F/F	2. WMBN-F	2. WKLT F/F	2. WKHQ-F
3. WTCM-F>>	3. WKHQ-F>	3. WKHQ-F>	3. WTCM	3. WTCM	3. WLDR-F
4.	4.	4. WLDR-F	4.	4. WKHQ-F	4. WKLT F/F
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WTRV-F	94.3	Leland	0.4/1.3
WBNZ-F	99.3	Frankfort	0.4/2.4
WMLB-F	98.1	Glen Arbor	0.9/4.0

RADIO STATIONS

WCCW,	1310,	5 KW (DAYS)	,	Country	SMN, $ 8.00	(---)		(TRAVERSE C.)
WMBN,	1340,	1 KW	,	EZ	CNN, $ 8.00	(Christal)	MacDonald	(PETOSKY)
WTCM,	580,	5 KW/1 KW (DA-2)	,	Talk	ABC, MBS, $13.00	(Katz)		(TRAVERSE C.)
WAIR-F,	92.5,	100 KW @ 869	,	Oldies	UNISUP CBS, $ 9.00	(Patt)		(ATLANTA)
WTCM-F,	103.5,	100 KW @ 991	,	Country	ABC, $20.00	(Katz)		(TRAVERSE C.)
WCCW-F,	107.5,	50 KW @ 492	,	Oldies	, $11.00	(---)		(TRAVERSE C.)
WMKC-F,	102.9,	100 KW @ 1102	,	Country	UNIULT, $10.00	(Patt)		(ST. IGNACE)
WKHQ-F,	105.9,	100 KW @ 899	,	CHR	ABC, $21.00	(Mc-Guild)	Midwest Family	(CHARLEVOIX)
WKLT-F,	97.5,	32 KW @ 617	,	AOR	ABC, $17.00	(Banner)		(KALKASKA)
WKLZ-F,	98.9,	52 KW @ 800	,	AOR	ABC, $ NA	(Banner)		(PETOSKY)
WKPK-F,	106.7,	100 KW @ 581	,	CHR	UNIPWR, $10.00	(Patt)		(GAYLORD)
WLDR-F,	101.9,	100 KW @ 538	,	AC	UNIULT, $12.00	(K & P)		(TRAVERSE C.)
WLTO-F,	103.9,	28 KW @ 663	,	Country	NBC, SOURCE, $11.00	(Patt)		(HARBOR SPG)
WMBN-F,	96.3,	100 KW @ 981	,	Soft AC	CNN, $15.00	(Christal)	MacDonald	(PETOSKEY)

American Radio Small Market 1992, Copyright 1992

ODESSA - MIDLAND, TX

MSA Rank/Pop: 319/106,800 (Midland)
303/117,400 (Odessa)
ARB Rank/Pop: 172/174,600
Market TSL: 24.50 Hours
Average Person Rating: 17.8

Diaries: 517/338:1
Sample Target: 440
% Below Line: 1.0
% Not Listed: 8.4

Retail $: 1.66 Bil
FM Share: 83.10%
Stations: 18/17

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. KNFM-F (C)	60/19.4	19.8	15.9	14.3	12.5	597	34.2	28.8	24.8
2. KGEE-F (C)	38/12.3	14.4	12.9	13.5	9.7	445	25.5	23.8	16.8
3. KBAT-F (AOR)	32/10.3	11.4	14.1	11.3	11.1	281	16.1	25.3	18.8
4. KCHX-F (CHR)	28/ 9.0	11.4	10.2	11.6	10.8	347	19.9	24.7	22.4
5. KQDM-F (AC)	22/ 7.1	5.7	6.6	6.6	7.4	297	17.0	16.1	16.0
6. KQIP-F (O)	21/ 6.8	2.3	6.0	4.1	5.1	260	14.9	13.7	12.2
7. KOZA (SP)	16/ 5.2	5.7	3.3	3.9	5.7	113	6.5	2.8	6.8
8. KWEL (SP)	11/ 3.5	1.7	1.2	---	4.8	80	4.6	3.9	5.5
KCRS-F (SAC)	11/ 3.5	3.0	3.9	3.3	6.0	229	13.1	10.6	10.2
10. KCDQ-F (CL.AOR)	9/ 2.9	3.4	3.9	6.6	5.1	136	7.8	9.4	11.6
11. KMND (BB)	8/ 2.6	2.7	0.3	0.6	2.3	93	5.3	4.6	3.3

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KNFM-F›	1. KNFM-F››	1. KNFM-F›	1. KCHX-F‹
2. KGEE-F›	2. KGEE-F	2. KGEE-F‹	2. KBAT-F›
3. KBAT-F‹	3. KQDM-F‹	3. KBAT-F	3. KGEE-F
4. KCHX-F	4. KBAT-F	4. KCHX-F	4. KNFM-F
KQDM-F	5.	5.	5.
KQIP-F			

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KNFM-F‹	1. KNFM-F›	1. KNFM-F››	1. KNFM-F›	1. KNFM-F›	1. KNFM-F
2. KBAT-F›	2. KGEE-F‹	2. KGEE-F	2. KGEE-F	2. KQIP-F	2. KGEE-F
3. KGEE-F	3. KBAT-F›	3. KQIP-F	3. KQIP-F›	3. KBAT-F‹	KQDM-F
4. KQDM-F	4. KQDM-F	4. KBAT-F	4.	4. KGEE-F	4. KBAT-F
5.	KQIP-F	5. KQDM-F	5.	5.	KCHX-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCRS	550	Midland	1.3/5.9
KJBC	1150	Midland	1.0/2.7
KKKK-F	99.1	Odessa	1.6/7.6
KMRK-F	96.1	Odessa	1.3/4.1
KRIL	1410	Odessa	1.0/3.5
KXOI	810	Crane	1.0/2.1

RADIO STATIONS

KMND,	1510,	500 w (DAYS)	, Nostalgia	ABC, $10.00	(Banner)		
KOZA,	1230,	1 KW	, Hispanic	, $12.00	(---)		
KWEL,	1070,	2.5 KW (DAYS)	, Hispanic	, $10.00	(Lotus Hisp.)		
KBAT-F,	93.3,	100 KW @ 440	, AOR	, $18.00	(Eastman)		
KCDQ-F,	102.1,	100 KW @ 971	, CL. AOR	, $10.00	(Christal)		(MONAHANS)
KCHX-F,	106.7,	100 KW @ 679	, CHR	, $17.00	(---)		
KCRS-F,	103.3,	100 KW @ 918	, Soft AC	, $12.00	(Mc-Guild)	Mayes	
KGEE-F,	99.9,	100 KW @ 541	, Country	ABC, $20.00	(Katz)		(MONAHANS)
KIOL-F,	100.3,	100 KW @ 800	, AC	UNISUP, $ 8.00	(---)		(LAMESA)
KNFM-F,	92.3,	100 KW @ 984	, Country	ABC, $25.00	(Banner)		
KQDM-F,	97.9,	100 KW @ 361	, AC	UNIPWR, $18.00	(MMWH)	D & F	
KQIP-F,	96.9,	100 KW @ 420	, Oldies	SMN, $14.00	(Roslin)		

American Radio Small Market 1992, Copyright 1992

OWENSBORO, KY

MSA Rank/Pop: 335/87,200
ARB Rank/Pop: 255/71,100
Market TSL: 70.75 Hours
Average Person Rating: 15.5

Diaries: 320/222:1
Sample Target: 280
% Below Line: 40.9
% Not Listed: 11.8

Retail $: 0.68 Bil
FM Share: 83.67%
Stations: 8/3

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. WBKR-F (C)	41/37.3	---	31.7	---	37.0	379	53.3	52.8	55.6
2. WSTO-F (CHR)	27/24.5	---	22.1	---	27.7	314	44.2	45.0	43.7
3. WVJS (FS)	9/ 8.2	---	12.5	---	8.4	166	23.3	30.5	24.1
4. WIKY-F (FS)	7/ 6.4	---	3.8	---	1.7	106	14.9	17.2	5.2
5. WWOK (BB)	4/ 3.6	---	---	---	---	20	2.8	---	---
WKDQ-F (AC)	4/ 3.6	---	6.7	---	10.9	96	13.5	21.0	20.3
7. WOMI (C)	3/ 2.7	---	1.9	---	2.5	54	7.6	8.4	7.7
WGBF-F (AOR)	3/ 2.7	---	6.7	---	2.6	89	12.5	10.4	5.3

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WBKR-F>>	1. WBKR-F>>	1. WBKR-F<	1. WSTO-F<
2. WSTO-F	2. WSTO-F>>	2. WSTO-F>>	2. WBKR-F>>
3. WVJS	3.	3.	3.
4.	4.	4.	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WSTO-F<	1. WBKR-F>	1. WBKR-F>>	1. WBKR-F>>	1. WBKR-F>>	1. WBKR-F>>
2. WBKR-F>>	2. WSTO-F>>	2. WSTO-F>>	2. WVJS	2. WSTO-F>>	2. WSTO-F>>
3.	3.	3. WIKY-F	WSTO-F>>	3.	3. WIKY-F>>
4.	4.	4. WKDQ-F	4.	4.	4.
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

WOMI,	1490	1 KW ,	Country	NBC UNISUP, $ 9.00	(Katz)
WVJS,	1420,	5 KW/1 KW (DA-2) ,	Full Service	ABC, $17.00	(Banner)

Other ranked stations -- see Evansville in Spring 92 edition

American Radio Small Market 1992, Copyright 1992

PALM SPRINGS, CA

MSA Rank/Pop: NA
ARB Rank/Pop: 160/202,800
Market TSL: 23.50 Hours
Average Person Rating: 17.4

Diaries: 402/504:1
Sample Target: 390
% Below Line: 3.1
% Not Listed: 17.0

Retail $: 1.5 Bil
FM Share: 65.19%
Stations: 16/14

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. KPSI-F (CHR)	63/17.8	17.7	13.7	10.3	14.2	695	34.3	29.1	25.7
2. KWXY-F (SAC/EZ)	33/ 9.3	5.9	11.0	8.9	8.1	286	14.1	16.3	12.5
3. KCLB (SP)	32/ 9.1	6.5	8.6	6.9	7.4	316	15.6	13.7	10.0
4. KPLM-F (AC)	26/ 7.4	4.3	5.5	8.2	7.4	329	16.2	13.0	15.5
5. KNWZ (N/T)	20/ 5.7	2.2	6.5	1.4	1.0	156	7.7	9.2	5.5
6. KUNA (SP)	18/ 5.1	4.3	2.4	5.5	4.1	256	12.6	7.5	8.9
7. KDES-F (O/AC)	17/ 4.8	9.6	11.0	8.6	6.1	369	18.2	19.9	15.6
8. KPSI (T)	14/ 4.0	2.8	3.1	3.8	2.0	164	8.1	7.2	5.7
KBZT-F (BB)	14/ 4.0	4.0	4.5	6.5	11.5	158	7.8	13.7	11.7
10. KCMJ-F (AC)	11/ 3.1	4.3	4.8	6.9	6.4	324	16.0	17.2	19.9
KEZN-F (SAC)	11/ 3.1	3.4	3.8	4.1	1.7	215	10.6	12.6	4.6
12. KCLB-F (AOR)	10/ 2.8	10.9	5.8	9.3	6.8	207	10.2	11.0	13.2
13. KWXY (SAC/EZ)	9/ 2.5	1.6	1.7	1.4	1.4	73	3.6	4.4	4.5

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KPSI-F	1. KPSI-F	1. KPSI-F	1. KPSI-F
2. KCLB	2. KPLM-F	2. KWXY-F	2. KCLB
3. KWXY-F	3. KWXY-F	3. KPLM-F	3. KWXY-F
4. KUNA	4. KNWZ	4. KCLB	4. KNWZ
5. KPLM-F	KCLB	5. KDES-F	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KPSI-F	1. KPSI-F	1. KPSI-F	1. KWXY A/F	1. KPSI-F	1. KPSI-F
2. KCLB	2. KCLB	2. KPLM-F	2. KPLM-F	2. KCLB	2. KPLM-F
3. KUNA	3. KPLM-F	3. KCLB	3. KNWZ	3. KNWZ	3. KDES-F
4. KCLB-F	4. KDES-F	4. KDES-F	4. KPSI	KCLB-F	4. KCLB
5.	5. KUNA	5. KNWZ	5.	5. KPLM-F	5. KBZT-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCMJ	1140	Palm Springs	1.1/4.5
KFI	640	Los Angeles	1.4/3.9
KLOS-F	95.5	Los Angeles	1.7/4.0

RADIO STATIONS

KCLB, 970, 5 KW/1 KW (DA-2), Hispanic		$	15.00 (Katz)	(COACHELLA)
KNWZ, 1270, 5 KW/750 W (DA-1), News/Talk	NBC MBS,	$	17.00 (Western)	
KPSI, 1450, 1 KW, Talk	ABC,	$	13.00 (Christal)	
KUNA, 1400, 1 KW (DA-2), Hispanic		$	14.00 (Caballero)	(INDIO)
KWXY, 1340, 1 KW -- See KWXY-F				
KBZT-F, 96.7, 650 W @ 581, Nostalgia	CNN UNISUP,	$	14.00 (K & P)	(LA QUINTA)
KCLB-F, 93.7, 27 KW @ 640, AOR		$	10.00 (Katz)	(COACHELLA)
KCMJ-F, 92.7, 3 KW @ 300, AC		$	16.00 (McGuild)	(INDIO)
KDES-F, 104.7, 42 KW @ 541, Oldies/AC		$	17.00 (HNWH)	
KEZN-F, 103.1, 640 KW @ 590, Soft AC		$	15.00 (Schubert)	
KPLM-F, 106.1, 50 KW @ 390, AC	AP,	$	24.00 (Katz)	
KPSI-F, 100.5, 25 KW @ 121, CHR		$	26.00 (Christal)	
KWXY-F, 98.5, 50 KW @ 500, EZ/Soft AC		$	18.00 (Eastman)	

American Radio Small Market 1992, Copyright 1992

PANAMA CITY, FL

MSA Rank/Pop: 282/130,100
ARB Rank/Pop: 228/108,700
Market TSL: 19.75 Hours
Average Person Rating: 14.4

Diaries: 308/353:1
Sample Target: 330
% Below Line: 1.3
% Not Listed: 17.2

Retail $: 1.09 Bil
FM Share: 91.54%
Stations: 12/11

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. WPAP-F (C)	44/28.0	---	26.9	---	22.5	398	36.6	35.2	32.6
2. WDRK-F (AOR)	18/11.5	---	3.5	---	2.6	239	22.0	14.7	8.6
3. WFSY-F (O)	16/10.2	---	9.9	---	14.7	291	26.8	25.8	23.7
4. WRBA-F (AC)	15/ 9.6	---	8.2	---	2.1	187	17.2	17.7	10.3
5. WPFM-F (AOR?)	10/ 6.4	---	6.4	---	9.9	236	21.7	19.1	30.3
6. WGNE (EZ)	8/ 5.1	---	7.0	---	6.8	122	11.2	10.3	13.4
7. WILN-F (CHR)	7/ 4.5	---	13.5	---	15.7	228	21.0	31.1	32.5
8. WJST-F (C)	5/ 3.2	---	2.9	---	3.7	105	9.9	7.1	8.4

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WPAP-F>>	1. WPAP-F>>	1. WPAP-F>>	1. WPAP-F
2. WRBA-F	2. WFSY-F<	2. WFSY-F<	WDRK-F
WDRK-F<	3. WDRK-F	3. WDRK-F<	3. WILN-F
4. WFSY-F	4. WRBA-F	4. WRBA-F	4. WRBA-F
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WPAP-F	1. WPAP-F>>	1. WPAP-F>>	1. WPAP-F>>	1. WPAP-F>>	1. WPAP-F<
WDRK-F	2. WDRK-F<	2. WFSY-F	2. WFSY-F	2. WFSY-F	2. WFSY-F
3. WRBA-F>	3. WRBA-F	3. WRBA-F<	3. WGNE	3. WDRK-F>	WRBA-F
4. WFSY-F	4. WFSY-F	4. WDRK-F	4.	4.	4. WDRK-F
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEBZ-F	99.3	Mexico Beach	0.6/5.4
WLTG	1430	Panama City	1.9/7.1
WPCF-F	100.1	Panama City Beach	0.6/6.3
WMTO-F	93.5	Port ST. Joe	1.3/4.8

RADIO STATIONS

WGNE,	590,	1.7 KW/2.5 KW (DA-N),	EZ	ABC, $10.00	(Torbet)	Woodfin	
WDRK-F,	103.5,	100 KW @ 423 ,	AOR	, $13.00	(---)		(CALLAWAY)
WFSY-F,	98.5,	100 KW @ 1089 ,	Oldies	ABC, $21.00	(Torbet)	Woodfin	
WILN-F,	105.7,	50 KW @ 384 ,	CHR	, $14.00	(Banner)	Bay	
WJST-F,	94.5,	100 KW @ 991 ,	Country	ABC SMN, $ 8.00	(---)		(PORT ST. JOE)
WPAP-F,	92.5,	100 KW @ 1230 ,	Country	NBC, $25.00	(Mc-Guild)		
WPFM-F,	107.9,	100 KW @ 781 ,	AOR (?)	, $15.00	(---)		
WRBA-F,	95.9,	30 KW @ 282 ,	AC .	UNISUP, $16.00	(Christal)		(SPRINGFIELD)

American Radio Small Market 1992, Copyright 1992

PARKERSBURG - MARIETTA, WV - OH

MSA Rank/Pop: 253/148,300
ARB Rank/Pop: 212/123,300
Market TSL: 18.0 Hours
Average Person Rating: 13.4

Diaries: 400/308:1
Sample Target: 370
% Below Line: 0.0
% Not Listed: 15.8

Retail $: 1.07 B11
FM Share: 87.05%
Stations: 11/11

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. WXIL-F (CHR)	30/18.2	---	15.1	---	16.6	417	33.8	36.8	33.5
2. WXKX-F (C)	28/17.0	---	13.4	---	14.4	404	32.8	29.0	25.4
3. WNUS-F (C)	22/13.3	---	12.9	---	14.4	277	22.5	27.2	25.9
4. WDMX-F (O/CL. AOR)	15/ 9.1	---	13.4	---	11.0	259	21.0	23.3	22.2
5. WEYQ-F (CHR)	14/ 8.5	---	12.4	---	12.7	261	21.2	23.9	22.3
6. WKYG (C)	9/ 5.5	---	4.8	---	6.1	176	14.3	14.3	13.6
7. WHCM-F (C)	8/ 4.8	---	4.3	---	0.6	132	10.7	6.4	5.8

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WXKX-F	1. WXIL-F<	1. WXIL-F	1. WXIL-F
2. WXIL-F>	2. WXKX-F>	2. WXKX-F	2. WEYQ-F>
3. WNUS-F<	3. WNUS-F>	3. WNUS-F	3. WNUS-F
4. WDMX-F	4.	4. WDMX-F	WXKX-F
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WXIL-F>	1. WXIL-F	1. WXKX-F<	1. WXKX-F	1. WXKX-F	1. WXIL-F
2. WXKX-F	2. WXKX-F	2. WDMX-F	2. WNUS-F>	2. WDMX-F>	2. WNUS-F
3. WEYQ-F	3. WDMX-F	WXIL-F	3. WDMX-F	3. WXIL-F	WDMX-F
4. WNUS-F	4. WEYQ-F	4. WNUS-F	4. WKYG	4. WNUS-F	4. WXKX-F
5.	WNUS-F	5.	5.	5.	5. WHCM-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WADC	1050	Parkersburg	2.4/7.5
WLTP	1450	Parkersburg	0.6/3.7
WMOA	1490	Marietta	2.4/5.1
WRZZ-F	106.1	Ravenswood	2.4/5.5

RADIO STATIONS

WADC,	1050,	5 KW/143 W	Nostalgia/FS	UNISUP CBS, $ 8.00	(Regional)	
WKYG,	1230,	1 KW (DA-1)	Country	ABC, NBC-T, $10.00	(Mc-Guild)	Fritz
WMOA,	1490,	1 KW	EZ/FS	ABC, $ 7.00	(Regional)	
WDMX-F,	100.1,	1.6 KW @ 440	CL. AOR	SMN, $14.00	(K & P)	(VIENNA, WV)
WEYQ-F,	102.1,	25 KW @ 298	CHR	, $12.00	(Katz)	
WHCM-F,	99.1,	11 KW @ 485	Country	UNISUP UNIULT, $ 8.00	(Regional)	
WNUS-F,	107.1,	2.3 KW @ 371	Country	UNIULT, $19.00	(Dome)	(BELPRE, OH)
WXIL-F,	95.1,	50 KW @ 500	CHR	, $21.00	(Katz)	Burbach
WXKX-F,	103.1,	2.2 KW @ 551	Country	ABC, $19.00	(Mc-Guild)	Fritz

American Radio Small Market 1992, Copyright 1992

PASCAGOULA - MOSS POINT, MS

MSA Rank/Pop: 308/115,100
ARB Rank/Pop: 239/ 92,800
Market TSL: 21.75 Hours
Average Person Rating: 16.1

Diaries: 378/246:1
Sample Target: 320
% Below Line: 63.8
% Not Listed: 28.9

Retail $: 0.57 Bil
FM Share: 95.28%
Stations: 16/2

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. WKNN-F (C)	28/18.8	---	21.3	---	17.3	363	39.1	39.3	35.5
2. WBLX-F (B)	22/14.8	---	8.4	---	11.5	158	17.0	13.3	17.2
3. WQID-F (CHR)	11/ 7.4	---	11.6	---	10.9	185	19.9	29.7	28.5
4. WZKX-F (CHR)	8/ 5.4	---	5.8	---	8.3	155	16.7	18.9	24.2
5. WGUD-F (C)	6/ 4.0	---	2.6	---	7.7	121	13.0	10.9	13.3
WAVH-F (O)	6/ 4.0	---	3.9	---	2.6	117	12.6	12.8	11.4
7. WOSM-F (REL)	5/ 3.4	---	3.2	---	3.8	67	7.2	8.2	8.7
8. WWL (N/T)	4/ 2.7	---	1.3	---	1.9	44	4.7	9.5	6.3
WGCM-F (O)	4/ 2.7	---	4.5	---	1.3	76	8.2	8.7	7.9
WZBA-F (B)	4/ 2.7	---	---	---	5.8	55	5.9	---	15.2

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WKNN-F›	1. WKNN-F›	1. WKNN-F›	1. WBLX-F›
2. WBLX-F›	2. WBLX-F›	2. WBLX-F	2. WKNN-F
3. WQID-F›	3. WQID-F	3. WQID-F	3. WZBA-F
4. WOSM-F	4. WGUD-F	4. WGUD-F	4. WQID-F
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WBLX-F	1. WKNN-F‹	1. WKNN-F	1. WKNN-F››	1. WKNN-F	1. WKNN-F
2. WKNN-F	2. WBLX-F›	2. WBLX-F›	2. WBLX-F	2. WAVH-F	2. WBLX-F››
3. WQID-F›	3. WQID-F›	3. WQID-F	3. WGUD-F	3. WBLX-F	3. WQID-F
4.	4.	4. WAVH-F	4. WAVH-F	WQID-F	4. WGCM-F
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WABB-F	97.5	Mobile	0.7/7.8
WGCX-F	104.1	Atmore	0.7/6.6
WKRG-F	99.9	Mobile	1.3/8.7
WKSJ-F	94.9	Mobile	0.7/6.0
WVMI	570	Biloxi	0.7/4.7
WXLS-F	107.1	Gulfport	1.3/5.1

RADIO STATIONS

WGUD-F,	106.3,	2.6 KW @ 344 '	Country	UNISUP, $14.00	(---)
WOSM-F,	103.1,	50 KW @ 482 '	Religion	AP, $ 8.00	(---)
WZBA-F,	104.9,	33 KW @ 600 '	Black	, $ 9.00	(---)

Other ranked stations -- see Biloxi in this edition or Mobile/New Orleans in Spring 92 edition

American Radio Small Market 1992, Copyright 1992

POUGHKEEPSIE, NY

MSA Rank/Pop: 172/261,700
ARB/Rank/Pop: 148/221,400
Market TSL: 24.50 Hours
Average Person Rating: 19.1

Diaries: 434/510:1
Sample Target: 440
% Below Line: 25.3
% Not Listed: 14.9

Retail $: 2.14 Bil
FM Share: 82.22%
Stations: 23/11

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. WPDH-F (AOR)	58/13.7	---	10.0	---	13.6	728	32.9	26.0	27.1
2. WSPK-F (CHR)	54/12.8	---	13.2	---	14.4	666	30.1	26.7	33.8
3. WHUD-F (SAC)	45/10.6	---	9.8	---	9.6	438	19.8	19.9	21.1
4. WRNQ-F (AC)	34/ 8.0	---	3.9	---	6.3	416	18.8	12.8	16.9
5. WRWD-F (C)	33/ 7.8	---	6.9	---	6.8	352	15.9	12.6	11.0
6. WCZX-F (CL. AOR)	25/ 5.9	---	5.9	---	4.3	379	17.1	15.0	16.1
7. WEOK (FS)	16/ 3.8	---	5.1	---	3.3	190	8.6	11.4	8.4
8. WFAN (S/T)	13/ 3.1	---	2.7	---	2.5	221	10.0	8.6	7.9
9. WKIP-F (T)	12/ 2.8	---	0.2	---	0.8	199	9.0	3.1	4.1
10. WABC (T)	12/ 2.8	---	2.9	---	1.3	168	7.6	6.5	6.4
11. WKIP (T)	9/ 2.1	---	2.7	---	6.3	161	7.3	10.3	12.4

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WPDH-F	1. WPHD-F	1. WSPK-F<	1. WSPK-F>>
2. WSPK-F<	2. WSPK-F<	2. WPDH-F	2. WRWD-F
3. WHUD-F>	3. WHUD-F<	3. WRWD-F<	3. WPDH-F
4. WRWD-F<	4. WRNQ-F	4. WHUD-F	4. WFAN
5. WRNQ-F	5. WRWD-F	WRNQ-F	5. WHUD-F
			WRNQ-F

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WPDH-F>	1. WPDH-F>	1. WPDH-F	1. WHUD-F>	1. WPDH-F	1. WRNQ-F
2. WSPK-F>>	2. WSPK-F>	2. WRNQ-F<	2. WRNQ-F	2. WRWD-F>	2. WSPK-F
3. WRWD-F	3. WRWD-F	3. WRWD-F	3. WKIP A/F	3. WHUD-F	3. WHUD-F
4. WRNQ-F	4. WRNQ-F	4. WHUD-F<	4. WCZX-F	4. WFAN	4. WRWD-F
5.	5. WHUD-F	5. WSPK-F	5. WRWD-F	WRNQ-F	WCZX-F
	WCZX-F			6. WCZX-F	6. WPDH-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBNR	1260	Beacon	0.5/ 5.5
WHVW	950	Hyde Park	0.9/ 2.4
WMJV-F	105.5	Patterson	1.4/ 5.6
WBPM-F	94.3	Kingston	1.2/ 7.1
WCBS	880	New York	0.9/ 5.2
WDST-F	100.1	Woodstock	1.4/ 5.5
WGNY-F	103.1	Newburgh	1.2/ 5.4
WNEW	1130	New York	0.5/ 2.4
WNEW-F	102.7	New York	0.5/ 4.6
WOR	710	New York	0.5/ 2.5
WQXR-F	96.3	New York	2.2/ 1.5
WRKS-F	98.7	New York	0.5/ 1.3

RADIO STATIONS

WEOK , 1390, 5 KW/106 W (DA-1), Full Service — CNN ABC, $20.00 (Katz)
WKIP , 1450, 1 KW (DA-1) -- See WKIP-FM

WCZX-F, 97.7, 300 KW @ 1030 , Classic AOR — , $31.00 (Katz)
WKIP-F, 96.9, 500 KW @ 764 , Talk — UNISUP ABC NBC, $21.00 (---)
WPDH-F, 101.5, 4.4 KW @ 1538 , AOR — ABC, $48.00 (Katz)
WRNQ-F, 92.1, 2.2 KW @ 384 , AC — UNISUP, $23.00 (---)
WRWD-F, 107.3, 330 W @ 968 , Country — , $21.00 (---) (HIGHLAND)
WSPK-F, 104.7, 7.4 KW @ 1250 , CHR — ABC, $43.00 (Banner)

WFAN, WABC, WHUD-F -- See New York in Spring 92 edition of American Radio

American Radio Small Market 1992, Copyright 1992

RAPID CITY, SD

MSA Rank/Pop: 340/82,900
ARB Rank/Pop: 246/83,400
Market TSL: 21.0 Hours
Average Person Rating: 15.9

Diaries: 305/273:1
Sample Target: 290
% Below Line: 0.0
% Not Listed: 13.5

Retail $: 0.9 Bil
FM Share: 76.52%
Stations: 11/11

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. KGGG-F (CHR)	22/16.5	---	16.8	---	20.4	296	35.5	34.1	32.2
2. KIQK-F (C)	19/14.3	---	----	---	---	193	23.1	----	----
3. KKMK-F (AC)	18/13.5	---	11.2	---	9.9	204	24.5	27.3	19.3
KSQY-F (AOR)	18/13.5	---	12.6	---	12.5	170	20.4	19.2	23.6
5. KSLT-F (REL)	9/ 6.8	---	2.8	---	3.3	75	9.0	8.1	7.5
6. KKLS (O)	8/ 6.0	---	6.3	---	9.2	109	13.1	20.5	20.6
KIMM (C)	8/ 6.0	---	11.2	---	11.2	106	12.7	21.1	24.6
8. KTOQ (C)	6/ 4.5	---	3.5	---	3.5	109	13.1	11.7	14.3
9. KOTA (FS)	5/ 3.8	---	6.3	---	9.9	155	18.6	21.5	22.8

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KGGG-F	1. KIQK-F<	1. KGGG-F>	1. KGGG-F
KSQY-F<	2. KGGG-F	2. KIQK-F	2. KIQK-F>
3. KIQK-F	KKMK-F	3. KKMK-F<	3. KSQY-F
4. KKMK-F	KSQY-F	4. KSQY-F	KKMK-F
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KSQY-F	1. KSQY-F	1. KKMK-F	1. KKMK-F	1. KSQY-F	1. KKMK-F>>
KIQK-F	2. KIQK-F	2. KSQY-F<	2. KIMM	2. KIQK-F	2. KGGG-F
3. KGGG-F<	KKMK-F	3. KIQK-F	3. KGGG-F	3. KKLS	KSQY-F
4. KKMK-F	4. KGGG-F	4. KGGG-F	KTOQ	4. KKMK-F	KIQK-F
5.	5.	5. KKLS-F	5.	KGGG-F	5. KSLT-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KEZV-F	101.1	Spearfish	0.8/4.0
KRCS-F	93.1	Sturgis	0.8/3.8

RADIO STATIONS

KIMM,	1150,	5 KW/450 W (DA-1),	Country	ABC, $14.00	(Christal)	Ingstad
KKLS,	920,	5 KW/100 W ,	Oldies	UNISUP UNIULT, $11.00	(Mc-Guild)	So. Minn.
KOTA,	1380,	5 KW (DA-N) ,	Full Service	CBS, MBS, $10.00	(Katz)	Duhamel
KTOQ,	1340,	1 KW ,	Country	NBC UNISUP, $ 9.00	(K & P)	Tom Brokaw
KGGG-F,	100.3,	100 KW @ 449 ,	CHR	ABC, $25.00	(Christal)	Ingstad
KIQK-F,	104.1,	100 KW @ 515 ,	Country	, $20.00	(K & P)	Tom Brokaw
KKMK-F,	93.9,	100 KW @ 656 ,	AC	CNN SOURCE, $18.00	(Mc-Guild)	So. Minn.
KSLT-F,	107.3,	100 KW @ 1702 ,	Religion	AP, $ 8.00	(---)	(SPEARFISH)
KSQY-F,	95.1,	100 KW @ 1709 ,	AOR	, $15.00	(Roslin)	(DEADWOOD)

American Radio Small Market 1992, Copyright 1992

READING, PA

MSA Rank/Pop: 143/340,000
ARB Rank/Pop: 128/286,300
Market TSL: 20.75 Hours
Average Person Rating: 16.1

Diaries: 496/577:1
Sample Target: 440
% Below Line: 52.4
% Not Listed: 11.7

Retail $: 2.6 Bil
FM Share: 77.34%
Stations: 30/5

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. WRFY-F (CHR)	80/17.4	13.0	15.7	17.8	17.9	1008	35.2	32.9	34.6
2. WEEU (FS)	44/ 9.6	8.3	9.9	11.2	9.4	533	18.6	24.0	20.1
WIOV-F (C)	44/ 9.6	9.1	9.1	10.0	4.6	435	15.2	16.9	11.3
4. WYSP-F (CL. AOR)	37/ 8.0	5.8	4.5	5.7	3.3	521	18.2	16.0	12.6
5. WRAW (BB)	22/ 4.8	6.8	2.5	3.0	5.8	318	11.1	6.5	14.4
6. WOGL-F (O)	17/ 3.7	3.3	2.1	2.7	3.7	346	12.1	8.3	8.7
WYXR-F (AC)	17/ 3.7	0.6	1.0	1.1	1.0	301	10.5	5.9	5.7
8. WMMR-F (AOR)	16/ 3.5	5.2	3.1	5.7	3.9	352	12.3	10.9	11.2

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WRFY-F>	1. WRFY-F>	1 WRFY-F>>	1. WRFY-F>
2. WEEU	2. WEEU	2. WIOV-F	2. WIOV-F
3. WIOV-F	3. WYSP-F<	3. WYSP-F	3. WYSP-F
4. WYSP-F	4. WIOV-F	4. WRAW	4. WYXR-F
5.	5.	5. WEEU	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WRFY-F>	1. WRFY-F>>	1. WRFY-F>	1. WEEU >	1. WRFY-F	1. WRFY-F>>
2. WYSP-F>	2. WYSP-F>	2. WIOV-F	2. WRFY-F<	2. WIOV-F	2. WIOV-F>
3. WIOV-F	3. WIOV-F>	3. WYSP-F>	3. WIOV-F>	WYSP-F>	2. WOGL-F
WMMR-F	4. WMMR-F	4.	4. WRAW	4. WMMR-F	WYXR-F
5.	WYXR-F	5.	5.	5. WEEU	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAGO	1240	Reading	2.2/ 8.7
WBYN-F	107.5	Boyertown	2.0/ 4.4

See Philadelphia For More Information About These Stations:

KYW	1.5/11.4	WUSL-F	1.1/ 2.9
WEAZ	1.1/ 2.4	WWDB-F	1.3/ 3.5
WEAZ-F	1.5/ 7.3	WXTU-F	2.6/ 6.2
WEGX-F	2.4/12.4		
WFLN-F	0.7/ 3.9		
WIP	0.9/ 2.3		
WMGK-F	0.7/ 3.5		

WAEB-F	104.1	Allentown	1.3/ 4.8
WDAC-F	94.5	Lancaster	1.7/ 3.4
WFMZ-F	100.7	Allentown	1.1/ 1.8
WLEV-F	96.1	Easton	0.7/ 2.2
WNCE-F	101.3	Lancaster	0.7/ 2.3
WODE-F	99.9	Easton	0.9/ 3.4
WRKZ-F	106.7	Hershey	1.3/ 4.8
WRVV-F	97.3	Harrisburg	1.1/ 3.0
WWKL-F	94.9	Harrisburg	0.4/ 2.1
WZZO-F	95.1	Bethlehem	1.1/ 3.1

RADIO STATIONS

WAGO,	1240,	1 KW	, AC	CBS, $14.00	(Banner)	Brill	
WEEU,	850,	1 KW (DA-N)	, Full Service	ABC, $23.00	(Mc-Guild)		
WRAW,	1340,	1 KW	, Nostalgia	CMN, $16.00	(Torbet)	Ragan Henry	
WBYN-F,	107.5,	30 KW @ 610	, Religion	, $17.00	(---)	WDAC	(BOYERTOWN)
WRFY-F,	102.5,	19 KW @ 807	, CHR	, $53.00	(Torbet)	Ragan Henry	

American Radio Small Market 1992, Copyright 1992

REDDING, CA

MSA Rank/Pop: 248/150,600
ARB Rank/Pop: 208/126,500
Market TSL: 22 Hours
Average Person Rating: 16.4

Diaries: 351/417:1
Sample Target: 350
% Below Line: 13.5
% Not Listed: 15.9

Retail $: 1.1 Bil
FM Share: 84.57%
Stations: 12/9

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. KNCQ-F (C)	39/18.8	14.5	10.6	20.7	17.5	353	27.9	20.2	26.1
2. KARZ-F (AC)	22/10.6	4.7	7.6	5.3	5.8	247	19.5	19.2	19.3
3. KEWB-F (CHR)	20/ 9.6	6.5	7.6	12.0	11.1	278	22.0	22.3	26.9
KQMS (FS)	20/ 9.6	10.3	12.1	10.1	10.6	254	20.1	21.1	17.9
KSHA-F (AC)	20/ 9.6	15.4	12.6	11.1	9.5	262	20.7	17.4	16.9
6. KFMF-F (AOR)	19/ 9.1	3.3	5.1	2.9	2.1	139	11.0	6.8	8.6
7. KNNN-F (AC)	18/ 8.7	16.4	10.1	11.5	14.8	237	18.7	23.5	24.0
8. KCEZ-F (O)	7/ 3.4	3.3	3.0	0.5	1.6	97	7.7	8.9	4.8

12+ AMD

1. KNCQ-F
2. KQMS >
3. KARZ-F
4. KNNN-F
5.

12+ MID

1. KNCQ-F>
2. KQMS
3. KSHA-F<
4. KARZ-F
5.

12+ PMD

1. KNCQ-F>
2. KARZ-F<
3. KSHA-F
4. KNNN-F
5. KEWB-F

12+ EVE

1. KNCQ-F>>
2. KEWB-F
KARZ-F
4.
5.

ADULTS 18-34

1. KNCQ-F
2. KFMF-F<
3. KARZ-F
4. KEWB-F
5.

ADULTS 18-49

1. KNCQ-F>
2. KARZ-F<
3. KFMF-F
4. KEWB-F
5.

ADULTS 25-54

1. KNCQ-F>
2. KFMF-F
3. KARZ-F
4. KNNN-F
KQMS

ADULTS 35+

1. KNCQ-F
2. KQMS <
3. KSHA-F>
4. KNNN-F>
5.

MEN 25-54

1. WFMF-F>
2. KNCQ-F
3. KARZ-F
KQMS
5. KNNN-F

WOMEN 25-54

1. KNCQ-F>>
2. KARZ-F
3. KSHA-F
4. KFMF-F
KNNN-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAVA	1450	Burney	1.4/3.9
KFXS-F	102.7	Red Bluff	1.4/7.8
KHTE	600	Redding	1.0/6.2
KGO	810	San Francisco	1.5/3.3

RADIO STATIONS

KHTE,	600,	5 KW/1 KW (DA-2) ,	Oldies	, $ 9.00	(Christal)		
KQMS,	1400,	1 KW ,	Full Service	ABC NBC-T, $17.00	(Eastman) Citadel		
KARZ-F,	106.1,	100 KW @ 1968 ,	AC	, $18.00	(Christal)		(BURNEY)
KEWB-F,	94.7,	4 KW @ 1565 ,	CHR	, $18.00	(HNWH)		(ANDERSON)
KNCQ-F,	97.3,	28 KW @ 3569 ,	Country	, $29.00	(Durpetti)		
KNNN-F,	99.3,	5 KW @ 328 ,	AC	, $17.00	(Katz)		(CENTRAL VALLEY)
KSHA-F,	104.3,	100 KW @ 1558 ,	AC	ABC CBS, $15.00	(Eastman) Citadel		

KCEZ-F, KFMF-F -- See Chico

American Radio Small Market 1992, Copyright 1992

ROCHESTER, MN

MSA Rank/Pop: 318/108,000
ARB Rank/Pop: 244/87,100
Market TSL: 21.0 Hours
Average Person Rating: 15.8

Diaries: 302/288:1
Sample Target: 290
% Below Line: 10.9
% Not Listed: 26.8

Retail $: 1.01 Bil
FM Share: 77.23%
Stations: 15/7

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. KROC-F (CHR)	23/16.7	---	20.6	---	16.7	341	39.2	39.6	32.5
2. KRCH-F (AOR)	20/14.5	---	9.3	---	12.3	240	27.6	20.7	26.8
3. KNXR-F (SAC)	12/ 8.7	---	11.2	---	10.5	133	15.3	16.5	14.1
4. KWWK-F (C)	11/ 8.0	---	9.3	---	7.9	183	21.0	18.7	13.3
5. KROC (FS)	9/ 6.5	---	14.0	---	7.0	178	20.4	23.5	18.8
6. KOLM (O)	8/ 5.8	---	1.9	---	3.5	81	9.3	9.0	7.0
7. KWEB (C)	3/ 2.2	---	1.9	---	3.5	81	9.2	10.8	11.4
WCCO (FS)	3/ 2.2	---	2.8	---	2.6	116	13.3	9.8	7.9
KAUS-F (C)	3/ 2.2	---	1.9	---	2.6	82	9.4	8.1	8.4

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KROC-F<	1. KROC-F<	1. KROC-F<	1. KROC-F>
2. KRCH-F>	2. KRCH-F>	2. KRCH-F	2. KRCH-F
3. KROC <	3. KWWK-F	3. KWWK-F	3. KNXR-F
4. KNXR-F<	4. KNXR-F	4. KNXR-F	4. KOLM
5. KWWK-F	5.	5.	KROC

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KRCH-F	1. KRCH-F	1. KRCH-F	1. KNXR-F	1. KRCH-F>	1. KROC-F>
KROC-F>>	KROC-F>>	KROC-F>	2. KROC-F	2. KROC-F	2. KRCH-F
3.	3. KOLM	3. KOLM	3. KWWK-F	3. KOLM	3. KWWK-F
4.	4. KWWK-F	4. KWWK-F	4. KOLM	4.	4. KOLM
5.	5.	5.	5.	5.	KROC

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KQRS-F	92.5	Golden Valley	1.4/7.8
KQYB-F	98.3	Spring Grove	0.7/2.9
KRXX-F	93.7	Minneapolis	1.4/5.4
KSTP-F	94.5	Minneapolis	0.7/4.0
WIZM-F	93.3	La Crosse	0.7/4.5
WLTE-F	102.9	Minneapolis	1.4/8.3

RADIO STATIONS

KOLM,	1520,	10 KW (DAYS)	, Oldies	MBS UNISUP,	$12.00	(Mc-Guild)
KROC,	1340,	1 KW	, Full Service	ABC,	$14.00	(Torbet)
KWEB,	1270,	5 KW/1 KW (DA-2)	, Country	SMN NBC,	$ 9.00	(HNWH)
KNXR-F,	97.5,	100 KW @ 1040	, Soft AC/EZ	ABC,	$13.00	(K & P)
KRCH-F,	101.7,	39 KW @ 561	, AOR/Classic	,	$17.00	(HNWH)
KROC-F,	106.9,	100 KW @ 1109	, CHR	ABC,	$17.00	(Torbet)
KWWK-F,	96.7,	3 KW @ 295	, Country	UNISUP MBS,	$14.00	(Mc-Guild)

American Radio Small Market 1992, Copyright 1992

ST. CLOUD, MN

MSA Rank/Pop: 210/194,000
ARB Rank/Pop: 188/155,700
Market TSL: 24 Hours
Average Person Rating: 18.2

Diaries: 424/367:1
Sample Target: 390
% Below Line: 33.1
% Not Listed: 15.5

Retail $: 2.4 Bil
FM Share: 72.92%
Stations: 22/11

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. WWJO-F (C)	24/ 8.5	---	13.9	---	8.1	322	20.7	23.2	19.9
2. KCCO (FS)	23/ 8.1	---	7.9	---	5.9	238	15.3	22.8	19.2
3. KCLD-F (CHR)	22/ 7.7	---	8.6	---	11.4	403	25.9	27.4	27.9
WJON (FS)	22/ 7.7	---	5.0	---	5.9	297	19.1	15.8	16.3
5. KQQL-F (O)	21/ 7.4	---	7.9	---	4.6	325	20.9	21.2	15.1
6. KLZZ-F (?)	20/ 7.0	---	4.3	---	7.5	280	18.0	17.9	21.0
7. KKSR-F (AC)	18/ 6.3	---	3.3	---	8.1	145	9.3	12.8	13.9
8. WHMH-F (AOR)	16/ 5.6	---	5.3	---	9.4	266	17.1	13.9	17.5
KEEY-F (C)	16/ 5.6	---	6.0	---	1.0	209	13.4	11.3	4.8
10. KASM (C)	10/ 3.5	---	9.3	---	8.1	142	9.1	12.8	11.4

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WJON >	1. KQQL-F	1. KCLD-F	1. KCLD-F
2. WWJO-F	2. KKSR-F	2. KLZZ-F	2. KLZZ-F
WCCO	3. KLZZ-F	3. WCCO	3. WHMH-F
4. KCLD-F	4. WCCO	4. WWJO	4. WJON
5.	5.	KEEY-F	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KLZZ-F	1. KQQL-F	1. KKSR-F	1. WCCO <	1. WCCO	1. KKSR-F
2. WHMH-F	2. KLZZ-F	2. WWJO-F	2. WJON <	2. WWJO-F	2. KQQL-F
3. KQQL-F	3. KKSR-F<	KQQL-F	3. WWJO-F>	3. KQQL-F	3. KEEY-F
KKSR-F	4. WWJO-F	4. KEEY-F	4.	WHMH-F	WWJO-F
5.	KEEY-F	KLZZ-F	5.	5.	KLZZ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KMXK-F	94.9	Cold Spring	1.4/ 3.6
KNSI	1450	St. Cloud	1.8/ 3.7
KXSS	1390	Waite Park	1.4/ 5.3
WVAL	660	Sauk Rapids	0.4/ 1.2
KOWB-F	101.3	Minneapolis	0.7/ 6.1
KIKV-F	100.7	Alexandria	1.4/ 5.2
KJJO-F	104.1	Minneapolis	1.1/ 2.8
KQIC-F	102.5	Willmar	0.4/ 3.1
KQRS-F	92.5	Minneapolis	2.1/11.7
KRXX-F	93.7	Minneapolis	2.1/ 7.5
KSTP-F	94.5	Minneapolis	1.8/ 6.9
WLTE-F	102.9	Minneapolis	2.5/ 9.2

RADIO STATIONS

KASM,	1150,	2.5 KW (DAYS)	,	Country	, $ 9.00	(---)	R. Ingstad	(ALBANY)
WJON,	1240,	1 KW	,	Full Service	ABC MBS, $15.00	(---)		
KCLD-F,	104.7,	100 KW @ 440	,	CHR	ABC, $22.00	(Roslin)	Leighton	
KKSR-F,	96.7,	50 KW @ 453	,	AC	UNIPWR UNIULT, $15.00	(---)		
KLZZ-F,	103.7,	6 KW @ 328	,	??	, $NA	(---)		(WAITE PARK)
WHMH-F,	101.7,	3 KW @ 300	,	AOR	SOURCE, $14.00	(Evans)		(SAUK RAPIDS)
WWJO-F,	98.1,	100 KW @ 984	,	Country	ABC, $19.00	(---)		

Other ranked stations -- see Minneapolis in Spring 92 edition

American Radio Small Market 1992, Copyright 1992

SAN ANGELO, TX

MSA Rank/Pop: 325/99,300
ARB Rank/Pop: 250/81,000
Market TSL: 22.75 Hours
Average Person Rating: 16.2

Diaries: 312/260:1
Sample Target: 290
% Below Line: 0.0
% Not Listed: 16.0

Retail $: 0.68 Bil
FM Share: 92.73%
Stations: 6/6

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. KGKL-F (C)	49/37.4	---	31.7	---	32.1	378	46.7	44.6	41.7
2. KIXY-F (CHR)	31/23.7	---	28.2	---	27.0	343	42.3	44.7	41.8
3. KELI-F (AC/O)	19/14.5	---	10.6	---	6.6	184	22.7	23.4	17.7
4. KGKL (AC)	6/ 4.6	---	3.5	---	2.2	107	13.2	9.8	8.7
5. KSJT-F (SP)	3/ 2.3	---	6.3	---	5.8	58	7.2	12.9	8.6
6. KAYJ (O)	2/ 1.5	---	2.1	---	5.1	50	6.2	10.2	15.7

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KGKL-F>>	1. KGKL-F>>	1. KGKL-F>>	1. KIXY-F
2. KIXY-F>	2. KIXY-F	2. KIXY-F>	2. KGKL-F>>
3.	3. KELI-F	3. KELI-F	3.
4.	4.	4.	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KGKL-F>	1. KGKL-F>>	1. KGKL-F>>	1. KGKL-F>>	1. KGKL-F>	1. KGKL-F>>
2. KIXY-F>>	2. KIXY-F	2. KELI-F	2. KELI-F	2. KELI-F<	2. KELI-F
3. KELI-F	3. KELI-F	3. KIXY-F	3. KIXY-F	3. KIXY-F	3. KIXY-F
4.	4.	4.	4.	4.	4.
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

KAYJ,	1280,	1 KW/250 W ,	Oldies	UNISUP UNIULT, $ 7.00	(Torbet)
KGKL,	960,	5 KW/1 KW (DA-N) ,	AC (?)	ABC, $ 7.00	(Katz)
KELI-F,	98.7,	100 KW @ 1289 ,	AC/Oldies	UNIULT, $13.00	(K & P)
KGKL-F,	97.5,	100 KW @ 410 ,	Country	ABC, $23.00	(Katz)
KIXY-F,	94.7,	100 KW @ 358 ,	CHR	, $18.00	(Torbet)
KSJT-F,	107.5,	100 KW @ 604 ,	Hispanic	, $ 7.00	(Lotus Hisp.)

American Radio Small Market 1992, Copyright 1992

SANTA BARBARA, CA

MSA Rank/Pop: 129 (w/Lompoc & S. Maria)
ARB Rank/Pop: 176/167,300
Market TSL: 21.50 Hours
Average Person Rating: 15.8

Diaries: 482/347:1
Sample Target: 410
% Below Line: 14.8
% Not Listed: 20.1

Retail $: 1.5 Bil
FM Share: 70.62%
Stations: 22/11

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. KTYD-F (AOR)	27/10.2	8.1	11.1	5.7	8.3	433	25.9	28.1	23.4
2. KSBL-F (SAC)	19/ 7.2	6.3	5.4	7.3	5.6	304	18.2	15.5	11.6
3. KMGQ-F (AC)	18/ 6.8	5.9	4.4	5.0	7.5	263	15.7	16.0	18.1
KTMS (N/T)	18/ 6.8	7.0	6.1	5.7	8.3	308	18.4	20.5	18.5
5. KSPE (SP)	16/ 6.1	2.9	3.4	3.4	0.8	137	8.2	5.3	4.3
KRUZ-F (SAC)	16/ 6.1	8.8	7.1	6.9	8.7	243	14.5	18.0	17.3
7. KDB -F (CL)	15/ 5.7	6.6	4.4	7.3	10.3	186	11.1	15.2	17.8
KCQR-F (CL, AOR)	15/ 5.7	3.3	6.1	6.5	7.1	293	17.5	16.8	15.2
KHTY-F (CHR)	15/ 5.7	5.1	7.4	6.1	6.0	330	19.7	19.4	17.0
10. KCAQ-F (CHR)	11/ 4.2	2.9	1.7	3.4	2.0	187	11.2	7.0	6.7
11. KSSM (BB?)	7/ 2.7	2.6	2.0	0.8	---	80	4.8	5.1	---
12. KIST (O)	6/ 2.3	2.6	4.1	4.6	4.0	125	7.5	12.9	9.9
KNX (N)	6/ 2.3	2.9	2.7	1.9	2.8	201	12.0	13.9	10.4

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KTMS	1. KSBL-F<	1. KTYD-F	1. KTYD-F
2. KSPE	2. KTYD-F	2. KMGQ-F	2. KMGQ-F
3. KSBL-F	3. KRUZ-F	3. KSBL-F	KCAQ-F
4. KTYD-F	4. KTMS	4. KHTY-F	4. KDB -F
5. KHTY-F	5. KDB -F	5. KDB -F	KHTY-F
		KSPE	

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KTYD-F>	1. KTYD-F>	1. KTYD-F	1. KTMS	1. KTYD-F>	1. KSBL-F>
2. KCQR-F<	2. KSBL-F<	2. KSBL-F	KRUZ-F<	2. KCQR-F>	2. KSPE
3. KSPE	3. KMGQ-F	3. KMGQ-F	3. KDB -F	3. KMGQ-F	3. KMGQ-F
4. KHTY-F	KCQR-F	KCQR-F	4. KSBL-F	4. KTMS	4. KTMS
5. KSBL-F	5. KSPE	5. KSPE	5. KMGQ-F	5.	KTYD-F
KMGQ-F					

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBBY-F	95.1	Ventura	0.4/ 2.7
KCBS-F	93.1	Los Angeles	0.4/ 3.5
KELF-F	95.9	Camarillo	0.8/ 2.2
KFI	640	Los Angeles	1.9/ 6.5
KHAY-F	100.7	Ventura	1.1/ 7.8
KLIT-F	101.9	Glendale	0.4/ 4.2
KLOS-F	95.5	Los Angeles	1.5/ 7.8
KROQ-F	106.7	Los Angeles	0.4/ 2.1
KTRO	1520	Oxnard	1.5/ 3.5

RADIO STATIONS

KIST,	1340,	1 KW ,	AC/Oldies	, $11.00	(CBS)	
KSPE,	1490,	1 KW (DA-2) ,	Hispanic	UPI, $16.00	(Lotus)	
KSSM,	990,	5 KW/500 W ,	Nostalgia (?)	AP, $11.00	(Roslin)	
KTMS,	1250,	2.5 KW/1 KW (DA-1),	News/Talk	CNN ABC, $25.00	(---)	Larson
KCQR-F,	94.5,	.9 KW @ 2949,	AOR/Classic	, $22.00	(Banner)	(ELLWOOD)
KDB-F,	93.7,	13 KW @ 869,	Classical	, $31.00	(CMBS)	
KHTY-F,	97.5,	18 KW @ 2919,	CHR	ABC, $22.00	(---)	Larson
KMGQ-F,	106.3,	360 W @ 869,	AC	, $27.00	(CBS)	(GOLETA)
KRUZ-F,	103.3,	105 KW @ 2978,	SAC/EZ	, $36.00	(Katz)	
KSBL-F,	101.7,	310 W @ 810,	Soft AC	UNISUP, $30.00	(Katz)	(CARPINTERIA)
KTYD-F,	99.9,	34 KW @ 1279,	AOR	, $41.00	(Mc-Guild)	Home News

KNX -- see Los Angeles

KCAQ-F -- See Oxnard-Ventura

American Radio Small Market 1992, Copyright 1992

SANTA FE, NM

MSA Rank/Pop: 299/119,800
ARB Rank/Pop: 232/ 99,200
Market TSL: 23.50 Hours
Average Person Rating: 17.7

Diaries: 313/317:1
Sample Target: 300
% Below Line: 54.5
% Not Listed: 21.6

Retail $: 0.9 Bil
FM Share: 84.06%
Stations: 23/9

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. KOLT-F (C)	16/9.1	---	7.0	---	4.0	194	19.6	12.1	17.0
2. KRST-F (C)	12/6.8	---	2.9	---	8.5	182	18.3	9.2	21.1
KHFM-F (CL)	12/6.8	---	5.8	---	3.4	165	16.6	13.6	8.4
4. KKSS-F (CHR)	9/5.1	---	6.4	---	8.0	132	13.3	18.1	14.3
5. KNYN-F (C)	8/4.5	---	2.9	---	3.4	139	14.0	11.3	11.2
KLSK-F (CL, AOR)	8/4.5	---	7.6	---	4.5	214	21.6	23.2	13.1
7. KBOM-F (O)	7/4.0	---	3.5	---	6.8	70	7.1	9.8	7.4
8. KSWV (SP)	6/3.4	---	0.6	---	4.0	35	3.5	6.3	6.9
KTRC (BB)	6/3.4	---	1.2	---	1.7	100	10.1	9.4	5.6
KIDI-F (SP)	6/3.4	---	---	---	---	64	6.5	---	---
KKOB (FS)	6/3.4	---	2.3	---	1.1	125	12.6	10.5	10.2
KMGA-F (SAC)	6/3.4	---	1.7	---	2.3	112	11.3	8.4	12.7
KZRQ-F (AOR)	6/3.4	---	---	---	2.3	82	8.3	---	8.3
14. KIOT-F (J/NAC)	5/2.8	---	---	---	---	97	9.8	---	---

12+ AMD

1. KOLT-F<
2. KRST-F
3. KHFM-F
4. KKSS-F
5.

12+ MID

1. KOLT-F>
2. KKOB
3. KNYN-F
4. KLSK-F
5.

12+ PMD

1. KOLT-F>
2. KHFM-F
3. KLSK-F
4. KKSS-F
   KRST-F
   KZRQ-F

12+ EVE

1. KNYN-F
   KRST-F
3. KSWV
   KLSK-F
5.

ADULTS 18-34

1. KOLT-F
2. KZRQ-F
   KIDI-F
   KSWV
5. KBAC-F

ADULTS 18-49

1. KOLT-F>
2. KLSK-F
3. KRST-F
   KBOM-F
5.

ADULTS 25-54

1. KOLT-F>
2. KLSK-F
   KBOM-F
4. KHFM-F
   KKOB

ADULTS 35+

1. KHFM-F
2. KOLT-F
3. KRST-F
4. KBOM-F
   KTRC

MEN 25-54

1. KOLT-F
2. KBOM-F
3. KBAC-F
   KHFM-F
   KKOB
   KLSK-F

WOMEN 25-54

1. KOLT-F>>
2. KRST-F
3. KLSK-F
4.
5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBAC-F	98.1	Las Vegas	2.3/ 5.3
KDCE	950	Espanola	1.7/ 6.4
KNLA-F	101.1	White Rock	1.1/ 5.6
KRSN	1490	Los Alamos	0.6/ 5.5
KAMX-F	107.9	Albuquerque	1.1/ 8.6
KKJY-F	100.3	Albuquerque	2.8/10.6
KKOB-F	93.3	Albuquerque	1.1/ 9.8
KRBL-F	98.5	Los Alamos	1.1/ 9.2
KZRR-F	94.1	Albuquerque	2.3/10.7

RADIO STATIONS

KDCE,	950,	4.2 KW/80W	, Hispanic	CNN UNISUP, $10.00	(Lotus Hisp.)	(ESPANOLA)
KSWV,	810,	5 KW (DAYS)	, Hispanic	, $12.00	(Caballero)	
KTRC,	1400,	1 KW	, Nostalgia	ABC, $13.00	(Eastman)	
KBOM-F,	106.7,	15 KW @ 1948	, Oldies	, $15.00	(K & P)	
KNYN-F,	95.5,	19 KW @ 1850	, Country	MBS UNIULT, $15.00	(---)	

Other ranked stations -- see Albuquerque in Spring 92 edition

American Radio Small Market 1992, Copyright 1992

SIOUX CITY, IA

MSA Rank/Pop: 309/115,000
ARB Rank/Pop: 240/92,500
Market TSL: 22.25 Hours
Average Person Rating: 17.0

Diaries: 325/285:1
Sample Target: 320
% Below Line: 8.2
% Not Listed: 15.9

Retail $: 0.88 Bil
FM Share: 71.21%
Stations: 10/8

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. KSUX-F (C)	30/19.1	---	15.8	---	-----	286	30.9	19.6	----
2. KGLI-F (CHR)	23/14.6	---	22.4	---	22.1	334	36.1	40.4	37.4
3. KSCJ (N/T)	19/12.1	---	9.7	---	12.4	220	23.8	16.6	28.4
4. KSEZ-F (AOR)	18/11.5	---	17.6	---	15.9	234	25.3	29.9	22.4
5. KKMA-F (AC)	11/ 7.0	---	10.3	---	13.8	162	17.5	16.6	24.1
KWSL (O)	11/ 7.0	---	7.3	---	9.0	127	13.7	16.3	18.1
WNAX-F (O)	11/ 7.0	---	3.6	---	0.7	155	16.8	8.8	4.4
8. KMNS (C)	6/ 3.8	---	3.0	---	11.7	135	14.6	10.1	22.3

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KSCJ	1. KSUX-F	1. KSUX-F<	1. KGLI-F
2. KSUX-F	2. KSCJ	2. KGLI-F>	KSEZ-F
3. KGLI-F	3. KGLI-F	3. KSEZ-F	KSUX-F
4. KSEZ-F	4. KSEZ-F	4.	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KGLI-F	1. KSUX-F>	1. KSUX-F>	1. KSUX-F	1. KSUX-F<	1. KSUX-F
2. KSUX-F<	2. KGLI-F<	2. KGLI-F	2. KSCJ >	2. KSEZ-F	2. KKMA-F
3. KSEZ-F>>	3. KSEZ-F>	KSEZ-F	3. KWSL	3. KGLI-F	3. KGLI-F
4.	4.	4.	4. WNAX-F	4. KSCJ	4.
5.	5.	5.	5.	WNAX-F	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KTFC-F	103.3	Sioux City	0.6/3.1
WNAX	570	Yankston	1.3/5.7

RADIO STATIONS

KMNS,	620,	1 KW (DA-2)	,	Country	ABC, $ 8.00	(Christal)		
KSCJ,	1360,	5 KW (DA-N)	,	News/Talk	NBC, $16.00	(K & P)		
KWSL,	1470,	5 KW (DA-2)	,	Nostalgia	CNN UNISUP, $11.00	(Torbet)		
KGLI-F,	95.5,	100 KW @ 899	,	CHR	ABC, $18.00	(Torbet)		
KKMA-F,	99.5,	100 KW @ 790	,	AC	UNISUP, $14.00	(Roslin)		(LEMARS)
KSEZ-F,	97.9,	100 KW @ 259	,	AOR	NBC SOURCE, $17.00	(Christal)		
KSUX-F,	105.7,	50 KW @ 462	,	Country	NBC, $19.00	(K & P)		(WINNEBAGO, NE)
WNAX-F,	104.1,	100 KW @ 981	,	Oldies	UNIULT UNISUP, $ NA	(Mc-Guild)	Park	(YANKTON, SD)

American Radio Small Market 1992, Copyright 1992

SOUTHERN ILLINOIS

(Marion - Carbondale)

MSA Rank/Pop: NA
ARB Rank/Pop: 198/134,700
Market TSL: 21.25 Hours
Average Person Rating: 16.1

Diaries: 366/368:1
Sample Target: 380
% Below Line: 6.9
% Not Listed: 16.1

Retail $: 1.1 Bil
FM Share: 92.31%
Stations: 16/12

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. WDDD-F (C)	61/28.1	---	18.9	---	---	486	36.1	32.7	----
2. WCIL-F (CHR)	35/16.1	---	19.3	---	---	505	37.5	39.7	----
3. WTAO-F (AOR)	26/12.0	---	6.6	---	---	284	21.1	16.3	----
4. WOOZ-F (O)	16/ 7.4	---	10.1	---	---	294	21.8	21.2	----
5. WUEZ-F (SAC)	9/ 4.1	---	2.6	---	---	114	8.5	9.0	----
6. KEZS-F (SAC)	7/ 3.2	---	6.6	---	---	140	10.4	13.6	----
7. WXAN-F (REL)	6/ 2.8	---	1.3	---	---	86	6.4	4.4	----

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WDDD-F››	1. WDDD-F››	1. WDDD-F	1. WDDD-F
2. WCIL-F›	2. WCIL-F›	2. WCIL-F	2. WCIL-F›
3. WTAO-F	3. WTAO-F››	3. WTAO-F›	3. WTAO-F››
4. WOOZ-F	4.	4. WOOZ-F	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WCIL-F‹	1. WDDD-F	1. WDDD-F››	1. WDDD-F››	1. WDDD-F	1. WDDD-F››
2. WTAO-F‹	2. WCIL-F	2. WTAO-F›	2. WOOZ-F	2. WTAO-F››	2. WCIL-F
3. WDDD-F››	3. WTAO-F›	3. WCIL-F	3. WUEZ-F	3. WOOZ-F	3. WOOZ-F
4.	4. WOOZ-F	WOOZ-F	4. WCIL-F	4. WCIL-F	4. WTAO-F
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCIL	1020	Carbondale	0.5/ 4.4
WDDD	810	Johnson City	1.8/ 5.0
WEZS-F	95.1	Carterville	0.9/ 5.3
WFRX	1300	W. Frankfort	1.4/ 3.8
WINI	1420	Murphysboro	0.9/ 3.2
WJPF	1340	Herrin	0.9/ 5.5
KGMO-F	100.7	Cape Girardeau	1.8/10.2
KMOX	1120	St. Louis	0.9/ 4.5
KSHE-F	94.7	St.Louis	0.9/ 4.7

RADIO STATIONS

WCIL-F,	101.5,	50 KW @	351,	CHR	ABC, $ NA	(---)		
WDDD-F,	107.3,	50 KW @	492,	Country	NBC, $ NA	(---)		
WOOZ-F,	99.9,	32 KW @	620,	Oldies	NBC UNISUP, $ NA	(Banner)		
WTAO-F,	105.1,	25 KW @	308,	AOR	UNIULT, $ NA	(---)	CR	
WUEZ-F,	103.5,	6 KW @	328,	Soft AC	, $ NA	(---)		(CHRISTOPHER)
WXAN-F,	103.9,	1.2 KW @	469,	Religion	, $ NA	(---)		(AVA)
KEZS-F,	102.9,	100 KW @	948,	Soft AC/EZ	ABC UNIULT, $ NA	(Torbet)		(CAPE GIRARDEAU)
KGMO-F,	100.7,	100 KW @	699,	AC	MBS, $ NA	(HNWH)	Withers	(CAPE GIRARDEAU)

American Radio Small Market 1992, Copyright 1992

SPRINGFIELD, IL

MSA Rank/Pop: 215/190,200
ARB Rank/Pop: 186/156,500
Market TSL: 22.50 Hours
Average Person Rating: 16.5

Diaries: 473/331:1
Sample Target: 410
% Below Line: 4.3
% Not Listed: 14.7

Retail $: 1.5 Bil
FM Share: 77.73%
Stations: 15/10

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. WYMG-F (AOR)	49/19.0	---	19.2	---	14.5	454	29.0	25.5	26.7
2. WDBR-F (CHR)	33/12.8	---	13.7	---	13.5	473	30.2	29.6	33.0
WFMB-F (C)	33/12.8	---	10.7	---	6.7	330	21.1	20.8	15.3
4. WNNS-F (AC)	27/10.5	---	13.3	---	12.8	394	25.2	29.4	25.6
5. WTAX (FS)	26/10.1	---	7.0	---	10.1	277	17.7	17.2	21.7
6. WVEM-F (SAC)	21/ 8.1	---	4.8	---	9.1	205	13.1	13.1	13.0
7. WMAY (C)	11/ 4.3	---	4.4	---	5.4	160	10.2	12.6	10.8
8. KMOX (T)	6/ 2.3	---	1.5	---	4.0	92	5.9	7.0	6.4
9. WCVS (O)	4/ 1.6	---	4.1	---	4.4	146	9.3	12.5	13.8

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WYMG-F	1. WYMG-F›	1. WYMG-F›	1. WYMG-F
2. WTAX	2. WNNS-F	2. WDBR-F‹	2. WDBR-F›
3. WFMB-F‹	3. WFMB-F	3. WFMB-F	3. WFMB-F
4. WDBR-F	WDBR-F	4. WNNS-F	4. WTAX
5. WNNS-F	5. WVEM-F	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WYMG-F››	1. WYMG-F››	1. WYMG-F	1. WFMB-F‹	1. WYMG-F››	1. WNNS-F
2. WDBR-F	2. WNNS-F	2. WNNS-F	2. WTAX ‹	2. WFMB-F	2. WDBR-F
3. WNNS-F›	3. WDBR-F	3. WFMB-F	3. WVEM-F	3. WNNS-F›	3. WFMB-F
4. WFMB-F	4. WFMB-F	4. WDBR-F	4. WYMG-F	4.	WYMG-F
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WLUJ-F	97.7	Petersburg	1.2/5.2
WRVI-F	96.7	Virden	0.8/5.6
KMJM-F	107.7	St. Louis	0.8/2.4
KUSA	550	St. Louis	0.4/3.0
WDZQ-F	95.1	Decatur	0.4/2.0
WGN	720	Chicago	0.4/2.0

RADIO STATIONS

WCVS,	1450,	1 KW ,	Oldies	ABC, $11.00	(Mc-Guild)	Neuhoff	
WMAY,	970,	1 KW/500 W (DA-2),	Country	NBC CNN, $14.00	(HNWH)	Midwest Family	
WTAX,	1240,	1 KW ,	Full Service	CBS MBS, $20.00	(Christal)	Lake Shore	
WDBR-F,	103.7,	50 KW @ 298 ,	CHR	, $24.00	(Christal)	Lake Shore	
WFMB-F,	104.5,	43 KW @ 430 ,	Country	ABC, $22.00	(Mc-Guild)	Neuhoff	
WNNS-F,	98.7,	50 KW @ 469 ,	AC	, $21.00	(HNWH)	Midwest Family	
WVEM-F,	101.9,	50 KW @ 276 ,	Soft AC	ABC, $18.00	(K & P)		
WYMG-F,	100.5,	50 KW @ 492 ,	AOR	, $30.00	(Katz)	Saga	(JACKSONVILLE)

KMOX -- See St. Louis in Spring 92 edition

American Radio Small Market 1992, Copyright 1992

STAMFORD - NORWALK, CT

MSA Rank/Pop: 206/202,300 (Stamford)
285/127,100 (Norwalk)
ARB Rank/Pop: 130/282,100
Market TSL: 21.75 Hours
Average Person Rating: 16.8

Diaries: 423/667:1
Sample Target: 440
% Below Line: 63.5
% Not Listed: 16.9

Retail $: 3.25 Bil
FM Share: 68.78%
Stations: 33/7

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. WEFX-F (CL.AOR)	28/5.9	5.5	4.9	6.0	7.5	477	16.9	16.8	16.6
2. WCBS (N)	27/5.7	5.3	6.0	5.4	4.9	598	21.2	23.5	18.1
3. WSTC (FS)	26/5.5	4.3	6.7	7.6	5.1	372	13.2	11.1	12.9
WEZN-F (SAC)	26/5.5	3.9	5.8	6.3	6.3	358	12.7	16.9	15.6
5. WHTZ-F (CHR)	23/4.9	5.0	4.9	4.1	6.1	499	17.7	13.2	18.9
WRKS-F (B)	23/4.9	0.7	1.3	2.4	2.4	310	11.0	4.6	6.5
7. WFAN (S/T)	21/4.4	5.7	5.3	5.4	3.9	432	15.3	13.0	10.0
8. WEBE-F (AC)	18/3.8	4.1	5.6	6.5	3.7	392	13.9	16.7	10.7
WSKQ-F (SP)	18/3.8	2.3	---	1.7	0.6	96	3.4	---	2.2
10. WCBS-F (O)	17/3.6	1.6	2.9	1.5	3.0	271	9.6	6.1	10.6
WNCN-F (CL)	17/3.6	5.5	2.7	4.5	3.4	285	10.1	9.7	9.8
12. WPAT-F (SAC)	16/3.4	2.1	2.7	1.5	1.6	175	6.2	4.1	6.7
13. WOR (T)	12/2.5	3.4	4.9	2.2	3.7	135	4.8	6.0	7.1
WBLS-F (B)	12/2.5	---	0.9	0.6	0.4	195	6.9	2.9	2.5

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WSTC	1. WEFX-F	1. WEFX-F	1. WHTZ-F
2. WFAN	WEZN-F	2. WEZN-F	2. WRKS-F
3. WCBS	3. WCBS-F	3. WHTZ-F	3. WOR
4. WXRK-F	4. WRKS-F	4. WRKS-F	4. WNCN-F
5. WEBE-F	5. WHTZ-F	5. WEBE-F	WEFX-F
		WNCN-F	WEZN-F

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WEFX-F	1. WEFX-F	1. WEZN-F	1. WSTC	1. WEFX-F	1. WEZN-F
2. WEBE-F	2. WRKS-F	2. WEFX-F	2. WCBS	WFAN	2. WSTC
WSKQ-F	3. WSKQ-F	3. WCBS-F	3. WEZN-F	3. WCBS-F	WEBE-F
4. WRKS-F	WEBE-F	4. WCBS	4. WPAT-F	4. WCBS	WSKQ-F
5. WHTZ-F	WEZN-F	5. WRKS-F	5. WNCN-F	5.	5. WRKS-F
		WNCN-F	WFAN		WNCN-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGCH	1490	Greenwich	0.6/ 3.8	WNEW-F	102.7	New York	0.8/ 9.4
WMMM	1260	Westport	0.4/ 2.4	WPLJ-F	95.5	New York	1.3/10.4
WNLK	1350	Norwalk	2.1/ 8.0	WQCD-F	101.9	New York	2.1/ 5.8
WQQQ-F	96.7	Stamford	1.3/ 5.2	WQHT-F	97.1	New York	0.8/ 4.3
				WQXR	1560	New York	0.4/ 1.6
WABC	770	New York	0.8/ 3.6	WQXR-F	96.3	New York	1.3/ 5.8
WDRF-F	92.7	Garden City	0.8/ 4.4	WRKI-F	95.1	Brookfield	0.6/ 2.5
WINS	1010	New York	1.3/ 5.9	WXRK-F	92.3	New York	2.3/10.9
WLTW-F	106.7	New York	1.1/ 5.0	WYNY-F	103.5	New York	2.3/ 7.4
WMXV-F	105.1	New York	0.6/ 3.3				
WNEW	1130	New York	2.1/ 4.8				

RADIO STATIONS

WGCH,	1490,	1 KW	, Talk/News	AP	NBC , $26.00 (Roslin)	
WNLK,	1350,	1 KW/500 W (DA-N)	, AC/Full Service	UNISUP	ABC , $27.00 (Chrystal)	
WSTC,	1400,	1 KW	, Full Service		ABC , $59.00 (MMR)	
WEFX-F,	95.9,	3 KW @ 300	, Classic AOR		, $60.00 (Christal)	CRB
WQQQ-F,	96.7,	3 KW @ 328	, Oldies		, $33.00 (MMR)	Chase

OTHER RANKED STATIONS: See New York or Bridgeport in Spring 92 Edition

American Radio Small Market 1992, Copyright 1992

STATE COLLEGE, PA

MSA Rank/Pop: NA
ARB Rank/Pop: 226/109,400
Market TSL: 21.50 Hours
Average Person Rating: 16.3

Diaries: 356/307:1
Sample Target: 320
% Below Line: 26.4
% Not Listed: 25.3

Retail $: 0.8 Bil
FM Share: 86.47%
Stations: 10/6

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. WFGY-F (SAC)	42/23.6	---	4.7	---	---	361	33.0	15.2	----
2. WBHV-F (CHR)	31/17.4	---	21.3	---	---	403	36.8	39.2	----
3. WZWW-F (AC)	19/10.7	---	12.0	---	---	284	26.0	28.4	----
4. WQWK-F (AOR)	18/10.1	---	13.3	---	---	314	28.7	26.9	----
5. WRSC (FS)	14/ 7.9	---	5.3	---	---	226	20.7	17.6	----
6. WMAJ (T)	3/ 1.7	---	1.2	---	---	112	10.2	9.3	----

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WFGY-F>	1. WFGY-F<	1. WFGY-F	1. WFGY-F
2. WBHV-F	2. WBHV-F>	2. WBHV-F>	2. WBHV-F
3. WZWW-F<	3. WZWW-F	3. WZWW-F	3. WQWK-F
4. WRSC <----------	4. WQWK-F	4. WRSC	4.
5. WQWK-F	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WFGY-F>	1. WFGY-F	1. WFGY-F>	1. WFGY-F>	1. WFGY-F>>	1. WFGY-F
2. WBHV-F	2. WBHV-F>	2. WZWW-F<	2. WRSC	2. WZWW-F	2. WZWW-F
3. WQWK-F	3. WQWK-F	3. WBHV-F	WZWW-F	3. WQWK-F	WBHV-F>
4. WZWW-F	4. WZWW-F	4. WQWK-F	4. WBHV-F	WBHV-F	4.
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBLF	970	Bellefonte	0.6/2.9
WALY-F	103.9	Altoona	0.6/2.6
WGGY-F	94.5	State College	1.1/3.5
WQYX-F	93.5	Clearfield	1.1/3.0

RADIO STATIONS

*WMAJ,	1450,	1 KW ,	Talk	NBC, $ NA (---)	Burbach
*WRSC,	1390,	2.5 KW/1 KW (DA-1),	Full Service	MBS ABC, $ NA (Dome)	
*WBHV-F,	103.1,	3 KW @ -53 ,	Oldies	NBC, $ NA (Comm.+	Burbach
*WQWK-F,	97.1,	3 KW @ 403 ,	AOR/Classic	, $ NA (Torbet)	
*WZWW-F,	95.3,	3 KW @ 581 ,	AC	UNIULT, $ NA (---)	

*WFGY-F -- see Altoona in Spring 92 edition

American Radio Small Market 1992, Copyright 1992

TEXARKANA, TX-AR

MSA Rank/Pop: 296/120,600
ARB Rank/Pop: 235/98,600
Market TSL: 20.0 Hours
Average Person Rating: 14.9

Diaries: 337/293:1
Sample Target: 310
% Below Line: 12.9
% Not Listed: 20.4

Retail $: 0.9 Bil
FM Share: 92.31%
Stations: 14/9

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. KKYR-F (C)	62/42.2	---	33.1	---	33.5	549	55.7	43.2	38.0
2. KTAL-F (AOR)	12/ 8.2	---	6.9	---	6.6	189	19.2	17.4	15.6
3. KLLI-F (AC)	10/ 6.8	---	4.1	---	6.8	155	15.7	11.8	15.3
4. KTWN-F (C)	8/ 5.4	---	4.8	---	6.0	154	15.6	10.1	10.6
5. KXAR-F (B)	6/ 4.1	---	9.7	---	7.8	79	8.0	16.9	13.7
6. KCMC (C)	4/ 2.7	---	3.4	---	7.2	53	5.4	8.5	13.5
7. KHSP-F (REL)	3/ 2.0	---	---	---	0.6	92	9.3	---	5.5
KRMD-F (C)	3/ 2.0	---	1.4	---	4.8	68	6.9	5.6	6.6

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KKYR-F>>	1. KKYR-F>>	1. KKYR-F>>	1. KKYR-F>>
2. KLLI-F>	2. KLLI-F	2. KTAL-F<	2. KTAL-F>
3.	3. KTWN-F	3. KLLI-F	3. KXAR-F
4.	4.	4. KTWN-F	4. KTWN-F
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KKYR-F>>	1. KKYR-F>>	1. KKYR-F>>	1. KKYR-F>>	1. KKYR-F>>	1. KKYR-F>>
2. KTAL-F>>	2. KLLI-F	2. KLLI-F>	2. KLLI-F>	2. KLLI-F>	2. KTWN-F
3. KTWN-F	KTAL-F	3. KTWN-F	3.	3. KTAL-F	3. KLLI-F>
4. KXAR-F	4. KTWN-F	KTAL-F	4.	4.	4.
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KHSP	1400	Texarkana	0.7/2.7
KKYR	790	Texarkana	1.4/4.9
KTWN	940	Texarkana	1.4/3.8
KARQ-F	92.1	Ashdown, AR	0.7/7.6
KITT-F	93.7	Shreveport	0.7/7.7
KTUX-F	98.9	Carthage	1.4/9.2

RADIO STATIONS

KCMC,	740,	1 KW (DA-N)	, Country	MBS, $10.00	(K & P)	
KHSP-F,	103.9,	5 KW @ 354 '	Religion	, $ 7.00	(---)	(ASHDOWN)
KKYR-F,	102.5,	100 KW @ 459 '	Country	, $26.00	(Banner)	
KLLI-F,	95.9,	1 KW @ 449 '	AC	, $13.00	(Mc-Guild)	(HOOKS)
KTWN-F,	107.1,	3 KW @ 478 '	Country	ABC, $11.00	(---)	
KXAR-F,	101.7,	3 KW @ 295 '	Black	AURN, $10.00	(K & P)	(HOPE)

KTAL, KRMD -- see Shreveport in Spring 92 edition

American Radio Small Market 1992, Copyright 1992

TRENTON, NJ

MSA Rank/Pop: 147/329,300
ARB Rank/Pop: 131/279,200
Market TSL: 23.75 Hours
Average Person Rating: 18.3

Diaries: 490/570:1
Sample Target: 440
% Below Line: 53.1
% Not Listed: 20.4

Retail $: 2.7 Bil
FM Share: 74.38%
Stations: 31/6

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. WKXW-F (T/O)	37/7.3	---	8.7	---	8.4	494	17.7	25.3	19.8
2. WBUD (BB)	35/6.9	---	5.4	---	4.9	321	11.5	10.3	10.9
3. WOGL-F (O)	30/5.9	---	2.8	---	2.7	271	9.7	9.7	9.0
4. WPST-F (CHR)	29/5.7	---	7.8	---	6.5	508	18.2	22.2	15.6
5. WYSP-F (CL,AOR)	28/5.5	---	4.3	---	2.9	452	16.2	14.0	10.7
6. WUSL-F (B)	25/4.9	---	4.6	---	8.0	282	10.1	10.5	10.8
7. WXTU-F (C)	23/4.5	---	2.0	---	3.9	271	9.7	5.2	9.6
WIOQ-F (CHR)	23/4.5	---	4.3	---	3.3	436	15.6	12.2	8.3
9. WHWH (FS)	22/4.3	---	3.3	---	6.1	260	9.3	13.0	11.9
WYXR-F (AC)	22/4.3	---	3.3	---	2.0	302	10.8	13.8	7.5

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WBUD	1. WKXW-F	1. WKXW-F	1. WIOQ-F
WYSP-F	2. WBUD <	2. WBUD	2. WUSL-F
3. WKXW-F	3. WOGL-F	3. WOGL-F<	3. WYXR-F<
4. WPST-F<	4. WPST-F	4. WPST-F	4. WYSP-F
5. WHWH	5. WHWH	5. WIOQ-F	5. WKXW-F

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WYSP-F<	1. WOGL-F<	1. WOGL-F<	1. WBUD	1. WKXW-F	1. WOGL-F
2. WPST-F	2. WYSP-F	2. WKXW-F	2. WKXW-F	WYSP-F<	2. WKXW-F
3. WUSL-F	3. WPST-F	3. WYSP-F>	3. WHWH-F	3. WOGL-F>>	3. WPST-F
4. WYXR-F	4. WKXW-F	4. WYXR-F	WOGL-F<	4. WUSL-F	WDAS-F
5. WIOQ-F	5. WYXR-F	5. WPST-F	5. WXTU-F	WYXR-F	5. WYXR-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCHR-F	94.5	Trenton	1.4/ 3.0
WIMG	1300	Trenton	1.0/ 3.0

See New York For More Information About These Stations:

WABC	0.8/ 5.6	WOR	2.4/ 4.6
WBLS-F	0.8/ 3.5	WPLJ-F	0.8/ 4.2
WCBS	1.0/ 6.3	WQCD-F	1.0/ 2.5
WFAN	2.2/ 6.8	WXRK-F	0.8/ 5.0
WNEW	0.6/ 3.3		

See Philadelphia For More Information About These Stations:

WDAS-F	2.9/ 6.7	WIP	0.6/ 2.6
WEAZ	0.4/ 2.1	WMGK-F	1.4/ 5.2
WEAZ-F	1.0/ 3.5	WMMR-F	2.0/13.4
WEGX-F	2.4/13.0	WOGL	0.4/ 2.5
WFLN-F	0.8/ 2.5	WWDB-F	1.6/ 3.3

RADIO STATIONS

WBUD ,	1260 , 5 KW/1 KW (DA-2) ,	Nostalgia	NBC, $33.00	(Mc-Guild)	Press
WHWH ,	1350 , 5 KW (DA-2) ,	Full Service	ABC, $36.00	(Katz)	
WIMG ,	1300 , 5 KW/2.5 KW ,	Gospel	AURN, $10.00	(---)	Willis
WCHR-F,	94.5, 50 KW @ 492 ,	Religion	, $10.00	(---)	Great Scott
WKXW-F,	101.5, 18 KW @ 810 ,	Oldies/Talk	, $66.00	(Mc-Guild)	Press
WPST-F,	97.5, 50 KW @ 430 ,	CHR	, $54.00	(Katz)	

Other ranked stations -- see Philadelphia

American Radio Small Market 1992, Copyright 1992

TRI-CITIES, WA

(Richland - Kennewick - Pasco)

MSA Rank/Pop: 250/150,400
ARB Rank/Pop: 217/118,100
Market TSL: 21.50 Hours
Average Person Rating: 16.1

Diaries: 382/309:1
Sample Target: 370
% Below Line: 4.7
% Not Listed: 28.4

Retail $: 1.08 BIl
FM Share: 74.26%
Stations: 14/11

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING 592	591	590
1. KIOK-F (CHR)	34/17.9	---	21.5	---	23.0	439	[illegible]	21.5	27.9
2. KORD-F (C)	19/ 9.5	---	13.4	---	4.2	201	[illegible]	19.6	13.9
3. KONA (FS)	17/ 8.9	---	7.0	---	8.9	230	[illegible]	18.5	20.3
4. KNLT-F (AC)	12/ 6.3	---	4.3	---	10.5	244	[illegible]	15.5	21.4
5. KTCR (T)	11/ 5.8	---	3.2	---	1.6	93	[illegible]	5.6	5.3
KEYW-F (O/AC)	11/ 5.8	---	3.2	---	4.7	159	[illegible]	15.4	12.8
7. KONA-F (SAC)	7/ 3.7	---	7.0	---	8.4	138	[illegible]	13.2	17.4
8. KOTY-F (C)	6/ 3.2	---	2.2	---	6.3	119	[illegible]	8.1	15.7
9. KZXR-F (AOR)	4/ 2.1	---	1.6	---	---	87	[illegible]	2.6	----
KALE (O/BB)	4/ 2.1	---	4.8	---	2.1	94	[illegible]	12.0	8.6

12+ AMD

1. KIOK-F
2. KONA >
3. KORD-F
4. KEYW-F
5.

12+ MID

1. KIOK-F>
2. KORD-F
   KTCR
4. KONA
5.

12+ PMD

1. KIOK-F>
2. KORD-F
3. KNLT-F
   KTCR
5. KONA

12+ EVE

1. KIOK-F>>
2.
3.
4.
5.

ADULTS 18-34

1. KIOK-F>>
2. KEYW-F
3. KORD-F
   KTCR
5.

ADULTS 18-49

1. KIOK-F>>
2. KNLT-F
   KORD-F
4. KEYW-F
5.

ADULTS 25-54

1. KORD-F
   KIOK-F>
3. KNLT-F
4. KEYW-F
5.

ADULTS 35+

1. KONA <
2. KORD-F>
3. KIOK-F
4. KONA-F
   KNLT-F

MEN 25-54

1. KIOK-F
   KORD-F>
3. KTCR
4. KALE
5.

WOMEN 25-54

1. KORD-F
   KIOK-F
3. KNLT-F
4. KEYW-F
5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KORD	870	Pasco	1.6/8.[illegible]
KATS-F	94.5	Yakima	1.6/3.9
KWHT-F	103.5	Pendleton, OR	2.1/[illegible].5
KZLN-F	97.5	Othello	1.1/[illegible].[illegible]

RADIO STATIONS

KALE,	960,	5 KW/1 KW (DA-N)	,	Oldies/Nost.		NBC, $ 8.00	(HNWH)	SRO	
KONA,	610,	5 KW (DA-2)	,	Full Service		ABC, $14.00	(K & P)		
KTCR,	1340,	1 KW	,	Talk		MBS, $11.00	(Christal)		
KEYW-F,	98.3,	3 KW @ 197	,	AC/Oldies		UNISUP, $13.00	(---)	Unicom	
KIOK-F,	94.9,	100 KW @ 1250	,	CHR		, $24.00	(HNWH)	SRO	
KNLT-F,	95.7,	100 KW @ 1401	,	AC	UNISUP	UNIULT, $14.00	(Banner)		(WALLA WALLA)
KONA-F,	105.3,	100 KW @ 1181	,	EZ/Soft AC		CBS, $10.00	(K & P)		
KORD-F,	102.7,	100 KW @ 1099	,	Country		ABC, $13.00	(MMR)		
KOTY-F,	106.5,	2.5 KW @ - 52	,	Country		MBS, $10.00	(Christal)		
KZXR-F,	101.7,	3.5 KW @ 869	,	AOR		MBS, $10.00	(Tacher)		(PROSSER)

American Radio Small Market 1992, Copyright 1992

TUSCALOOSA, AL

MSA Rank/Pop: 246/152,300
ARB Rank/Pop: 203/128,500
Market TSL: 23.25 Hours
Average Person Rating: 17.7

Diaries: 415/310:1
Sample Target: 360
% Below Line: 8.8
% Not Listed: 16.7

Retail $: 1.06 Bil
FM Share: 75.66%
Stations: 18/12

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. WTXT-F (C)	40/17.6	---	15.0	---	8.2	383	29.8	23.2	10.3
2. WTSK (B)	26/11.5	---	12.0	---	9.2	253	19.7	17.6	14.6
3. WTUG-F (B)	22/ 9.7	---	12.5	---	11.7	280	21.8	19.0	20.2
4. WACT-F (C)	20/ 8.8	---	5.5	---	9.2	213	16.6	17.3	20.5
5. WTID-F (CL. AOR)	17/ 7.5	---	1.0	---	---	161	12.5	3.5	----
6. WZZK-F (C)	9/ 4.0	---	5.0	---	3.6	170	13.2	14.8	14.4
7. WACT (G)	8/ 3.5	---	4.0	---	4.6	108	8.4	9.0	11.9
WFFX-F (AC)	8/ 3.5	---	6.0	---	6.6	163	12.7	14.5	21.1
WIDO-F (B)	8/ 3.5	---	---	---	---	129	10.0	----	----
10. WZBQ-F (CHR)	7/ 3.1	---	6.5	---	22.4	212	16.5	19.3	34.4

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WTSK	1. WTXT-F›	1. WTXT-F›	1. WTUG-F
2. WTXT-F›	2. WTID-F›	2. WTUG-F	2. WTXT-F
3. WACT-F	3. WACT-F	3. WACT-F‹	3. WACT-F›
4. WACT	4. WTUG-F	4. WTID-F	4.
WTID-F	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WTXT-F	1. WTXT-F›	1. WTXT-F›	1. WTSK	1. WTXT-F›	1. WTSK
2. WTID-F	2. WTUG-F	2. WACT-F‹	2. WTXT-F	2. WTUG-F	2. WTXT-F
3. WTUG-F	WTID-F	3. WTUG-F	WACT-F	3. WACT-F››	3. WACT-F
4.	4. WACT-F	4. WTSK	4. WACT	4.	4. WTUG-F
5.	WTSK	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCKO-F	94.1	Carrolton	1.3/9.3
WNPT	1280	Tuscaloosa	2.2/7.0
WTNW	1230	Tuscaloosa	2.2/5.3
WDJC-F	93.7	Birmigham	0.4/4.0
WENN-F	107.7	Birmingham	0.4/4.8
WJOX	690	Birmingham	0.9/4.4
WLXY-F	100.7	Northport	1.8/9.3
WZRR-F	99.5	Birmingham	1.3/6.8

RADIO STATIONS

WACT,	1420, 5 KW/106 W (DA-1) ,	Gospel	AP, $ 9.00	(Roslin)	
WTSK,	790, 5 KW/ 36 W ,	Black	AURN, $13.00	(Eastman)	
WACT-F,	105.5, 6 KW @ 298 ,	Country	AP, $15.00	(Roslin)	
WFFX-F,	95.7, 100 KW @ 410 ,	AC	, $12.00	(Eastman)	
WIDO-F,	104.3, 2.3 KW @ 371 ,	Black	AURN, $10.00	(---)	(EUTAW)
WTID-F,	101.7, 21 KW @ 728 ,	Classic AOR	SMN, $12.00	(---)	(REFORM)
WTUG-F,	92.9, 100 KW @ 984 ,	Black	AURN, $17.00	(Eastman)	
WTXT-F,	98.1, 100 KW @ 905 ,	Country	NBC, $16.00	(Christal)	(FAYETTE)
WZBQ-F,	102.5, 12 KW @ 2050 ,	CHR	, $10.00	(Torbet)	(JASPER)

WZZK -- see Birmingham in Spring 92 edition

American Radio Small Market 1992, Copyright 1992

TYLER/LONGVIEW, TX

244/152,900 (Tyler)
MSA Rank/Pop: 233/162,300 (Longview)
ARB Rank/Pop: 139/245,600
Market TSL: 22.50 Hours
Average Person Rating: 16.9

Diaries: 494/497:1
Sample Target: 440
% Below Line: 4.6
% Not Listed: 14.9

Retail $: 2.5 Bil
FM Share: 79.38%
Stations: 21/16

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. KNUE-F (C)	80/19.2	---	23.5	---	17.2	769	31.3	37.3	30.3
2. KOOI-F (SAC)	41/ 9.9	---	8.0	---	7.1	373	15.2	11.2	15.8
3. KYKX-F (C)	39/ 9.4	---	0.4	---	1.7	457	18.6	4.9	4.7
4. KISX-F (CHR)	34/ 8.2	---	9.7	---	4.6	440	17.9	21.1	9.3
5. KZEY (B)	33/ 7.9	---	11.5	---	14.2	334	13.6	19.8	19.7
6. KTYL-F (AC)	31/ 7.5	---	9.3	---	12.1	378	15.4	19.9	26.4
7. KFRO (O)	13/ 3.1	---	---	---	---	162	6.6	----	----
KTMJ-F (AC)	13/ 3.1	---	4.0	---	---	169	6.9	8.6	----
KKTX-F (AOR)	13/ 3.1	---	4.0	---	3.8	253	10.3	8.3	8.0

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KNUE-F›	1. KNUE-F›	1. KNUE-F››	1. KNUE-F›
2. KOOI-F‹	2. KOOI-F	2. KOOI-F	2. KISX-F›
3. KYKX-F	3. KYKX-F	3. KYKX-F‹	3. KLGV
4. KTYL-F	4. KTYL-F	4. KISX-F	KYKX-F
5.	5. KZEY	5. KTYL-F	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KNUE-F››	1. KNUE-F››	1. KNUE-F›	1. KOOI-F‹	1. KNUE-F››	1. KNUE-F
2. KISX-F	2. KTYL-F	2. KTYL-F	2. KNUE-F›	2. KTYL-F	2. KTYL-F
3. KTYL-F	3. KISX-F	3. KYKX-F	3. KYKX-F	3. KYKX-F	3. KYKX-F‹
4. KYKX-F	4. KYKX-F	4. KZEY	4. KZEY	4. KKTX-F	4. KZEY
5.	5.	5. KISX-F	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KEEX	1430	Gladewater	0.7/1.8
KYZS	1490	Tyler	0.2/1.4
KGLD-F	92.1	Tyler	1.4/6.0
KLGV	1280	Longview	1.9/4.6
KYUX-F	98.9	Carthage	1.2/4.5
KWRW-F	97.7	Rusk	0.7/1.3
KITT-F	93.7	Shreveport	0.5/4.5
KJMZ-F	100.3	Dallas	1.0/4.0
KKDA-F	104.5	Dallas	1.9/8.6
KRLD	1080	Dallas	0.7/2.6
KYKS-F	105.1	Lufkin	0.5/2.8

RADIO STATIONS

KFRO,	1370, 1 KW ,	Oldies	UNISUP CBS, $ 9.00	(K & P)	
KTBB,	600, 5 KW/2.5 KW (DA-2),	FS/Talk	ABC, $11.00	(Durpetti)	
KZEY,	690, 1 KW/92 W (DA-2) ,	Black	AURN, $10.00	(Mc-Guild)	
KISX-F,	107.3, 50 KW @ 479,	CHR	MBS, $14.00	(Banner)	(WHITEHORSE)
KKTX-F,	96.1, 32 KW @ 620,	AOR	SMN, $10.00	(K & P)	(KILGORE)
KNUE-F,	101.5, 98 KW @ 1073,	Country	, $25.00	(Banner)	
KOOI-F,	106.5, 100 KW @ 1466,	Soft AC/EZ	ABC, $17.00	(Eastman)	(JACKSONVILLE)
KTMJ-F,	104.1, 50 KW @ 492,	AC	, $10.00	(---)	
KTYL-F,	93.1, 100 KW @ 459,	AC	, $16.00	(Durpetti)	
KYKX-F,	105.7, 100 KW @ 1004,	Country	ABC, $13.00	(Mc-Guild)	SunGroup

NOTE: This market has been expanded to include the Longview area as well as Tyler.

American Radio Small Market 1992, Copyright 1992

VICTORIA, TX

MSA Rank/Pop: 346/74,300
ARB Rank/Pop: 261/58,600
Market TSL: 20.25 Hours
Average Person Rating: 14.5

Diaries: 292/201:1
Sample Target: 280
% Below Line: 0.0
% Not Listed: 30.6

Retail $: 0.57 Bil
FM Share: 100.0%
Stations: 5/5

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. KIXS-F (C)	29/34.1	---	27.4	---	33.0	273	46.6	45.5	39.1
2. KVIC-F (CHR)	16/18.8	---	15.8	---	24.2	218	37.2	35.8	37.7
3. KEPG-F (SP)	7/ 8.2	---	8.4	---	8.8	90	15.4	15.7	12.3
4. KPLV-F (C)	6/ 7.1	---	3.2	---	3.3	121	20.6	11.3	11.3
5. KAMV-F (AC)	1/ 1.2	---	6.3	---	---	30	5.1	15.6	----

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KIXS-F››	1. KIXS-F››	1. KIXS-F›	1. KIXS-F››
2. KVIC-F›	2. KVIC-F	2. KVIC-F››	2. KVIC-F
3. KPLV-F	3. KPLV-F	3. KPLV-F	3.
4.	4.	4.	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KIXS-F›	1. KIXS-F›	1. KIXS-F››	1. KIXS-F››	1. KIXS-F	1. KIXS-F››
2. KVIC-F››	2. KVIC-F››	2. KVIC-F›	2. KEPG-F	2. KVIC-F›	2. KVIC-F
3.	3.	3.	3. KVIC-F	3. KPLV-F	3. KEPG-F
4.	4.	4.	4. KPLV-F	4. KEPG-F	4. KPLV-F
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

KPLV-F,	93.3,	100 KW @	659 ,	Country	, $11.00	(---)		(PORT LAVACA)
KAMV-F,	92.3,	3 KW @	295 ,	Soft AC	, $ 8.00	(K & P)		
KEPG-F,	100.9,	3 KW @	305 ,	Hispanic	, $12.00	(Lotus Hisp)		
KIXS-F,	107.9,	100 KW @	361 ,	Country	AP, $23.00	(Eastman)	Osborn/Reynolds	
KVIC-F,	95.1,	100 KW @	446 ,	CHR	, $17.00	(Mc-Guild)	Mayes	

American Radio Small Market 1992, Copyright 1992

WATERBURY, CT

MSA Rank/Pop: 195/223,400
ARB Rank/Pop: 164/190,200
Market TSL: 24 Hours
Average Person Rating: 18.5

Diaries: 499/381:1
Sample Target: 440
% Below Line: 63.3
% Not Listed: 15.3

Retail $: 1.8 Bil
FM Share: 72.81%
Stations: 24/3

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. WWYZ-F (C)	42/11.9	---	6.8	---	5.6	356	18.7	19.6	12.4
2. WKSS-F (CHR)	26/ 7.4	---	7.1	---	8.6	431	22.7	21.7	22.6
3. WATR (FS)	24/ 6.8	---	6.5	---	3.6	348	18.3	12.8	10.9
4. WKCI-F (CHR)	22/ 6.3	---	9.2	---	7.9	420	22.1	22.3	25.4
5. WTIC (FS)	19/ 5.4	---	5.3	---	5.3	243	12.8	12.7	14.0
6. WZMX-F (AC)	17/ 4.8	---	3.9	---	---	211	11.1	9.3	---
7. WFAN (S/T)	16/ 4.5	---	1.2	---	1.6	175	9.2	4.7	8.2
WEZN-F (SAC)	16/ 4.5	---	3.3	---	6.6	183	9.6	11.2	13.0
9. WDRC-F (O)	15/ 4.3	---	3.3	---	6.3	257	13.5	14.7	15.5
WPLR-F (AOR)	15/ 4.3	---	8.3	---	4.9	329	17.3	19.0	14.8

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WWYZ-F	1. WWYZ-F‹	1. WWYZ-F›	1. WKSS-F
2. WATR	2. WATR	2. WKSS-F‹	2. WWYZ-F
WTIC	3. WKCI-F	3. WKCI-F	3. WTIC
4. WKSS-F‹	WZMX-F	4. WEZN-F	4. WPLR-F
5. WKCI-F	5. WKSS-F	5.	5. WKCI-F

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WWYZ-F‹	1. WWYZ-F	1. WWYZ-F›	1. WWYZ-F	1. WWYZ-F	1. WWYZ-F›
2. WPLR-F	2. WKSS-F‹	2. WKCI-F	2. WATR	2. WPLR-F	2. WEZN-F
3. WKSS-F	3. WKCI-F	3. WDRC-F	3. WTIC	3. WFAN ›	3. WKCI-F
4. WKCI-F	4. WZMX-F	4. WPLR-F	4. WEZN-F	4. WRKI-F	WDRC-F
5. WFAN	5. WPLR-F	WZMX-F	5.	WKCI-F	5. WIOF-F
WRKI-F				WZMX-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WWCO	1240	Waterbury	2.6/ 9.1				
WABC	770	New York	0.9/ 4.5	WIOF-F	104.1	Waterbury	3.4/11.2
WAQY-F	102.1	Springfield, MA	0.3/ 1.9	WOR	710	New York	0.6/ 2.9
WCBS	880	New York	1.4/ 7.8	WRCH-F	100.5	New Britain	2.8/10.7
WCCC-F	106.9	Hartford	2.0/ 7.3	WRKI-F	95.1	Brookfield	3.1/11.7
WDAQ-F	98.3	Danbury	0.9/ 2.3	WTIC-F	96.5	Hartford	2.0/10.6
WEBE-F	107.9	Westport	0.9/ 4.4				
WICC	600	Bridgeport	0.9/ 2.1				

RADIO STATIONS

WATR , 1320, 5 KW/1 KW (DA-2), Full Service CBS, $38.00 (Banner)
WWCO , 1240, 1 KW , AC CNN UNISUP, $18.00 (---)

Other ranked stations -- See Hartford, New Haven or Bridgeport in Spring 92 edition

American Radio Small Market 1992, Copyright 1992

WATERTOWN, NY

MSA Rank/Pop: NA
ARB Rank/Pop: 238/94,700
Market TSL: 25.25 Hours
Average Person Rating: 18.8

Diaries: 331/286:1
Sample Target: 280
% Below Line: 3.4
% Not Listed: 13.5

Retail $: 0.84 Bil
FM Share: 79.22%
Stations: 11/8

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. WTNY-F (CHR)	43/24.2	---	16.8	---	26.5	430	45.4	36.8	42.3
2. WCIZ-F (AOR)	31/17.4	---	15.5	---	11.0	333	35.2	27.5	22.2
3. WTNY (FS)	23/12.9	---	12.9	---	19.1	260	27.5	29.9	29.5
4. WTOJ-F (AC)	19/10.7	---	12.3	---	10.3	210	22.2	23.9	23.3
WLKC-F (C)	19/10.7	---	7.7	---	---	166	17.5	15.9	----
6. WATN (O)	6/ 3.4	---	4.5	---	2.2	76	8.0	13.2	12.7
7. WMHI-F (REL)	4/ 2.2	---	1.3	---	---	37	3.9	4.5	----
8. WNCQ (C)	3/ 1.7	---	4.5	---	8.1	65	6.9	10.1	16.2

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WTNY	1. WTNY-F	1. WTNY-F	1. WTNY-F››
2. WTNY-F	2. WCIZ-F	2. WCIZ-F›	2. WCIZ-F››
3. WCIZ-F	3. WTOJ-F›	3. WTOJ-F	3.
4. WTOJ-F	4.	4. WLKC-F	4.
WLKC-F	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WCIZ-F	1. WTNY-F	1. WCIZ-F	1. WTNY ›	1. WCIZ-F››	1. WTNY-F
WTNY-F››	2. WCIZ-F›	2. WTOJ-F	2. WLKC-F‹	2. WTOJ-F	2. WTOJ-F›
3. WTOJ-F	3. WTOJ-F	WTNY-F‹	3. WTNY-F	WTNY	3. WCIZ-F
4. WLKC-F	4. WLKC-F	4. WLKC-F	4. WTOJ-F	4. WLKC-F	WLKC-F
5.	5.	WTNY	5.	5. WTNY-F	5. WTNY

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WKFM-F	104.7	Fulton	1.1/8.0
CFMK-F	96.3	Kingston, ON	1.1/5.1
CHXL-F	103.7	Brockville, ON	1.1/4.4

RADIO STATIONS

WATN,	1240,	1 KW ,	Oldies/AC	NBC-T	NBC, $ 7.00	(Roslin)	
WNCQ,	1410,	5 KW/1 KW (DA-N),	Country		ABC, $ 8.00	(K & P)	
WTNY,	790,	1 KW (DA-N) ,	Full Service	CBS,	MBS, $20.00	(Torbet)	
WCIZ-F,	97.5,	41 KW @ 285 ,	AOR		ABC, $21.00	(K & P)	
WTOJ-F,	103.1,	.9 KW @ 594 ,	AC	UNISUP	CNN, $14.00	(Roslin)	(CARTHAGE)
WLKC-F,	100.7,	3 KW @ 328 ,	Country	UNIULT	UNISUP, $15.00	(Roslin)	(HENDERSON)
WMHI-F,	94.7,	3 KW @ 328 ,	Religion		, $ NA	(---)	(CAPE VINCENT)
WTNY-F,	93.5,	4 KW @ 328 ,	CHR		, $28.00	(Torbet)	

American Radio Small Market 1992, Copyright 1992

WAUSAU - STEVENS POINT, WI

MSA Rank/Pop: 306/115,900
ARB Rank/Pop: 159/205,000
Market TSL: 23.0 Hours
Average Person Rating: 17.5

Diaries: 549/373:1
Sample Target: 440
% Below Line: 11.7
% Not Listed: 19.3

Retail $: 2.0 Bil
FM Share: 84.08%
Stations: 19/15

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. WDEZ-F (C)	45/12.6	---	---	---	---	537	26.2	---	---
WIFC-F (CHR)	45/12.6	---	---	---	---	387	33.4	---	---
3. WOFM-F (O)	25/ 7.0	---	---	---	---	314	15.3	---	---
WSPT-F (CHR)	25/ 7.0	---	---	---	---	449	21.9	---	---
5. WAAX-F (C)	20/ 5.6	---	---	---	---	221	10.8	---	---
6. WLJY-F (SAC)	18/ 5.0	---	---	---	---	182	8.9	---	---
7. WDLB (FS)	17/ 4.7	---	---	---	---	195	9.5	---	---
8. WIZD-F (O)	16/ 4.5	---	---	---	---	185	9.0	---	---
9. WYTE-F (C)	14/ 3.9	---	---	---	---	219	10.7	---	---
WMZK-F (AOR)	14/ 3.9	---	---	---	---	174	8.5	---	---
11. WFHR (FS)	11/ 3.1	---	---	---	---	131	6.4	---	---
12. WYCO-F (AC)	8/ 2.2	---	---	---	---	226	11.0	---	---

NOTE: This is the first Arbitron book for this market.

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WDEZ-F	1. WDEZ-F	1. WIFC-F	1. WIFC-F
2. WIFC-F	2. WIFC-F	2. WDEZ-F	2. WSPT-F
3. WDLB	3. WSPT-F	3. WSPT-F	3. WOFM-F
WSPT-F	4. WLJY-F	4. WOFM-F	WDEZ-F
5.	WOFM-F	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WIFC-F	1. WIFC-F	1. WDEZ-F	1. WDEZ-F	1. WDEZ-F	1. WIFC-F
2. WDEZ-F	2. WOFM-F	WIFC-F	2. WAXX-F	2. WIFC-F	2. WDEZ-F
3. WMZK-F	3. WDEZ-F	3. WOFM-F	3. WLJY-F	WOFM-F	WOFM-F
4. WSPT-F	4. WSPT-F	4. WSPT-F	4. WOFM-F	4. WIZD-F	4. WSPT-F
5.	5.	5. WIZD-F	WDLB	5.	5. WYCO-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WRIG	1390	Schofield	1.1/3.0
WSAU	550	Wausau	2.0/7.2
WSPO	1010	Stevens Point	1.4/5.2
WWRW-F	103.3	Wisc. Rapids	1.4/4.8
WXCO	1230	Wausau	0.6/5.7
WAPL-F	105.7	Appleton	1.4/5.6
WCCN-F	107.5	Neillsville	0.8/2.5

RADIO STATIONS

WDLB,	1450,	1 KW ,	Full Service	ABC,	$11.00	(---)	Goetz	(MARSHFIELD)
WFHR,	1320,	5 KW/500 W (DA-N),	Full Service	CBS, NBC,	$10.00	(---)		(WISC. RPD.)
WSAU,	550,	5 KW (DA-2) ,	Full Service	ABC, CNN,	$16.00	(Christal)	Journal Co.	
WDEZ-F,	101.9,	100 KW @ 489 ,	Country	ABC,	$19.00	(Banner)	Midwest Comm.	
WIFC-F,	95.5,	100 KW @ 1079 ,	CHR	ABC,	$17.00	(Christal)	Journal Co.	
WIZD-F,	99.9,	3 KW @ 328 ,	Oldies	ABC,	$10.00	(---)		(RUDOLPH)
WLJY-F,	106.5,	100 KW @ 800 ,	Soft AC/EZ	,	$11.00	(---)	Goetz	(MARSHFIELD)
WOFM-F,	94.7,	50 KW @ 492 ,	Oldies	,	$12.00	(---)		(MOSINEE)
WSPT-F,	97.9,	51 KW @ 341 ,	CHR	SOURCE,	$17.00	(Katz)		(STEVENS P.)
WYCO-F,	107.9,	100 KW @ 1030 ,	AC	UNIULT UNISUP,	$11.00	(Katz)	Seehafer	
WYTE-F,	96.7,	50 KW @ 492 ,	Country	,	$13.00	(K & P)		(WHITING)
WMZK-F,	104.1,	13 KW @ 446 ,	AOR	MBS,	$12.00	(Hdwn)		(MERRILL)

WAXX-F -- see Eau Claire in this edition

American Radio Small Market 1992, Copyright 1992

WICHITA FALLS, TX

MSA Rank/Pop: 294/122,000
ARB Rank/Pop: 232/ 99,200
Market TSL: 20.75 Hours
Average Person Rating: 15.4

Diaries: 345/288:1
Sample Target: 330
% Below Line: 7.2
% Not Listed: 13.7

Retail $: 0.95 Bil
FM Share: 88.63%
Stations: 10/7

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. KLUR-F (C)	32/20.9	---	31.0	---	28.4	400	40.3	43.6	42.9
2. KNIN-F (CHR)	23/15.0	---	15.2	---	19.8	312	31.5	33.6	35.1
KYYI-F (C)	23/15.0	---	14.6	---	6.8	297	30.0	27.9	17.2
4. KWFS-F (O)	17/11.1	---	10.1	---	13.0	226	22.8	20.2	23.3
5. KTLT-F (AC)	13/ 8.5	---	5.7	---	9.9	219	22.1	17.0	21.7
6. KLLF (REL)	6/ 3.9	---	---	---	---	82	8.3	----	----
7. KWFT (FS)	5/ 3.3	---	4.4	---	3.7	78	7.9	10.5	11.9

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KLUR-F››	1. KLUR-F›	1. KNIN-F‹	1. KNIN-F
2. KNIN-F‹	2. KYYI-F	2. KLUR-F	2. KWFS-F
3. KTLT-F	3. KNIN-F	3. KYYI-F	3. KYYI-F
KWFS-F	4. KWFS-F‹	4. KWFS-F	4.
5. KYYI-F	5. KTLT-F	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KNIN-F›	1. KNIN-F‹	1. KLUR-F	1. KLUR-F››	1. KLUR-F›	1. KLUR-F
2. KLUR-F	2. KLUR-F	2. KNIN-F	2. KYYI-F	2. KNIN-F	2. KTLT-F
KWFS-F	3. KYYI-F	3. KYYI-F	3. KTLT-F	3. KYYI-F	3. KNIN-F
KYYI-F	4. KWFS-F	4. KTLT-F	4. KWFS-F	4. KWFS-F	KYYI-F
5.	5.	5.	5.	KLLF	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KJZY-F	99.1	Donton	2.6/5.9
KVRW-F	107.3	Lawton	2.0/2.8
WBAP	820	Ft.Worth	2.6/7.7

RADIO STATIONS

KLLF,	1290, 5 KW/250 KW (DA-2),	Religion	MBS NBC,	$ 6.00	(Christal)	Amer. General	
KWFT,	620, 5 KW ,	Full Service	AP, CBS,	$ 8.00	(Torbet)		
KLUR-F,	99.9, 100 KW @ 830 ,	Country	ABC,	$26.00	(Katz)		
KNIN-F,	92.9, 100 KW @ 918 ,	CHR	ABC,	$23.00	(Banner)		
KTLT-F,	106.3, 3 KW @ 423 ,	AC	,	$14.00	(Eastman)		
KWFS-F,	103.3, 100 KW @ 449 ,	Oldies	,	$17.00	(Christal)	Amer. General	
KYYI-F,	104.7, 100 KW @ 1017 ,	Country	UNISUP UNIULT,	$15.00	(---)		(BURKBURN.)

American Radio Small Market 1992, Copyright 1992

WILLIAMSPORT, PA

MSA Rank/Pop: 301/119,100
ARB Rank/Pop: 234/99,100
Market TSL: 25.0 Hours
Average Person Rating: 17.9

Diaries: 368/269:1
Sample Target: 320
% Below Line: 0.0
% Not Listed: 11.3

Retail $: 0.9 Bil
FM Share: 88.54%
Stations: 12/12

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. WILQ-F (C)	43/24.3	---	29.0	---	23.5	359	36.2	39.1	37.2
2. WKSB-F (AC)	37/20.9	---	13.0	---	17.5	377	38.0	32.2	34.9
3. WHTO-F (CHR)	32/18.1	---	23.5	---	18.0	330	33.3	35.7	32.6
4. WZXR-F (AOR)	13/ 7.3	---	1.0	---	5.5	144	14.5	7.2	21.1
5. WLYC (BB)	12/ 6.8	---	7.0	---	8.7	100	10.1	13.5	12.8
6. WJSA-F (REL)	6/ 3.4	---	1.0	---	0.5	36	3.6	4.1	3.7
7. WRKK-F (CL. AOR)	4/ 2.3	---	3.0	---	2.2	74	7.5	7.3	4.2

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WKSB-F‹	1. WILQ-F	1. WKSB-F‹	1. WILQ-F›
2. WILQ-F	2. WKSB-F	2. WILQ-F	2. WKSB-F
3. WHTO-F	3. WHTO-F	3. WHTO-F	3. WHTO-F›
4.	4.	4. WZXR-F	4. WZXR-F
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WHTO-F‹	1. WKSB-F	1. WKSB-F	1. WILQ-F›	1. WKSB-F›	1. WKSB-F
2. WKSB-F›	2. WHTO-F	2. WILQ-F	2. WKSB-F	2. WILQ-F››	WHTO-F‹
3. WZXR-F	3. WILQ-F›	3. WHTO-F›	3. WHTU-F	3. WHTO-F	3. WILQ-F››
WILQ-F	4. WZXR-F	4.	4. WLYC	WZXR-F	4.
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WMRE	1190	Hagnsville	0.6/1.5
WMRE-F	95.5	Salladsburg	1.7/5.3
WRAK	1400	Williamsport	1.7/9.7
WRAK-F	107.9	Williamsport	0.6/7.7
WWPA	1340	Williamsport	1.1/3.8

RADIO STATIONS

WLYC,	1050,	1 KW/35 W	, Nostalgia	ABC, $13.00	(Roslin)	
WHTO-F,	103.9,	1.3 KW @ 430	, CHR	ABC, $18.00	(Christal)	(MUNCY)
WILQ-F,	105.1,	9 KW @ 1138	, Country	ABC, $26.00	(Roslin)	
WJSA-F,	93.5,	3 KW @ 144	, Religion	, $ 6.00	(---)	(JERSEY SH.)
WKSB-F,	102.7,	53 KW @ 1269	, AC	UNISTAR, $24.00	(Banner)	
WRKK-F,	97.7,	6 KW @ 295	, CL. AOR	, $10.00	(Katz)	(JERSEY SH.)
WZXR-F,	99.3,	210 KW @ 1227	, AOR	SOURCE, $16.00	(Christal)	

American Radio Small Market 1992, Copyright 1992

YAKIMA, WA

MSA Rank/Pop: 212/190,400
ARB Rank/Pop: 190/151,200
Market TSL: 22.0 Hours
Average Person Rating: 16.?

Diaries: 381/397:1
Sample Target: 390
% Below Line: 0.0
% Not Listed: 22.0

Retail $: 1.19 Bil
FM Share: 71.20%
Stations: 13/13

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	METRO CUME	METRO CUME RATING S92	S91	S90
1. KFFM-F (CHR)	40/16.3	---	15.4	---	17.0	399	26.4	27.2	29.0
2. KXDD-F (C)	38/15.5	---	16.3	---	18.3	460	30.4	27.4	27.3
3. KATS-F (AOR)	29/11.8	---	13.4	---	15.4	376	24.9	24.6	22.4
4. KIT (FS)	25/10.2	---	11.8	---	7.9	296	19.6	29.4	18.3
5. KHYT-F (O)	15/ 6.1	---	2.4	---	3.7	206	13.6	9.7	10.8
6. KRSE-F (SAC)	12/ 4.9	---	6.1	---	4.1	122	8.1	12.0	10.6
7. KYXE (C)	10/ 4.1	---	---	---	---	100	6.6	----	---
8. KUTI (C)	7/ 2.9	---	6.1	---	6.6	156	10.3	13.2	12.4
9. KREW (FS)	5/ 2.0	---	0.8	---	0.8	54	3.6	5.7	3.8
10. KBBO (REL)	4/ 1.6	---	3.7	---	0.8	95	6.3	11.1	4.4

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KXDD-F	1. KXDD-F	1. KFFM-F	1. KFFM-F››
2. KFFM-F‹	2. KATS-F‹	2. KXDD-F›	2. KATS-F
3. KIT	3. KFFM-F	3. KIT	3. KIT
4. KATS-F	KIT	4. KATS-F	4. KYXE
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KATS-F	1. KATS-F	1. KXDD-F‹	1. KXDD-F	1. KATS-F‹	1. KFFM-F
2. KFFM-F	2. KFFM-F	2. KATS-F	2. KIT ››	2. KXDD-F›	KXDD-F
3. KXDD-F	3. KXDD-F	3. KHYT-F	3.	3. KIT	3. KRSE-F
4. KHYT-F	4. KHYT-F	4. KFFM-F	4.	KHYT-F	KHYT-F
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KMWX	1460	Yakima	0.4/4.0
KYKA-F	96.9	Naches	0.8/5.2
KZTA	930	Yakima	1.2/3.1

RADIO STATIONS

KBBO,	1390,	5 KW/390 W (DA-2),	Religion	AP,	$ 6.00	(MMB)		
KIT ,	1280,	5 KW/1 KW ,	Full Service	CBS, ABC,	$16.00	(Mc-Guild)	T. Ingstad	
KREW,	1210,	10 KW/1 KW ,	Full Service	CBS,	$ 8.00	(Tacher)		(SUNNYSIDE)
KUTI,	980,	5 KW/500 W (DA-N),	Country	ABC,	$10.00	(Christal)	Metrocom	(SELAH)
KYXE,	1020,	5 KW/500 W (DA-2),	Country	CRC,	$ 9.00	(Katz)		(SELAH)
KATS-F,	94.5,	100 KW @ 909 ,	AOR	,	$16.00	(Mc-Guild)	T. Ingstad	
KFFM-F,	107.3,	100 KW @ 1499 ,	CHR	,	$20.00	(K & P)		
KHYT-F,	92.9,	17 KW @ 869 ,	Oldies UNISUP UNIULT,		$11.00	(Mc-Guild)		(TOPPENISH)
KRSE-F,	105.7,	100 W @ 777 ,	Soft AC	,	$10.00	(MMB)		
KXDD-F,	104.1,	61 KW @ 781 ,	Country	ABC,	$21.00	(Christal)	Metrocom	

American Radio Small Market 1992, Copyright 1992

1992 PUBLICATIONS FROM JIM DUNCAN

AMERICAN RADIO

Now, a quarterly (plus the "Small Market" edition) AMERICAN RADIO remains the radio industry's most complete and timely source book of radio ratings and programming information. There are over 30 tables for each market, plus--in the Spring and Fall editions--over 60 pages of national ratings. AMERICAN RADIO is considered to be the "bible" of the radio industry and is required reading for everyone involved with radio.

ISSUE	RELEASE DATE	NUMBER OF MARKETS	PRICE
Winter Supplement	May	97	$49.00
Spring Edition	August	180	$84.00
Small Market Edition	September	90	$49.00
Summer Supplement	November	97	$49.00
Fall Edition	February	168	$84.00

DUNCAN'S RADIO MARKET GUIDE

Designed to be a companion volume to AMERICAN RADIO, this book examines the economic conditions of 190 markets. Included are: radio revenue histories and projections on a yearly basis between (1986 and 1996); revenue estimates for over 1,500 important stations; revenue estimates for competitive media (TV, newspaper, outdoor); Duncan's opinions about each market; population and retail sales histories and projections; group revenue estimates; radio's most admired groups and stations; local radio account information; revenue per share point estimates; station sales since 1985 and much, much more (over 30 other tables).

PUBLISHED EVERY JANUARY Price: $265.00

RADIO IN THE UNITED STATES: 1976 to 1992

This new issue offers a statistical history covering the last 16 years. For each market (180 or so) there is a complete year-by-year analysis of station shares and cume ratings, format shares, financial information, highest billing stations, station sales (back to 1970 for most markets), major call letter and format changes and much, much more. This book is literally a history radio for the last 16 years.

PUBLISHED IN JUNE 1992 Price: $125.00

THE RELATIONSHIP BETWEEN RADIO AUDIENCE SHARE AND REVENUE SHARE

This new report examines the relationship between a station's audience share and its revenue share. Over 800 stations are included. The revenue and audience shares for each individual station is covered. Additional information is provided for each format and every market size. This report covers an area we have all speculated about, but never had access to any reliable data. This report fills the gap. You will use it for programming decisions, budgeting and goal-setting. You will also find it makes for fascinating reading. Effective in 1992, this book is doubled in size because we will be adding audience breakdowns for over 1000 stations. For each station the following is provided: Time-Spent-Listening, Turnover ratios, % Exclusive Cume, % 12-24, 25-54 and 55+, % Male, % Female, % At-Home-Listening, and the station with the highest level of shared audience.

PUBLISHED EVERY APRIL Price: $85.00

DUNCAN'S RADIO GROUP DIRECTORY

This book is a complete and comprehensive directory of group radio owners in the U.S. All groups with three or more stations in rated markets and revenues in excess of $3,000,000 will be included. Over 160 radio groups will be covered. The directory will include (for each group), ratings performance; station purchase prices (and date of purchase); station revenue estimates; senior management; addresses and phone numbers; group financial data; major shareholders; board of directors; key suppliers; a history of the company and much more.

PUBLISHED IN MAY IN ODD-NUMBERED YEARS Price: $120.00

ORDER FORM

Complete form and mail to:

JAMES H. DUNCAN, JR.
DUNCAN'S AMERICAN RADIO, INC.
P.O. BOX 90284
INDIANAPOLIS, IN 46290

NAME_____

TITLE_____

COMPANY_____

ADDRESS_____

CITY_____

STATE_____ ZIP _____

PHONE # _____

_____ Payment Enclosed

_____ Charge my credit card

____ Visa ____ Mastercard

Card # _____Exp. _____

AMERICAN RADIO	PRICE	# OF COPIES	AMOUNT
Winter Supplement	$ 49.00	_____	_____
Spring Edition	$ 84.00	_____	_____
Small Market Edition	$ 49.00	_____	_____
Summer Supplement	$ 49.00	_____	_____
Fall Edition	$ 84.00	_____	_____
Duncan's Radio Market Guide	$265.00	_____	_____
Radio in the United States 1976-1991	$125.00	_____	_____
The Relationship Between Radio Audience Shares and Revenue Shares	$ 85.00	_____	_____
Duncan's Radio Group Directory	$120.00	_____	_____
TOTAL:			$ _____